



## Brisbane CDI and Queensland Dressage Championships - September 12-15th 2024

### Sponsorship Proposal





# Table of Contents

**Foreword from Event Director:**..... 3

**Our Invitation:**..... 4

**What is the Brisbane CDI?** ..... 5

**Venue:** ..... 7

**Trade Village:** ..... 10

**Event Sponsorship - What we will do for you:**..... 12

**How we communicate with our audience and Social Media presence:**..... 13

**Live Streaming Feature FEI Classes**..... 14

**What is Dressage?**..... 15

**Social and Economic worth of Equestrian:** ..... 16

**Female Participation:**..... 18

**2032 Olympic and Para Olympic Games:**..... 19

**Sponsorship Opportunities – Summary** ..... 20

**Naming Rights to FEI Packages at the Brisbane CDI** ..... 22

**Sponsorship Opportunities – Overview of Benefits** ..... 23

**Sponsorship Enquiry/Booking Form** ..... 24

**Trade Village/Live Stream Advertising Booking Form**..... 25



## Foreword from Event Director:



*"In 2024 the Brisbane CDI will again be joining with the Queensland Dressage Championships to create an extravaganza of dressage unlike anything we have seen in Queensland before.*

*As well as beautiful, high quality dressage at the Brisbane CDI we like to bring a little bit of education and break away from straight competition with displays and informative segments on the Saturday to attract spectators.*

*The Saddlefitter Brisbane CDI is developing a reputation for being a fun, friendly and rider-inclusive event.*

*I sincerely hope you will join me in bringing my vision for the Brisbane CDI to dressage riders, officials, support crew, enthusiasts, passionate others and the broader community."*

*Anita Barton – Event Director*

## Our Invitation:

*The Brisbane CDI and Queensland State Championships 12-15 September 2024, Queensland State Equestrian Centre, Caboolture.*

*Be part of a prestige sport associated with luxury brands*

*Put your brand, your product, your message, in front of a market who are educated, economically and socially affluent and have above average discretionary spending capacity.*

*Work with a team of event professionals committed maximising opportunities to deliver a real return on your investment*

*Invest in the social fabric of society. Your investment contributes to the improvement of the health and well-being of our community*

*Furthermore, Brisbane is hosting the 2032 Olympic Games. Here is your opportunity to come on board and support the Olympic equestrian sport of Dressage through your sponsorship of the Brisbane CDI.*

***Be part of something big!***

## What is the Brisbane CDI?



*Queensland's two premier dressage events, the Brisbane CDI and Queensland Dressage Championships, will again come together as a single extravaganza event! Creating the biggest dressage event ever held in Queensland, with riders from all over Australia competing at levels from preliminary to International Grand Prix.*

*The Brisbane event incorporates:*

-  *CDI 3\* Grand Prix, Grand Prix Special and Grand Prix Freestyle*
-  *CDI-Under 25 a dressage event run under International (FEI) rules for young riders 16 to 25 years of age*
-  *CDI-Y, a dressage event run under International (FEI) rules for young riders 16 to 21 years of age*
-  *CDI-J, a dressage event run under FEI rules for young riders 14 to 18 years of age*
-  *CDI-P, a dressage event run under FEI rules for young riders 12 to 16 years of age*
-  *CDI-Ch, a dressage event run under FEI rules for young riders 12 to 14 years of age*
-  *The Queensland State Dressage Open and Adult Amateur Championships event classes run under national rules and open to all EA-registered horses and riders.*

*It is anticipated the event will attract over 200 entries from Queensland and interstate riding 225 horses with over 750 tests ridden, up to 450 people residing on site and up to 1000 spectators daily over the four days of the event.*



