



*Established in 1971, The **Oregon Dressage Society**, an affiliate of the United States Dressage Federation, exists to educate, promote and inspire its members and the general public through programs, publications and competitions, in a way that enhances the image of Dressage and promotes the welfare of the horse.*

April 21, 2011

Dear ODS Member

Greetings from the ODS League Championship and High School Championship Show Committee!

Our committee is reaching out to you with information about how you can be involved with our show, whether it be through sponsorship, being a vendor, an advertiser or perhaps by volunteering or being a competitor at this show yourself!

Some of the points about this show:

- This year the ODS League Show will be held in **Salem, Oregon on June 4 and 5**, and is anticipated to draw participants and spectators from up and down the Willamette Valley, southwestern Washington, as well as Central and Eastern Oregon. That's a lot of eyeballs from the Pacific Northwest to see products and services!
- **Last year more than 350 riders qualify for the ODS League Show**; this show draws a strong amateur crowd that is an eager market for horse nutritional products, stable management products, vet and grooming items, and tack for stable and dressage ring alike.
- This is a show where **people come for fun** – both to ride and to watch friends and family – and its placement in southern Oregon opens up opportunities for a **wide range of Pacific Northwesterners** to come see dressage and learn about sponsoring companies and organizations.
- ODS welcomes many kinds of sponsorship. We offer **five (5) affordable categories of sponsorship, as well as separate advertising opportunities.**

With your help and support, this show will continue to thrive. Profits from this show are used to provide funding for other ODS programs through our general fund. Please let me know if you need any further information or if I can answer any of your questions. Because the deadline for sponsorships is May 28, I will do my best to follow up with you the first part of May.

Thank you very much in advance for supporting the ODS League Show!

Best wishes,

Gaye McCabe, Show Secretary

ODS League Championship Show

E-mail: j-g.mccabe@juno.com

Phone: (503) 378-0309

PS If you are interested in volunteering at the show, please let me know! The Prize List and competition information is published in the ODS Omnibus – visit the ODS website for details. Closing date is 5/20.

Come ride with us ... visit www.oregondressage.com for details.



Oregon Dressage Society League Championship and High School Championship Show

June 4-5, 2011 • Oregon State Fairgrounds & Expo Center, Salem, OR

Sponsorship Opportunities

Support from sponsors is critical to the success of the ODS League Championship Show! The annual ODS League Championship Show draws horses and riders from around the state and Southern Washington.

Sponsorship opportunities are available in five (5) categories, each with significant benefits. Make yourself known and your contribution recognized at the **ODS League Championship Show in Salem on the weekend of June 4 and 5!**

Category Benefits	
Gold Medal - \$500	<ul style="list-style-type: none"> • Banner displayed during show • Full-page ad in show program • Announcements during show • Sponsorship of 6 classes
Silver Medal - \$300	<ul style="list-style-type: none"> • Banner displayed during show • Half-page ad in show program • Announcements during show • Sponsorship of 4 classes
Bronze Medal - \$150	<ul style="list-style-type: none"> • Half-page ad in show program • Announcements during show • Sponsorship of 2 classes
Good Sportsmanship - \$50	<ul style="list-style-type: none"> • Quarter-page ad in show program • Sponsorship of 1 class
Champion sponsor - \$35.00	<ul style="list-style-type: none"> • Sponsorship of 1 Champion award
Reserve Sponsor - \$25.00	<ul style="list-style-type: none"> • Sponsorship of 1 Reserve Champion award
Open Show Class sponsor - \$25.00	<ul style="list-style-type: none"> • Sponsorship of 1 class

Deadline for sponsorships is **May 28, 2011**. Please submit **camera-ready art** for ad (jpg or pdf file preferred) to: j-g.mccabe@juno.com Ad content subject to review and approval by ODS. Please complete the form below. Clip it and send with a check made out to **Oregon Dressage Society** and mail to:

