



AMATEUR
OWNER
RIDER

AUSTRALIAN
DRESSAGE
CHAMPIONSHIPS

8-10 AUG 2025

QLD STATE EQUESTRIAN CENTRE
QSEC, CABOOLTURE



DRESSAGE
QUEENSLAND



EQUESTRIAN
QUEENSLAND



EQUESTRIAN
AUSTRALIA

SPONSORSHIP PROPOSAL

2025 Australian Amateur Owner Rider Dressage Championships

Why sponsor one of the most prestigious dressage events in Australia?

Participation in the sponsorship program of the 2025 Australian Amateur Owner Rider Dressage Championships offers opportunities for individuals, corporations and businesses to penetrate the diverse and high-profile Amateur Dressage market with National exposure. As a valued supporter of the 2025 Australian Amateur Owner Rider Dressage Championships, your company is offered opportunities to enhance its profile, products and services to an enormous target market.

Dressage is a part of Equestrian Olympic sport. Equestrian sports are unique in that they are the only sport worldwide where males and females participate and compete against each other on equal footing and involves an animal! The 2025 Australian Amateur Owner Rider Dressage Championships caters for all levels of competitors from Preliminary through to International FEI-level tests, and for riders on both horses and ponies. Amateur Owner Riders are the backbone of our sport. Often with years of riding behind them and a demonstrated commitment to the sport, they are a target market that know what they want and love to be decked out in the finest quality of equestrian wear and products the market has to offer. Coming from around Australia, these dedicated competitors are not only attending to compete, but also to immerse themselves in the experience of a National Championships, and are constantly on the hunt for the best products and services available.

The 2025 Australian Amateur Owner Rider Dressage Championships is a prestigious National calendar event and has competitors at all levels travelling from as far away as Far North Queensland, New South Wales, Victoria, South Australia and Western Australia. In a sport which strives for excellence and perfection, riders, owners and breeders are always on the look-out for quality products and services which best suit not only their own needs but those of their equine partner. For this reason, availing yourself of a sponsorship opportunity will allow you to connect with a prime target group for your product, service and/or organisation.

There are a great number of sponsorship opportunities that allow any organisation to contribute to the very future of the sport and at the same time, gain extensive promotion and visibility of the organisation.

To discuss please contact:

Sponsorship Co-ordinator, Nicole Magoffin nicolemagoffin@gmail.com, or 0419 734 964

Or

Admin Officer, Anita Barton ascampton@hotmail.com, or 0433 447 693

Event Sponsorship - What we will do for you:

- ★ We understand effective sponsorship is about your message hitting the right audience, it is about generating quality sales leads and opportunities which in turn convert to sales.
- ★ Like you, we are business people too. We understand sponsorship is not just about a bunch of logo placements, social media features or gold, silver, bronze status, gala dinner tickets or VIP status.
- ★ Effective sponsorship is about putting your business in front of a quality audience.
- ★ Prominent Product display, positioning and exposure
- ★ Provide your representatives the opportunity to meet with other sponsors, athletes and their connections, spectators and event attendees through-out the course of the event and functions
- ★ Provide your representatives with contact details of Championship and Reserve Championship winners (Name, email, telephone number)
- ★ Provide up to a full page A4 advertisement in the event program
- ★ Feature your advertisements on our social media page and web site
- ★ Provide opportunity for Live Stream Advertising, which is available to be viewed worldwide
- ★ Ensure social media commentary via the event Facebook page with links to your product web page and social media pages
- ★ Include your logo on event merchandise
- ★ Deliver announcer commentary throughout the event delivering your scripted message

Sponsorship of the Australian Amateur Owner Rider Dressage Championships gives you the opportunity to:

- ★ Enhance your businesses profile
- ★ Deliver your businesses unique selling proposition
- ★ Present your products and services to a cash advantaged community

Dressage is a sport that strives for excellence and perfection. Riders, owners and breeders are always on the look-out for quality products and services reflective of their personal goals and aspirations.

