

Adequan® Global Dressage Festival

Powered by Wellington International

SPONSORSHIP OPPORTUNITIES





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About the Adequan® Global Dressage Festival

The Adequan® Global Dressage Festival (AGDF) is the largest and longest running dressage circuit in the world. It consists of 12 weeks of competition, including four World Cup Qualifier events, two weeks of international level Para-Dressage competition, and is the only show outside of Europe to host a top-level CDI 5-star. More than 1,000 horses and riders compete each year, from 30 U.S. states and 26 countries.

Whether you are focused on brand recognition, social media and digital activations, VIP hospitality, or supporting specific competitions, we have opportunities that will help you reach your goals.

Our team is dedicated to incorporating your brand to garner the most effective engagement and results and to meet your company's goals.





Why Sponsor with Us?

- Exciting brand visibility
- Refreshing content creation opportunities
- Targeted marketing to a captive audience
- Full-service digital and production opportunities
- Positive consumer perception
- Exceptional lead generation opportunities
- Networking opportunities

AGDF by the Numbers

 51,355 Unique website visitors	 Prize Money Awarded: \$326,323
 Number of Countries represented: 32	 Social Media Followers: 33,945
 Number of Entries: 2,805	 Approximate Spectators: 45,000+

Prix St. Georges Sponsor \$10,000

- Presenting Sponsor of either an Award (for all CDI Shows) or of a National Division
- 4 banners on site (2 in high traffic areas and 2 in the National Ring)
- 1 full page ad in the AGDF Souvenir Program
- May provide items for the Rider Buckets distributed during a Major Week Jog
- Logo on the scoreboards and on the GDF website (with link)
- Public address announcement
- Promotional collateral (brochures or catalogs) in the Show Office
- 1 VIP Parking Pass
- Invitation to Sponsor Party





Intermediate Sponsor \$15,000

- Presenting Sponsor of a FEI Small Tour class during one CDI Week
- 4 banners on site (2 in high traffic areas and 2 in the National Ring)
- 1 full page ad in the AGDF Official Program
- May provide items for the Rider Buckets distributed during a Major Week Jog
- Logo on the scoreboards and on the AGDF website (with link)
- Public address announcement
- 30-second commercial
- One-time use of the ESP/AGDF email list
- Promotional collateral (brochures or catalogs) in the Show Office
- One Social Media Post (content to be provided by sponsor)
- 1 VIP Parking Pass
- Invitation to Sponsor Party

Grand Prix Sponsor

\$20,000

- Presenting Sponsor of an FEI Small or Large Tour class during one CDI Week
- 5 banners on site (2 in International Arena and 3 in high traffic areas)
- 1 full page ad in the AGDF Souvenir Program
- 1/4-page ad in one issue of the *AGDF Times*
- May provide items for the rider buckets distributed during a Major Week Jog
- Logo on the scoreboards and on the AGDF website (with link)
- Public address announcement
- 30-second commercial
- One social media post (content to be provided by sponsor)
- One-time use of the ESP/AGDF email list
- Opportunity to create 1 video with ESP production team
- May provide items for 1 table drop in the Global Pavilion VIP
- Promotional collateral (brochures or catalogs) in the Show Office and Global Pavilion VIP
- 1 VIP Parking Pass
- Invitation to Sponsor Party





Major Partner

\$30,000+

- Presenting Sponsor of a CDI Week
- Presenting Sponsor of Friday Night Lights class or similar
- 6 banners on site (4 in the International Arena and 2 in high traffic areas)
- 1 full page ad in the AGDF Official Program (editorial opportunity)
- 1/4-page ad in one issue of the *AGDF Times* (editorial in one issue)
- May provide items for the Rider Buckets distributed during a Major Week Jog
- Logo on the scoreboards and on the AGDF website (with link)
- Public address announcement
- 30-second commercial
- Two-time use of the ESP/AGDF email list
- Customized Social Media Campaign including paid posting opportunity
- Opportunity to create 1 video with ESP production team
- Custom activation opportunity
- May provide items for 1 table drop in the Global Pavilion
- Promotional collateral (brochures or catalogs) in the Show Office and Global Pavilion VIP
- 2 VIP Parking Passes
- Invitation to Sponsor Party

Sponsorships are tailored
to specific business goals.

Contact our team today
to get started!



CONTACT:
Lenore Brown
Director of Sponsorship
(717) 608-4654
LBrown@WellingtonInternational.com

Laura Bostwick
Sponsorship Manager
(561) 389-1308
LBostwick@WellingtonInternational.com





Destination Wellington

