

# Australian Youth Dressage Championships

*13-16 January 2022*

*@ Boneo Park Equestrian Centre*

*Conducted by Equestrian Victoria*

*Young Riders ... the Future of  
our Sport*



## SPONSORSHIP OPPORTUNITIES





**The Event:**

The Australian Youth Dressage Championships has a long and proud history nurturing young dressage riders and providing unparalleled opportunities as well as hosting a quality professionally run event. In normal times, Victoria hosts the event every three years in turn with Queensland and New South Wales. The 2022 Championships will run from Thursday 13th – Sunday 16th January at the beautiful Boneo Park Equestrian Centre on the Mornington Peninsula. Strategically positioned immediately before the 2022 Boneo Classic, the Youth Dressage Championships will allow riders to have two major events, during the summer holidays, within a few days of each other. While all major events have been affected by the Covid Pandemic during 2020-21, the Committee are very hopeful that a successful event will be staged.

In 2022, Australian Championships will be offered at every level for riders up to 25 years of age. From Preliminary (first level test) to Grand Prix (highest level test). As well we will be offering FEI level tests for Children, Pony riders, Junior riders and Young riders. Freestyles to Music at most levels will also be offered, and for some fun, a Pas de Deux in costume.

There will be a select Trade Village, education opportunities and a Sponsor Appreciation get-together with four days of intense competition. Historically many successful young riders have made the transition to senior ranks developing talent and confidence through competing at their own Championships. The Victorian / Australian Championships regularly attracts many interstate riders who do battle with their Victorian counterparts for champion team honours. There will be riders who are on National and State Squads, including riders who figure in the FEI World Rankings.

This is a wonderful opportunity for a ten year old Preliminary rider to share the arena with our top Australian Young Riders – a golden chance and a “dare to dream” moment for many.

The event is supported by parents together with established sponsors, and in 2022 we also welcome new sponsors who can see that the future of our sport is vested in these talented youngsters.

The history of the event is also mirrored in the many perpetual trophies, especially ones to celebrate the lives of **Briana Judge & Tayla Farley**, tragically lost to us while pursuing their dream. Talented and much loved horses are also celebrated with perpetual trophies and one very lucky young rider will go home with a valuable piece of hand made jewellery to reward their talent and hard work.

**WHY SHOULD YOUR COMPANY SPONSOR THE AUSTRALIAN YOUTH DRESSAGE CHAMPIONSHIPS?**

- Prestigious event – Australian Championships
- Full range of supporting classes at entry level, including Inter Schools.
- Supporting passionate Young Riders to fulfil their dream of one day representing Australia
- Participants from Interstate and New Zealand (subject to Covid regulations)
- Predominantly a group of enthusiasts willing to spend money on their chosen sport
- Dedicated & enthusiastic participants at all levels of the sport
- Equestrian is a sport which attracts a wide range of products & services
- Equestrian is not gender separate, male and female athletes compete on equal terms
- Exposure via Equestrian Victoria & Equestrian Australia websites
- Exposure via Equestrian Victoria social media/Facebook. Real time Instagram posts.
- Equestrian Victoria Newsletter – digital advertising
- Direct link to your company website.

## PRINCIPAL SPONSORSHIP - EVENT NAMING RIGHTS \$8000 (+GST)

### RECIPROCAL BENEFITS:

- 6 x tickets to the Gourmet Barbeque
- Prominent coverage on the event's website [www.vydc.com.au](http://www.vydc.com.au) with a link to your company's website
- Facebook & Instagram exposure
- Prominent inclusion of your Company logo on all advertising.
- Full page colour advertisement in the event program\*, back cover and / or internals
- Logo or agreed promotional advertising included on the Champion presentation rugs
- Your company logo on the riders', judges' and officials' bags and the opportunity for the inclusion of promotional material
- Your company's signage\* throughout the event
  - Up to 2 boards located on either side of the main entry drive to Boneo Park
  - Up to 2 signs max. size 1800mmx900mm in Main arena
  - Up to 2 signs max. size 1800mmx900mm in outdoor arena.
  - Up to 2 signs in the official event office
- Promotion via the public address system during the event
- Opportunity for company representative to assist in the official presentations
- Opportunity to provide promotional items for the riders', judges' and officials bags (ca 250)
- Your logo included in all event advertising from when contract is signed
- *\*Company to provide signage / artwork as required or as agreed.*

## ARENA ONE NAMING RIGHTS \$3000 (+GST)

### RECIPROCAL BENEFITS:

- 3 x tickets to the Gourmet Barbeque
- Prominent coverage on the event's website [www.vydc.com.au](http://www.vydc.com.au) with a link to your company's website
- Facebook & Instagram exposure
- In addition to the Arena One Naming Rights, one Championship is also included in the package with options for involvement in presentations, company name on rosettes, rugs etc.
- Constant reference throughout the event to the "Your Company Name Arena 1" - the main event arena
- Your company's signage throughout the event:
  - 2 signs for display on the main arena, (1800mm x 900mm)\*
- Full page colour advertisement in the official program\*
- Opportunity to provide promotional items for the riders', judges' and officials' bags (ca 250)
- Your logo included in all event advertising from when contract is signed.



Event enquiries to:

Jan Smith [admin@vydc.com.au](mailto:admin@vydc.com.au) 0417 527412

Or the Event website [www.vydc.com.au](http://www.vydc.com.au)

Venue website: [www.boneopark.com.au](http://www.boneopark.com.au)

## CHAMPIONSHIP SPONSORSHIP - \$1250 (+GST)

(up to three classes including Freestyle for overall level champion)

### RECIPROCAL BENEFITS:

- 3 x tickets to the Gourmet Barbeque
- Prominent coverage on the event's website [www.vydc.com.au](http://www.vydc.com.au) with a link to your company's website
- Facebook & Instagram exposure
- Your company's signage throughout the event:
  - 2 signs for display on the main arena, (1800mm x 900mm)\*
- Half page colour advertisement in the official program
- Your company name on the presentation rugs for your sponsored Championship
- Opportunity for company representative to assist in the official presentations
- Opportunity to provide promotional items for the riders', judges' and officials' bags (ca 250)
- Your logo included in all event advertising from when contract is signed.

## CLASS SPONSORSHIP - \$600 (+ GST)

### RECIPROCAL BENEFITS

- 2 x tickets to the Gourmet Barbeque
- Prominent coverage on the event's website [www.vydc.com.au](http://www.vydc.com.au) with a link to your company's website
- Facebook & Instagram exposure
- Your company's signage throughout the event:
  - 1 sign for display on the main arena, (1800mm x 900mm)
- Quarter page colour advertisement in the official program\*
- Opportunity for company representative to assist in the official presentations
- Opportunity to provide promotional items for the riders', judges' and officials' bags (ca 250)
- Your logo included in all event advertising from when contract is signed.

## PRODUCT SPONSORSHIP

Companies are very welcome to propose Product Sponsorship with an agreed value at cost. First, second and third place getters in all classes are guaranteed to receive either prize money or goods in kind to the value or greater of the offered prize money. Therefore we would be very happy to receive proposals for the supply of quality product or merchandise.

## GOURMET BARBEQUE (Saturday Night) SOLD!

### Thank you Horse In the Box

Reciprocal Benefits including Program advertising, website link, opportunity to provide promotional material for riders, judges and officials bags and your logo on all advertising.

Pic credits: Derek O'Leary and others

Please note: All sponsors are requested to complete a formal Sponsorship Agreement, which will be forwarded to you by Equestrian Victoria



@vydc\_2022