How we communicate with our audience and Social Media presence:



- ★ The Australian Amateur Owner Dressage Championships has a media specialist to support the event in the lead up and during the event. Their brief is to ensure news and special interest information is communicated to competitors, competitor support people, supporters, followers and other interested parties whilst ensuring reach and engagement is maximised and the follower base increased.

Communication with our audience is via:

- ★ Equestrian Queensland web site
- ★ Dressage Queensland Facebook page
- ★ Australian AOR Nationals Facebook Page 2700+ followers
- ★ Traditional media outlets (Television, Radio, Domestic and International print media)
- ★ Currently, the Australian AOR Nationals Facebook page has over 2,700 followers with plans to grow our following to in excess of 3,000
- ★ During the event historically our reach has exceeded 25,000 people and engagement of 17,000 people

What is Dressage?

A French term most commonly translated to mean "training" is a highly skilled form of riding performed in exhibition and competition, as well as an "art" sometimes pursued solely for the sake of mastery. As an equestrian sport dressage is managed globally by the Federation Equestre Internationale (FEI) and within Australia by Equestrian Australia and its state branches.

Dressage is described as "the highest expression of horse training where horse and rider are expected to perform from memory a series of predetermined movements.

Competitions are held at all levels from amateur to the Olympic Games and World Equestrian Games. Its fundamental purpose is to develop, through standardized progressive training methods, a horse's natural athletic ability and willingness to perform, thereby maximizing its potential as a riding horse.

At the peak of a dressage horse's gymnastic development, the horse responds smoothly to a skilled rider's efforts. The rider is relaxed and appears effort-free while the horse willingly performs the requested movement.



2019 Australian Grand Prix Champion Lone Jorgenson (Vic) and Corrina executing an "extended trot".



Riley Alexander (NSW) and Larenso performing highly collected short steps known as "piaffe"

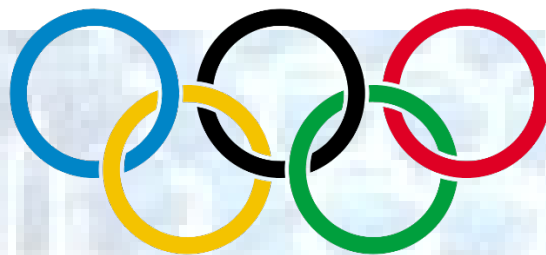
The discipline has a rich history dating back to the ancient Greeks. Modern dressage has evolved as an important equestrian pursuit and has been an Olympic sport since 1912.

Equestrian is the only sport worldwide where men and women compete against each other on equal footing and involves an animal (the horse)!

The standard competition format for world and continental championships and the Olympic Games dressage consists of CDI Grand Prix, CDI Grand Prix Special and CDI Grand Prix Freestyle (Kur) tests. In a Freestyle test, the athlete is free to choose his/her own choreography, although there are a number of compulsory movements required.

Australia has sent a Dressage Team to each Olympic Games since 2000 and before that Australia was represented by individuals.

2032 Olympic and Para Olympic Games:



Australian-based Rider Jessica Dertell, who qualified for the 2024 Paris Olympic Games on her stallion, Cenin

The Australian Olympic Committee (AOC) has awarded Brisbane and Queensland to host the 2032 Olympic and Paralympic Games.

This is an exciting opportunity to bring equestrian sport to the Queensland public and boosts local interest from up-and-coming interstate and local riders to participate in Queensland events as a part of their long-term goal of competing in the 2032 Brisbane Olympics.

The benefits to the local community in terms of infrastructure and business exposure are unprecedented. The Olympic Games provide global exposure to the community, and represents a wonderful opportunity to place your business products on the world stage.

