

Victorian Youth Dressage Championships

*9-12 January 2025 @ Werribee Park National
Equestrian Centre*

Conducted by Equestrian Victoria

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



SPONSORSHIP OPPORTUNITIES





The Event:

The Victorian 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. The 2025 Championships will run from Thursday 9th – Sunday 12th January at Werribee Park National Equestrian Centre. In 2025, Victorian 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 at the popular Gourmet Barbeque on Saturday night. Historically many successful young riders have made the transition to senior ranks developing talent and confidence through competing at their own Championships. The Victorian Championships regularly attract 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 several 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 2025 we will also welcome new sponsors who can see that the future of our sport is vested in these talented youngsters.

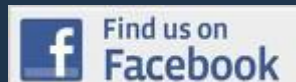
The history of the event is also mirrored in the many perpetual trophies, especially ones to celebrate the lives of **Briana Judge & Taylor Farley**, tragically lost to us while pursuing their dream. Talented and much loved horses are also celebrated with perpetual trophies and one very lucky young rider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

WHY SHOULD YOUR COMPANY SPONSOR THE VICTORIAN YOUTH DRESSAGE CHAMPIONSHIPS?



vydc_2025

- Prestigious event – Victorian 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
- Interstate Participation
- 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 and the event website
- 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

\$6000 (+GST)

RECIPROCAL BENEFITS:

- 8 x tickets to the Championships Gourmet Dinner
- Prominent coverage on the event's website www.vydc.org.au with a link to your company's website
- Facebook & Instagram exposure
- Prominent inclusion of your Company logo on all advertising.
- Generous coverage on our website & socials
- 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
 - Up to 2 signs approximate size 1800mmx900mm in Main arena / trade stand area
 - Up to 2 signs in the official event office area
- Promotion via the public address system during the event
- Opportunity for company representative to assist in the 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.*

MAIN ARENA / TRADE STAND AREA NAMING RIGHTS. \$2000 (+ GST) ALSO OPPORTUNITIES FOR NAMING RIGHTS TO THE INDOOR ARENA / WAX ARENA. POA.

RECIPROCAL BENEFITS:

- 6 x tickets to the Championships Gourmet Dinner
- Prominent coverage on the event's website www.vydc.org.au with a link to your company's website
- Generous coverage on our website and Socials.
- In addition to the Main arena Naming Rights, one Championship is also included in the package with options for involvement in presentations, rugs etc.
- Constant reference throughout the event to the "Your Company Name Arena" - the main event arena
- Your company's signage throughout the event:
 - 2 signs for display on the main arena / trade stand area, (1800mm x 900mm)*
- 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.org.au 0417 527412

Sponsorship enquiries to: Kate Dertell 0412 304500 Event website www.vydc.org.au

Venue website: www.wpnc.com.au

CHAMPIONSHIP SPONSORSHIP - \$1000 (+GST)

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

RECIPROCAL BENEFITS:

- 4 x tickets to the Championships Gourmet Dinner
- Prominent coverage on the event's website www.vydc.org.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 / trade stand area, (1800mm x 900mm)*
- 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 - \$500 (+ GST)

RECIPROCAL BENEFITS

- 2 x tickets to the Championships Gourmet Dinner
- Prominent coverage on the event's website www.vydc.org.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 / trade stand area, (1800mm x 900mm)*
- 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—UNLIMITED! GREAT PROMOTIONAL OPPORTUNITIES

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

FRIENDS OF THE 2025 VICTORIAN YOUTH DRESSAGE CHAMPIONSHIPS.

EVERYONE NEEDS FRIENDS! DONATIONS VERY WELCOME FOR AN ONLINE AUCTION.

If you would just like to support the event we would welcome donations of any amount or product. Great opportunity to launch new products to an appreciative market.

RECIPROCAL BENEFITS

- Acknowledgement on the website, Facebook and Instagram.
- Your logo displayed on the event website
- Tickets to the Championships Gourmet Dinner**



CHAMPIONSHIPS GOURMET DINNER (Saturday Night) \$500 (+GST)

Reciprocal Benefits including website / socials advertising, website link, opportunity to provide promotional material for riders', judges' and officials' bags and your logo on all advertising. A great opportunity for Sponsors, Officials, Competitors and their families to meet and mix.

Pic credits: Thanks to James Abernethy, Jan Smith

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

* Signs / Banners are to be supplied by the sponsor

** Gourmet Barbeque tickets commensurate with value of donation