*More about the 2024 Brisbane CDI and Queensland Dressage Championships.*

- + Queensland's Premier Dressage Event.*
- + 2021 & 2023 Equestrian Queensland Event of the Year*
- + Finalist 2020 & 2022 Equestrian Queensland Event of the Year*
- + The Brisbane CDI is Australia's only International Dressage Event north of Sydney – an established & highly regarded event on the Australian Dressage calendar.*
- + Featuring QUEENSLAND's and Australia's top dressage combinations and youth riders.*
- + A Ground Jury (Judging panel) consisting of some of the highest qualified International Dressage Judges in the World.*
- + Venue: Queensland State Equestrian Centre, Caboolture offers a World Class Indoor Arena and facilities, including a covered warm-up arena.*
- + Extensive regional, state, national and international media coverage.*
- + Mingle with riders, sponsors, owners, international judges, grooms & guests.*
- + Designated vibrant trade village – offering potential for regional marketing.*
- + General Admission is FREE most days.*



Jessica Dertell and Cenin – Winners 2022 Brisbane CDI Grand Prix  
Image supplied by © Derek O'Leary – Derek O'Leary Photography



**Venue:**

Queensland State Equestrian Centre  
Beerburrum Road  
CABOOLTURE QLD 4510





## Schedule of Competitions:

*(Subject to change depending on entries)*

### Thursday 12<sup>th</sup> September

- ✦ *Veterinary Arrival Inspection CDI-Ch, CDI-P, CDI-J, CDI-Y, CDI-U25, CDI3\* (Grand Prix)*
- ✦ *Fitness Inspection (Trot-up): CDI-Ch, CDI-P, CDI-J, CDI-Y, CDI-U25, CDI3\* (Grand Prix)*
- ✦ *EA Open Medium Championship*
- ✦ *Open & AOR Prix St George CDN*
- ✦ *Open & AOR Intermediate A CDN*
- ✦ *Intermediate II CDN*
- ✦ *EA Para-Equestrian Championship*

### Friday 13<sup>th</sup> September

- ✦ *EA Open Novice Championship*
- ✦ *EA AOR Novice Championship*
- ✦ *EA AOR Medium Championship*
- ✦ *Open & AOR Intermediate I CDN*
- ✦ *FEI Childrens Preliminary B test **CDI-Ch***
- ✦ *FEI Pony Rider 12-16 yrs Team Test **CDI-P***
- ✦ *FEI Junior Rider 14-18 yrs Team Test **CDI-J***
- ✦ *FEI Young Rider 16-21 yrs Team Test **CDI-Y***
- ✦ *FEI 16-25yrs Intermediate II **CDI-U25***
- ✦ *Open & AOR Intermediate B CDN*
- ✦ *Grand Prix CDN*
- ✦ *Grand Prix **CDI***
- ✦ *Brisbane CDI Riders, Owners, Grooms, Sponsors, Officials, Volunteers **Welcome Function***



## Saturday 14<sup>th</sup> September

- ✦ EA Open Preliminary Championship
- ✦ EA AOR Preliminary Championship
- ✦ EA Open Elementary Championship
- ✦ EA AOR Elementary Championship
- ✦ EA Open Advanced Championship
- ✦ EA AOR Advanced Championship
- ✦ FEI Childrens Team test (FEI ed. 2020, update 2020) **CDI-Ch**
- ✦ FEI Pony Rider 12-16 yrs Individual Test (FEI ed. 2012, update 2022) **CDI-P**
- ✦ FEI Junior Rider 14-18 yrs Individual Test (FEI ed. 2009, update 2022) **CDI-J**
- ✦ FEI Young Rider 16-21 yrs Individual Test (FEI ed. 2009, update 2022) **CDI-Y**
- ✦ FEI 16-25 yrs Grand Prix (FEI ed. 2009, update 2022) **CDI-U25**
- ✦ FEI Intermediate I Freestyle (FEI ed. 1998, rev. 2009, update 2017) **CDN**
- ✦ FEI Intermediate A/B Level Freestyle (FEI 2018, update 2022) **CDN**
- ✦ Grand Prix Freestyle (FEI ed. 1999, rev. 2009, update 2017) **CDN**
- ✦ Grand Prix Kur (FEI 2009 update 2022) **CDI**

