



THE
DRESSAGE FOUNDATION



Grant recipient Brian Hafner (CA)

SUSTAINING PARTNER PROGRAM
Corporate Sponsorship Opportunity



About The Dressage Foundation

The Dressage Foundation (TDF) is a 501(c)(3), non-profit, tax-exempt, donor-driven organization that is dedicated to educating, supporting, and advancing the sport of dressage. We raise funds, appropriately allocate the donations, and award grants to dressage riders, judges, instructors, breeders, high performance teams, and nonprofit equestrian organizations across the United States.

Our Mission is to cultivate and provide financial support for the advancement of dressage in the U.S.

Our Vision is that the generosity of many will allow the financial barriers of our sport to be removed, so that every aspect of U.S. dressage will grow and succeed locally, nationally, and internationally.

An Opportunity for Your Company

Since TDF is a national organization that works with dressage enthusiasts across the country, we can provide you with the opportunity for coast-to-coast recognition. Our Corporate Sustaining Partner program gives your company the opportunity to partner with us in a unique and affordable way.

As a Corporate Sustaining Partner with a gift of just \$50/month, your company will be highlighted on TDF's website, in a press release, on our Facebook page, in e-newsletters, and listed in our annual print newsletter and annual report

TDF's Marketing Channels

TDF information is sent to thousands of dressage riders across the country through our press releases, website, social media, and through our contacts located in every state.

In 2019, **TDF's website** (www.dressagefoundation.org) welcomed over 30,000 unique visitors, including guests from every state and several different countries. With our expanding grants and programs, we expect that number to continue to grow in the future.





We have an active and growing **Facebook** community with over 6,000 fans.

Monthly **e-newsletters** are sent to approximately 4,000 individuals with an average open rate that is higher than most other nonprofit organizations.

TDF publishes an **annual print newsletter** each fall, which is mailed to all donors and posted on our website. A printed **Annual Report** is also mailed to all donors and posted on our website each spring.

Corporate Sustaining Partner Benefits

Your monthly donation will be used to support dressage-related education for youth, adult amateurs, instructors, judges, breeders, high performance teams, and more. The Dressage Foundation's grants and programs reach all ages and all levels. A stronger dressage community means a more vibrant, growing customer base for you!

For a minimum gift of \$50/month or one annual payment of at least \$600, you will become a TDF Corporate Sustaining Partner and receive the following benefits:

- **Website** – Your company logo and website link will be added to our website's Home page and Corporate Sustaining Partner page.
- **Press Release** – A press release to announce the partnership between your company and TDF will be posted on our website and distributed to equestrian media outlets.
- **E-Newsletter** – Your company name/logo with a link to your website will be included in at least two e-newsletters per year.
- **Facebook** – Your company will be thanked on TDF's Facebook page at least once per quarter.
- **Print publications** – Your company will be thanked in TDF's annual print newsletter and Annual Report

We ask that your company commit to a Sustaining Partnership for a minimum of one year. Your company will receive the promotional benefits as long as you are a Sustaining Partner.

Thank you for considering a Corporate Sustaining Partnership with The Dressage Foundation!



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WE INVITE YOU TO BECOME A TDF CORPORATE SUSTAINING PARTNER

Monthly donations fuel The Dressage Foundation's functions, and your support will help build the dressage industry as a whole. We've made it easy for you to make your charitable donations through this monthly program and we look forward to promoting your company and its generous support.

Yes, our company would like to become a Sustaining Partner of The Dressage Foundation!

We would like to make a monthly contribution of: ____ \$50/month or ____ Other \$____ with the credit card listed below.

Please charge this gift on the 15th 30th day of each month

We would like to make an annual contribution of: ____ \$600 or ____ Other \$____
 Please charge this gift to the credit card listed below OR
 We have enclosed a check made payable to The Dressage Foundation

Card Type: Master Card Visa Discover American Express

Card #: _____

Expiration Date: _____

Security Code: _____

Name as it appears on the card: _____

Monthly Pledge Authorization

I authorize The Dressage Foundation to charge my monthly contribution to my credit card (as indicated above). I understand I may cancel or change my monthly pledge at any time by notifying The Dressage Foundation in writing. A record of each payment will appear on my monthly statement and will serve as my receipt.

Company Name: _____

Contact Name and Title: _____

Address: _____

Phone: _____

Email: _____

Signature (required): _____ Date: _____

Return this form to:
The Dressage Foundation
1314 'O' Street, Suite 305
Lincoln, NE 68508

Please call The Dressage Foundation
at (402) 434-8585 with any questions.
Thank you!