“You literally couldn't buy the type of name recognition that the Olympics would bring to a city.” Brisbane Lord Mayor Adrian Schrinner

Event Naming Rights

Package Inclusions:

- ✓ The exclusive Naming Rights to the “Your Company Name” 2025 Australian Amateur Owner Rider Dressage Championships
- ✓ Company name/logo on Media Wall
- ✓ Company name/logo on Championship Prizes
- ✓ Extensive advertising and links with the official Australian Amateur Owner Rider Dressage Championships website, Equestrian Australia website, Equestrian Queensland website and print media coverage.
- ✓ Logo acknowledgement on all Australian Amateur Owner Rider Dressage Championship letterhead and promotional material.
- ✓ Extensive advertising and acknowledgement on event programs, social media pages, newsletters.
- ✓ Weblinks via the Equestrian Queensland/Dressage Queensland/Australian Amateur Owner Rider Dressage Championships website – linked with Facebook promotional listings.
- ✓ 2 x Full page colour advertisements in Official Program (sponsor to provide artwork).
- ✓ PA Promotion at least 8 times per day during the event.
- ✓ Trade Stand/Display for 3 days (sponsor to provide own marquee).
- ✓ Indoor arena signage (to be provided by sponsor).
- ✓ Company representative at presentation ceremonies.
- ✓ Product sampling in Riders’ Bags.
- ✓ Riders’ Welcome Function – 4 tickets.
- ✓ 4 tickets for the Dressage Queensland Awards Evening (December, 2025).

Investment: \$5000.00 including GST

Main Arena Naming Rights

Package Inclusions:

- ✓ The exclusive Naming Rights to the “Your Company Name” Main Arena
- ✓ Company name/logo on Media Wall
- ✓ Extensive advertising and links with the official Australian Amateur Owner Rider Dressage Championships website, Equestrian Australia website, Equestrian Queensland website and print media coverage.
- ✓ Logo acknowledgement on all Australian Amateur Owner Rider Dressage Championship letterhead and promotional material.
- ✓ Extensive advertising and acknowledgement on event programs, social media pages, newsletters.
- ✓ Weblinks via the Equestrian Queensland/Dressage Queensland/Australian Amateur Owner Rider Dressage Championships website – linked with Facebook promotional listings.
- ✓ 1 x Full page colour advertisements in Official Program (sponsor to provide artwork).
- ✓ PA Promotion continuously whenever the main arena is mentioned.
- ✓ Trade Stand/Display for 3 days (sponsor to provide own marquee).
- ✓ Indoor arena signage (to be provided by sponsor).
- ✓ Company representative at presentation ceremonies.
- ✓ Product sampling in Riders’ Bags.
- ✓ Riders’ Welcome Function – 4 tickets.
- ✓ 2 tickets for the Dressage Queensland Awards Evening (December, 2024).

Investment: \$2500.00 including GST

POPULAR PROMOTIONS

FEI Big Tour Championship

The highest level of competition at these Championships, FEI Big Tour Championship consists of the **Intermediate II, Grand Prix** and **Grand Prix Freestyle**.

Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$880 including GST

FEI Big Tour Pony Championship

The highest level of competition at these Championships, FEI Big Tour Pony Championship consists of the **Pony Intermediate II and Grand Prix**.

Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$550 including GST

FEI Medium Tour Championship

The highest level of competition at these Championships, FEI Big Tour Championship consists of the **Intermediate A, Intermediate B** and **Intermediate A/B Freestyle**.

Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$880 including GST

FEI Medium Tour Pony Championship

The highest level of competition at these Championships, FEI Medium Tour Pony Championship consists of the **Pony Intermediate A & Intermediate B**.

Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$550 including GST

FEI Small Tour Championship

The highest level of competition at these Championships, FEI Small Tour Championship consists of the **Prix St Georges, Intermediate I** and **Intermediate I Freestyle**.

Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$880 including GST

FEI Small Tour Pony Championship

The highest level of competition at these Championships, FEI Small Tour Pony Championship consists of the **Pony Prix St Georges & Intermediate I**.

Package Inclusions:

- ✓ Company name/logo on Championship Prizes
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$550 including GST

EA CHAMPIONSHIPS

EA AOR HORSE CHAMPIONSHIPS

Equestrian Australia – AOR Horse Championships

CHAMPION packages provide Sponsorship of each EA level Championship for Amateur Owner Riders riding horses. Each package brings the benefit of exposure across the two classes within your chosen class level.