## Sunday 15<sup>th</sup> September

- ✦ Advanced Freestyle (EA 2017)
- ✦ FEI Pony Rider 12-16 yrs Freestyle (FEI ed. 2007, rev. 2009, update 2017) **CDI-P**
- ✦ FEI Junior Rider 14-18 yrs Freestyle (FEI ed. 2006, rev. 2009, update 2017) **CDI-J**
- ✦ FEI Young Rider 16-21 yrs Freestyle (FEI ed. 2006, rev. 2009, update 2017) **CDI-Y**
- ✦ FEI 16-25 yrs Grand Prix Freestyle (FEI ed. 1999, rev. 2009, update 2017) **CDI-U25**
- ✦ Grand Prix Special (FEI ed. 1999, rev. 2009, update 2017) **CDI**
- ✦ Grand Prix Special (FEI 2009 update 2022) **CDN**





## Trade Village:

*The Brisbane CDI is known for its vibrant trade village, located around the precinct of the main indoor stadium.*

*With the amalgamation of the Brisbane CDI and the Queensland State Championships the trade and retail village is going to be enhanced to create a festival type atmosphere attracting spectators, riders, grooms and other competition support personnel to congregate and socialise together.*

### Our Trade Village Plan:

- ✦ A trade site is included in all sponsorship packages at no charge
- ✦ A non-sponsoring vendor/supplier may purchase a trade site for a fee
- ✦ Have live entertainment in the village hub
- ✦ Intersperse food outlets amongst the trade stands to create continual foot traffic through the village
- ✦ Create a "Village passport" in the event programme book requiring people to get stamp from each trade stall thus allowing exhibitors to collect warm leads in return for their passport stamped. When complete "Passport" holders will be able to enter their passport into a prize draw, drawn on the evening of Saturday 14 September



Images supplied by © Calico Pony



## **Non Sponsor Site Costs (12<sup>th</sup>-15<sup>th</sup> September)**

- ✦ Single Trade Site \$550 incl GST – 3m x 3m
- ✦ Double Trade Site \$770 incl GST – 3m x 6m
- ✦ Maxi Trade Site \$990 incl GST – 6m x 6m

Please note – this price does not include hire costs such as marquees, lighting or flooring

**Bookings Close 1<sup>st</sup> September – if not sold out prior**

### **Booking Fee includes:**

- ✦ Your business name on the Brisbane CDI website
- ✦ A listing with your contact details in the Official Program Booklet
- ✦ Social media posting during the event featuring your trade display inclusive of photographs and links to your social media page and website

### **Hire Equipment:**

- ✦ Supplied by **Northside Party Hire** – a price list is attached.

For further information please contact **Paula** at **Northside Party Hire** for rates, requirements and orders 07 3299 4844 or email: [paula@northsidepartyhire.com.au](mailto:paula@northsidepartyhire.com.au)

### **Other Opportunities:**

- ✦ Sponsorship opportunities are available. Sponsors do receive priority allocation in the Trade Village.
- ✦ A Silent Auction will be conducted throughout both events. If you would like to donate product with a value of \$100.00 or more to the Silent Auction, in return you will receive a credit card sized advertisement in the official program.

### **Other Information:**

- ✦ Bookings will not be considered until application form & payment are received.
- ✦ Security will be the sole responsibility of the Operator
- ✦ All operators **must** hold a current Public Liability Insurance Policy. Equestrian QLD Insurance will not cover any loss, damage or liability claim of a participant.
- ✦ All operators must complete QSEC's induction prior to the event.
- ✦ After the closing date for Applications a refund will be paid on the following basis:
  - Site Fees 50% of fee paid
- ✦ There will be no refund of hire equipment fees, if the decision to withdraw is made after the items hired have been delivered to QSEC.
- ✦ Bump-in is from Wednesday 11th September, 2024; Bump-out is Sunday 15th September, 2024 at the conclusion of the events.