Gaye McCabe, Sponsorship Chair
7985 Darling St. SE
Salem, OR 97317

Name:	Sponsorship Category: <input type="checkbox"/> Gold Medal \$500 <input type="checkbox"/> Silver Medal \$300 <input type="checkbox"/> Bronze Medal \$150 <input type="checkbox"/> Good Sportsmanship \$50 <input type="checkbox"/> Champion \$35 <input type="checkbox"/> Reserve Champion \$25 <input type="checkbox"/> Class Sponsorship \$25 Preferred Class(es) _____ Examples: Championship, Adult Amateur, Jr/YR, Open
	Telephone:
	Make check payable to: Oregon Dressage Society

Deadline for Sponsorships: May 28, 2011

Oregon Dressage Society League Championship and High School Championship Show

June 4-5, 2011 • Oregon State Fairgrounds & Expo Center, Salem, OR

Advertising Opportunities

The show program will be letter-sized (8.5 x 11"). To submit an ad without sponsorship, please submit **camera-ready artwork by May 28, 2011**. Email files to Gaye McCabe at i-g.mccabe@juno.com, with pdf and jpg files preferred. Files must be 300 dpi.

Ad Rates

Ad Size/Placement	Dimensions (w x h, inches)	Cost
Inside front or back cover	7 x 10	\$125
Full page	7 x 10	\$100
Half page (vertical)	4.75 x 7	\$75
Half page (horizontal)	7 x 5	\$75
Quarter page	3.5 x 5	\$50
Business card	As submitted	\$35

Advertising space must be **reserved by May 1, 2011**. Artwork must be submitted by **May 28, 2011**.

Ad content subject to review and approval by ODS.

Please complete the form below. Clip it and send with a check made out to **Oregon Dressage Society** and note **Advertising** in the "memo" portion of the check. Please mail to:

Gaye McCabe, Sponsorship Chair
7985 Darling St. SE
Salem, OR 97317

THANK YOU!!

Name:	Ad Size/Placement: Front Cover/Back Cover (circle one) \$125 Full page \$100 Half page vertical/horizontal (circle) \$75 Quarter page \$50 Business card \$35
	Telephone:
	Make check payable to: Oregon Dressage Society Please note Advertising in "memo" of check

Deadline for ad reservations: May 9, 2011

Deadline for artwork: May 15, 2011

Oregon Dressage Society League Championship and High School Championship Show

June 4-5, 2011 • Oregon State Fairgrounds & Expo Center, Salem, OR

Vendor Opportunities

- Vendor spaces are limited and will be available inside the main building or outside in designated areas; please indicate your preference. If you prefer to be outside and will be setting up a canopy tent, please secure your canopy to the ground either using stakes or weights so that it is completely immobile.
- Vendors cannot be disruptive to the competition or potentially be 'spooky' to the horses; if your vendor space will be loud (i.e. embroidery machines, blenders), please call first to check for availability of acceptable spaces for us to host your business safely.
- Electricity may be available, however is not guaranteed; please indicate if electricity is necessary and we will make necessary accommodations with the State of Oregon. An additional fee for electricity may be charged by the State of Oregon (will not exceed \$40), however, vendors will be notified if this fee will be required prior to set-up.
- Limited overnight security; however, neither the State of Oregon, the security company nor ODS will not be held liable for loss or damages.
- All vendors must provide proof of liability insurance and name ODS as additional insured.
- Contact Gaye directly for details and information.

Vendor space is first come first reserved; spaces must be **reserved by June 1, 2011**. Vendor space does not include any sponsorship or advertising.

Please complete the form below. Send the form with a check made out to **Oregon Dressage Society** and note **Vendor Space** in the "memo" portion of the check. Enclose proof of insurance or have it sent directly to the ODS Office (ODS maintains a list of insured vendors on our website).

Please mail to:

Gaye McCabe, Sponsorship Chair
7985 Darling St. SE
Salem, OR 97317

THANK YOU!!

Name:	Vendor Space: <input type="checkbox"/> 10x10 - \$35 <input type="checkbox"/> 10x20 - \$50 <input type="checkbox"/> 10x50 - \$100 <input type="checkbox"/> Inside <input type="checkbox"/> Outside <input type="checkbox"/> No preference <input type="checkbox"/> Need Electricity
	Telephone:
	Make check payable to: Oregon Dressage Society Please note Vendor in "memo" of check