The available levels are:

- AOR Rider Horse Preliminary Championship
- AOR Rider Horse Novice Championship
- AOR Rider Horse Elementary Championship
- AOR Rider Horse Medium Championship
- AOR Rider Horse Advanced Championship

Package Inclusions:

- ✓ Total naming rights to each Championship competition;
- ✓ Sponsorship of the two EA classes at each level;
- ✓ Sponsorship of Champion and Reserve at each level;
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$660.00 per Championship including GST

PONY CHAMPIONSHIPS

Equestrian Australia – AOR Pony Championships

CHAMPION packages provide Sponsorship for Amateur Owner Riders on ponies at each EA level Championship. Each package brings the benefit of exposure across the two classes within your chosen class level.

The available levels are:

- AOR Preliminary Pony Championship
- AOR Novice Pony Championship
- AOR Elementary Pony Championship
- AOR Medium Pony Championship
- AOR Advanced Pony Championship

Package Inclusions:

- ✓ Total naming rights to each Champion competition;
- ✓ Sponsorship of the two EA classes at each level;
- ✓ Sponsorship of Champion and Reserve at each level;
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Trade stand site available for the event (sponsor to supply approved shade shelters);
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$440.00 per Championship including GST

EA FREESTYLES

EA FREESTYLE packages provide Sponsorship for each EA level Freestyle. Each package brings the benefit of exposure across the freestyle class.

The available levels are:

- Medium Freestyle
- Advanced Freestyle

Package Inclusions:

- ✓ Total naming rights to each Freestyle competition;
- ✓ Live website links between Equestrian Queensland, Dressage Queensland and social media;
- ✓ Half page advertisement in Championship Official Programme (artwork and logos to be supplied);
- ✓ Company Logo representation on all promotional material;
- ✓ Company representative at presentation ceremony;
- ✓ Event signage and logo display on main indoor arena display
- ✓ Product sampling in Riders' Bags.

Investment: \$330.00 per Championship including GST



2025 Australian Amateur Owner Rider Dressage Championships

Sponsorship Booking Form – all prices include GST – please tick below

Trading Name: (to appear on Advertising)	
Address:	
Telephone:	
Mobile:	
Email:	
Contact Person:	

Cash
 Product
 Cash/Product (Please indicate amount _____)

FEI Championships

- | | |
|--|--|
| <input type="checkbox"/> FEI Big Tour (horse) \$880 | <input type="checkbox"/> FEI Big Tour (pony) \$550 |
| <input type="checkbox"/> FEI Medium Tour (horse) \$880 | <input type="checkbox"/> FEI Medium Tour (pony) \$550 |
| <input type="checkbox"/> FEI Small Tour (horse) \$880 | <input type="checkbox"/> FEI Small Tour (pony) \$550 |
| <input type="checkbox"/> FEI Championship Package (all FEI classes) \$3750 | |

EA Amateur Owner Rider Horse Championships

- | | |
|--|--|
| <input type="checkbox"/> Preliminary AOR Rider \$660 | <input type="checkbox"/> Medium AOR Rider \$660 |
| <input type="checkbox"/> Novice AOR Rider \$660 | <input type="checkbox"/> Advanced AOR Rider \$660 |
| <input type="checkbox"/> Elementary AOR Rider \$660 | |
| <input type="checkbox"/> EA AOR Horse Rider Package (all EA AOR Horse Rider classes) \$3000 | |

EA Amateur Owner Rider Pony Championships

- | | |
|---|---|
| <input type="checkbox"/> Preliminary AOR Pony \$440 | <input type="checkbox"/> Medium AOR Pony \$440 |
| <input type="checkbox"/> Novice AOR Pony \$440 | <input type="checkbox"/> Advanced AOR Pony \$440 |
| <input type="checkbox"/> Elementary AOR Pony \$440 | |
| <input type="checkbox"/> EA AOR Pony Rider Package (all EA AOR Pony Rider classes) \$2000 | |

EA Freestyle Championships

- | | |
|--|--|
| <input type="checkbox"/> Medium \$330 | <input type="checkbox"/> Advanced \$330 |
|--|--|