## 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 gala functions*
- + Provide your representatives with contact details of Championship and reserve championship winners (Name, email, telephone number)*
- + Up to a full page A4 advertisement in the event program*
- + Feature your advertisements on our social media page and web site*
- + Opportunity for Live stream Advertising, which is available to be viewed worldwide*
- + 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*
- + Announcer commentary throughout the event delivering your scripted message*

*Sponsorship of the Brisbane CDI 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 Brisbane CDI 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*
- + Brisbane CDI Facebook Page 4800 followers*
- + Live streaming*
- + Traditional media outlets (Television, Radio, Domestic and International print media)*

*Currently, the Brisbane CDI Facebook page has over 4,800 followers with plans to grow our following to in excess of 5,000*

*During the event historically our reach has exceeded 45,000 people and engagement of 37,000 people*



## Live Streaming Feature FEI Classes



*The Brisbane CDI features Live Streaming by Equestrian Life with special commentary provided by a panel of expert commentators comprising some of the most knowledgeable and well-respected riders and judges in Australia.*

*In previous years live stream reached a global audience with comments received from viewers in the Australia, Netherlands, Germany, Great Britain, Hong Kong, Canada, New Zealand and United States. The statistics for the live streaming are impressive!*

-  Video Views: 76,010
-  Reach: 199,550
-  Post Engagement: 2,398
-  Minutes Viewed: 203,817

*This year the event is taking our live stream to the next level offering sponsors who purchase [Premium Sponsorship Packages](#) free advertising (sponsors to supply video media up to 50 seconds) on the Equestrian Life live stream.*

*A non-sponsoring advertiser may also [purchase live steam advertising](#) (purchaser to supply video media up to 50 seconds) for \$1295*



## 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.*



## Social and Economic worth of Equestrian:

*In 2017 Equestrian Australia commissioned Street Ryan to report on the community impact of equestrian in Australia. The findings from the report, "Equestrian in Australia: Community Impact Study", are summarised below:*

*In total, Equestrian in Australia contributes \$1.143 billion in benefits to the community. This is made up of \$1.130 billion in economic contributions and \$12.7 million in health contributions. Equestrian club participants contribution is the highest at \$676.4 million (maintenance of horses is the most significant input at \$352 million), followed by horse breeding (\$169 million), event participation (\$106 million), club and association input (\$93 million) and equipment retailing, training and coaching (\$84 million).*

*"Social capital is the glue that holds societies together and without which there can be no economic growth or human wellbeing... it is the internal social and cultural coherence of society, the norms and values that govern interactions among people and the institutions in which they are embedded."*

*Sport makes many positive contributions to the community through social capital and social cohesion, in addition equestrian has a number of unique social strengths:*

- + Lifelong participation opportunities*
- + Strong family, female and people with a disability participation*
- + Structured, disciplined and selfless mindset*
- + Outdoor recreational outlet and escape*
- + Personal purpose and fulfilment*

*Participation by individuals in sport provides real benefit to a person's health, regular physical activity and exercise training can:*

- + Increase brain size, improve memory and reduce the risk of dementia*
- + Reduce the risk of depression and benefit/improve a range of mental health conditions*
- + Increase bone mineral density – important for bone strength; reducing risk of fractures and osteoporosis.*
- + Reduce the risk of developing type 2 diabetes by 30-40% and for cardiovascular disease*
- + Reduce their risk of death from cardiovascular disease by up to 20% to 25%.*



*Life Long Participation – Far North Queensland Esther Brooks (74) “Clubbie” of the year 2016 and Benchmark Lets Rock*



*Equestrian creates a sense of community*



*Para-Equestrian Bridget Murphy (Vic) and Dracmoore Flirtatious*

#### *Generally speaking participants in equestrian sport:*

- ✚ Are socially and economically better off and better educated than the general population.*
- ✚ Has a high female participation rate comparative to other sports*
- ✚ Have a higher level of education comparative to the general population*
- ✚ Has a higher ratio of business owners, key decision makers, and professionals as, competitors, participants and followers.*
- ✚ Have a higher level of available discretionary spend than the general population*



