



# SPONSORSHIP OPPORTUNITIES



**The Dressage Foundation**  
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# ▶▶ About The Dressage Foundation

FOSTERING GROWTH, EDUCATION, AND EXCELLENCE IN THE U.S. DRESSAGE COMMUNITY



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.

Simply stated, TDF raises money, manages it, and gives it away. Because of donor support, grants are available for the education of dressage enthusiasts across the country.

Thanks to generous donors, educational grants are available to help nearly every aspect of U.S. dressage:

- Adult Amateurs
- Youth & Young Adults
- Educational Events
- Instructors
- FEI Competitors
- Judges
- Trainers
- Show Managers
- Para-Dressage
- Western Dressage
- Breeders
- Officials



**TDF's Mission** is to cultivate and provide financial support for the advancement of dressage in the United States.



**TDF's 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.

# ▶ About the U.S. Dressage Community

Dressage is a life-long sport for equestrians in pursuit of better riding, better training, and happier horses. The following statistics are from the American Horse Council and the United States Dressage Federation (USDF), the largest dressage-focused membership organization in the country.



2.2 million jobs are linked to the equine sector in the U.S.



Equine sector has a \$177 billion impact on the U.S. economy



96% of USDF members are female



Over 75% of USDF members attended college



55% of the USDF membership has an income of over \$100,000/year



65% of the USDF membership owns a horse, with an average of 3 horses/person



## Fun Fact

Equestrian sports, including dressage, are the only Olympic sports where men and women compete directly against each other.



## TDF's Reach

The Dressage Foundation reaches tens of thousands of dressage riders across the country through press releases, its website, social media, and ambassadors located in every state. Therefore, TDF can effectively help your company gain exposure and recognition across the United States, positioning your company as a supporter of the equestrian community on a national scale.



### **Website**

In 2023, TDF's website welcomed over **37,000** unique visitors, including guests from every state and several different countries.



### **Social Media**

TDF has an active and growing Facebook community with over **11,000** fans and a growing Instagram community of over **2,800** followers.



### **E-Newsletters**

Monthly e-newsletters are sent to approximately **4,500** individuals with an average open rate that is higher than most other nonprofit organizations.



### **Print Publications**

TDF publishes a Century Club magazine, print newsletters, and an annual report. **Thousands** of TDF flyers are distributed at dressage events and competitions.



### **Organizational Partnerships**

Through partnerships with organizations such as the United States Dressage Federation (USDF), TDF information is distributed to **tens of thousands** of riders through print ads, e-newsletters, and social media.

# ▶ An Opportunity for Your Company



The Dressage Foundation is a national organization that works with dressage enthusiasts across the country, which means that corporate supporters have the opportunity for coast-to-coast recognition to a highly targeted audience.

By supporting TDF, your company will demonstrate its commitment to the advancement of equestrian sports and the development of riders at all levels.

## Corporate sponsorship opportunities include:



### Annual Support

Tiered sponsorship levels provide a variety of ways for your company to partner with TDF.



### Monthly Support

Easy monthly donations are an affordable way for your company to begin a partnership with TDF.



### Program Support

Sponsorships are available for TDF's Century Club and Young Rider Dream Program.

# Sponsorship Opportunities

Becoming a corporate sponsor of The Dressage Foundation presents a unique opportunity for your company to align with the growing dressage community, while simultaneously enhancing your brand visibility and reputation.



## Annual Sponsorship Levels

TDF offers the following tiered levels of corporate sponsorship, providing opportunities to reach equestrian audiences while also supporting the advancement of dressage.

### \$2,500

- Your company logo and link on TDF's website
- Two social media mentions annually
- Recognition in Annual Report
- Invitation to TDF's spring luncheon in Wellington, FL, or other TDF event

### \$5,000

- Your company logo and link on TDF's website
- Quarterly social media mentions
- Logo and link in one TDF e-newsletter annually
- Recognition in Annual Report
- Invitation to TDF's spring luncheon in Wellington, FL, or other TDF event

### \$10,000

- Your company logo and link on TDF's website
- Quarterly dedicated social media posts
- Logo and link in two TDF e-newsletters annually
- Thank you ad in fall newsletter
- Invitation to TDF's spring luncheon in Wellington, FL, or other TDF event
- Signage at TDF's spring luncheon in Wellington, FL, or other TDF event
- Recognition in Annual Report

### \$15,000

- Your company logo and link on TDF's website
- Six dedicated social media posts annually
- Logo and link in four TDF e-newsletters annually
- One dedicated e-news blast annually
- Thank you ad in fall newsletter
- Invitation to TDF's spring luncheon in Wellington, FL, or other TDF event
- Signage at TDF's spring luncheon in Wellington, FL, or other TDF event
- Ability to place item on tables at spring luncheon in Wellington, FL, or other TDF event
- Recognition in Annual Report



## Monthly Sustaining Sponsorship

The monthly Corporate Sustaining Partner option gives your company the opportunity to partner with TDF in a unique and affordable way. With a donation of just \$100/month and a minimum one-year commitment, your company's logo and link will be included on TDF's website, and your company will be recognized on social media once per year and in TDF's annual report.



## Sponsorship of TDF's Young Rider Dream Program or Century Club

TDF's two signature programs, the Young Rider Dream Program and the Century Club, are highly publicized, well-respected, and well-loved in the dressage community. Custom sponsorships for these "jewel in the crown" programs are available.



## Custom Sponsorship

Custom options are available. Please contact TDF for more information.



# ▶▶ Thank you for your consideration!

Thank you for considering a partnership with The Dressage Foundation! Your company will receive valuable exposure within the national equestrian community, while also helping riders reach their goals and realize their dreams.

Questions? Please contact The Dressage Foundation at (402) 434-8585 or [info@dressagefoundation.org](mailto:info@dressagefoundation.org).



*Photos by Susan J. Stickle, Shannon Brinkman, John Borys, Bethany Pastorial, and Terri Miller.*