## Female Participation:

*The Australian Sports Commission recently revealed participation in sport and physical activity among women and girls is strong and growing. 63% of Australian women aged 15 years and over participate in sport and physical activity at least three times a week, compared with 60% of men.*

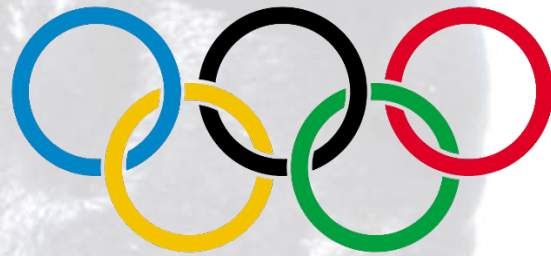
*Whilst adult female participation is still focused primarily on non-organised physical activities rather than club sports, this tendency is starting to change. Equestrian Queensland reports an overwhelming majority of female participants (90%). This trend is reinforced by Australia wide participation studies.*

*Equestrian is the only Olympic sport where all genders compete directly against each other, and also in many competitions down to grassroots level. At Olympic level, trends in female participation are increasing.*





## 2032 Olympic and Para Olympic Games:



*Five time Olympian Mary Hanna and her mare Calanta, was selected to represent Australia at her sixth Olympic games in Tokyo 2020 and is vying for a seventh games in 2024.*

*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***



## Sponsorship Opportunities – Summary

The table below summarises the sponsorship opportunities available for the 2022 Brisbane CDI. Details of the benefits of each sponsorship level can be found on the following pages.

(Please note GST is included in all sponsorship values)

<b>FEI Events: Naming Rights to the:</b>	<b>\$Value</b>
CDI Big Tour Champion	\$2,500
CDI Grand Prix Freestyle <b>SOLD</b>	\$3,000
CDI Grand Prix <b>SOLD</b>	\$1,875
CDI Grand Prix Special	\$1,875
CDN FEI Intermediate II <b>SOLD</b>	\$1,250
CDN Grand Prix Freestyle	\$1,875
CDN Grand Prix Special <b>SOLD</b>	\$1,250
CDN Grand Prix <b>SOLD</b>	\$1,200
CDN Big Tour Championship <b>SOLD</b>	\$1,875
CDN Medium Tour Freestyle	\$1,875
CDN Intermediate A	\$1,250
CDN Intermediate B	\$1,250
CDN Medium Tour Championship	\$1,875
AAOR Intermediate A & B	\$1,250
CDN Intermediate I Freestyle <b>SOLD</b>	\$1,875
CDN Prix St Georges <b>SOLD</b>	\$1,250
CDN Intermediate I <b>SOLD</b>	\$1,250
CDN Small Tour Championship	\$1,875
AAOR Prix St Georges & Intermediate I	\$1,250
CDI-Under 25 Grand Prix Freestyle (Riders 16-25) <b>SOLD</b>	\$1,250
CDI-Under 25 Intermediate II & Grand Prix (Riders 16-25) <b>SOLD</b>	\$1,250
CDI-Y Freestyle (Riders 16-21)	\$1,250
CDI-Y Team & Individual Competitions (Riders 16-21)	\$1,100
CDI-J Team & Individual Competitions (Riders 14-18)	\$1,100
CDI-J Freestyle (Riders 14-18)	\$1,250
CDI-P Team, Individual & Freestyle Competitions (Riders 12-16)	\$1,250
CDI-CH Preliminary B and Team Competitions (Riders 12-14)	\$1,100



<b>National Championship Classes</b>	
<i>EA Advanced Freestyle</i> <b>SOLD</b>	\$1,100
<i>EA Advanced Championship (OPEN SOLD or AOR SOLD)</i>	\$1,100
<i>EA Medium Championship (OPEN SOLD or AOR SOLD)</i>	\$1,100
<i>EA Elementary Championship (OPEN or AOR SOLD)</i>	\$1,100
<i>EA Novice Championship (OPEN or AOR)</i>	\$1,100
<i>EA Preliminary Championship (OPEN or AOR)</i>	\$1,100

<b>Special Categories</b>	
<i>"The Lounge" Ringside</i>	\$4,500
<i>Main Arena Naming Rights</i>	\$4,500
<i>Best Performed Off The Track Horse</i>	\$2,500
<i>Fashion Parade Naming Rights</i>	\$2,200
<i>Riders Welcome Event</i> <b>SOLD</b>	\$1,000
<i>Regional Riders Award</i>	\$Neg
<i>Ray Roe Star Fish Award</i>	\$Neg
<i>Own the Volunteers</i> <b>SOLD</b>	\$1,200
<i>Trade Village Naming Rights</i>	\$1,200
<i>Own the Wash Bays</i>	\$Neg
<i>Trot-up – Senior &amp; Youth</i>	\$Neg



## Naming Rights to FEI Packages at the Brisbane CDI

- Whilst individual classes can be purchased, the Brisbane CDI has introduced packaged bundles for FEI classes.
- A sponsor can “own” the entire classification at a significant discount to sponsoring individual classes.
- For example:  
Own the Small Tour consisting of the following classes CDN Prix St George, Intermediate I, Intermediate I Freestyle, Overall Small Tour Champion.
- Our goal is to offer a premium opportunity for our sponsors to deliver their unique selling proposition and achieve optimal reach and engagement with our audience.

Packages offered:

<b>Bundle and Classes</b>	<b>Value</b>	<b>Package Cost</b>
CDI ( <del>CDI Grand Prix Freestyle, Grand Prix Special, Grand Prix, Overall CDI Big Tour Champion</del> )	<del>\$9,250</del>	<del>\$7,250</del>
CDN ( <del>CDN Grand Prix Freestyle, Grand Prix Special, Grand Prix, Overall CDN Big Tour Champion</del> )	<del>\$6,250</del>	<del>\$4,250</del>
Medium Tour (CDN Medium Tour Freestyle, CDN Intermediate A, CDN Intermediate B, Overall CDN Medium Tour Champion)	\$6,250	\$4,250
Small Tour (CDN Intermediate I Freestyle, CDN Intermediate I, CDN Prix St Georges)	\$4,435	\$3,985
AOR FEI Bundle (AOR Prix St Georges, AOR Intermediate I, AOR Intermediate A, AOR Intermediate B)	\$2,500	\$2,200
CDI Under 25 (U25 CDI Grand Prix, U25 CDI Grand Prix Freestyle, U25 Intermediate II, Overall CDI U25 Champion)	\$2,500	\$2,200
CDI-Y Young Rider (Team, Individual and Freestyle Competitions & Overall CDI-Y Champion)	\$2,350	\$1,975
CDI-J Junior Rider (Team, Individual and Freestyle Competitions and Overall CDI-J Champion)	\$2,350	\$1,975



## Sponsorship Opportunities – Overview of Benefits

<i>Benefits</i>	<i>Premium Partner</i>	<i>Investment</i>	<i>Investment</i>	<i>Investment</i>	<i>Supporter</i>
	\$4,000 - \$10,000	\$2,750- \$3,950	\$1,500 - \$2,700	\$1,000 - \$1,450	≤ \$950
Acknowledgement in Event Programme	•	•	•	•	•
Naming rights to a competition	•	•	•	•	
Live Streaming advertisement *	•	•			
Company logo/name on competition draw and results for sponsored competition	•	•	•	•	
Full page advertisement in Event Programme *	• (x4)	• (x2)	• (x1)		
Half Page advertisement in Event Programme *				•	
Prominent feature of company logo on Event page on Equestrian Queensland website	•	•			
Logo on Event page on Equestrian Queensland website	•	•	•	•	
Banners and signage in Main Arena *	•				
Banners and signage in Indoor Arena Two *		•	•		
Distribution of promotional material to riders/officials/spectators	•	•	•	•	•
Product sampling in riders' bags	•	•	•	•	
Public Address announcements *	•	•	•	•	
Involvement with presentation ceremony	•	•	•	•	
Riders Welcome Function	• (x4)	• (x2)	• (x2)	• (x2)	
Ringside VIP Luncheon tickets all days	• (x4)	• (x2)			
Ringside VIP Luncheon tickets – day of class/es only			• (x2)	• (x2)	
Saturday Evening Dinner	• (x4)	• (x2)			
3x3 trade site	•	•	•	•	
Complimentary trade site size upgrade	•	•			
Premier trade site location	•	•			
Preferential trade site location			•		
Saturday general entry tickets					•

\* Sponsor to provide all logos, signage, advertising and media



## Sponsorship Enquiry/Booking Form

<b>Company:</b>	<b>ABN:</b>	
<b>Trading Name:</b>		
<b>Contact Name:</b>		
<b>Mailing Address:</b>		
<b>Mobile:</b>		
<b>Email:</b>		
<b>Website:</b>		
<b>Facebook and/or Instagram page (please incl your @name)</b>		
<b>Script for social media (max 150 words) – or supply as a separate document or email.</b>		

**I would like to book the following Level of Sponsorship or would like to discuss options:**

**Sponsorship Package:** \_\_\_\_\_

**Competition Name:** \_\_\_\_\_

An invoice will be sent to you via email once your booking is received.

**\* Please supply a high-resolution jpg or png file of your company logo with your booking form \***

***If you would also like a trade site please complete the form below. Trade sites are complimentary to all sponsors. Upgrade fees may apply if you require a larger site.***

**For further information or booking enquiries, please contact:**

<b>Event Director:</b>	Anita Barton	Email: <a href="mailto:brisbanecdievent@gmail.com">brisbanecdievent@gmail.com</a> Phone: 0433-447-692
<b>Sponsor Liaison:</b>	Angela Arkadieff	Email: <a href="mailto:brisbanecdievent@gmail.com">brisbanecdievent@gmail.com</a>



## Trade Village/Live Stream Advertising Booking Form

<b>Trading Name:</b>	
<b>Address:</b>	
<b>Telephone:</b>	
<b>Mobile:</b>	
<b>Email:</b>	
<b>Contact Person:</b>	
<b>ABN:</b>	
<b>Web Address:</b>	
<b>I wish to book (please tick)</b>	<input type="checkbox"/> Sponsor site upgrade to 3mx6m Cost \$250 incl GST* <input type="checkbox"/> Sponsor site upgrade to 6mx6m Cost \$350 incl GST* * (Marquee not included, please select below if you would like us to hire)  <input type="checkbox"/> Single Trade Site 3mx3m – Cost \$550 incl GST <input type="checkbox"/> plus 3mx3m Marquee – Cost \$275 incl GST <input type="checkbox"/> plus 3mx3m Profloor – Cost \$125.00 incl GST  <input type="checkbox"/> Double Trade Site 3mx6m - Cost \$770 incl GST <input type="checkbox"/> plus 3mx6m Marquee – Cost \$375 incl GST <input type="checkbox"/> plus 3mx6m Profloor – Cost \$250.00 incl GST  <input type="checkbox"/> Maxi Trade Site – Cost \$990 incl GST <input type="checkbox"/> plus 6mx6m Marquee – Cost \$575 incl GST <input type="checkbox"/> plus 6mx6m Profloor – Cost \$500 incl GST  <input type="checkbox"/> Additional hire items required – POA (please list) - -
<b>I will be supplying my own marquee/trailer</b>	If supplying your own marquee/trailer it must fit within our size option or contact our Event Director to discuss price options. Please indicate size: _____ m x _____ m
To book your own hire equipment directly through our supplier please contact Paula at <b>Northside Party Hire</b> P. 0423 421 177 E. <a href="mailto:paula@northsidepartyhire.com.au">paula@northsidepartyhire.com.au</a>	

**Trade sites must be paid in full at time of booking to confirm site.**

An invoice will be sent to you via email once your booking is received.

**This Form Constitutes a Tax Invoice upon receipt of payment**  
**Equestrian Queensland ABN 79 598 577 242**