



WILLINGA PARK

Sponsorship Proposal

4CYTETM
horse

DRESSAGE BY THE SEA
CDI 2024

22 to 25 February 2024



Summary

Willinga Park is delighted to offer sponsorship opportunities to Dressage by the Sea CDI 2024 to be held on 22 to 25 February 2024 at Willinga Park.

Our aim is to elevate equestrian sports and provide our partners with a platform to achieve their marketing and sales goals, whilst boosting their brand visibility and building relationships.

We are pleased to offer several partnership options. In summary, we have provided four options:

Sponsorship – Dressage by the Sea CDI 2024	
Option 1: Major Partner	\$11,000 Incl. GST
Option 2: Event Partner	\$ 5,500 Incl. GST
Option 3: Partner	\$ 3,500 Incl. GST
Option 4: Supporter	\$ 1,800 Incl. GST

Willinga Park

Willinga Park is a world-class equine facility. The property provides elite competition spaces for Dressage, Show Jumping, Eventing and Campdrafting, and provides a stunning location and platform to achieve our goal of taking Australian equine sports to the highest of international standards.

Set on over 2,300 acres in the South Coast NSW township of Bawley Point, Willinga Park combines equestrian sport with stunning architecture, sculptures and botanic gardens. Willinga Park houses the latest in equine technology, is home to numerous elite equine-sporting events, and has six purpose-built areas that showcase all major equine sports in the one location.

The main Show Jumping arena is 70 m x 120m Otto Ebb & Flow surface which consistently maintains optimum moisture levels and surface performance any time of the year. The state-of-the art grandstand includes 1,000 spectator seats, judging and commentator boxes.

The equine facilities are supported with on-site luxury accommodation, a restaurant, café and a multi-purpose state-of-the-art conference facility.

The Willinga Park Vet Hospital offers a personalised and compassionate veterinary service, facilitated by modern equipment and cutting-edge expertise. The veterinary team provides a 24-hour emergency and after care service for their clients and referring veterinarians.



Dressage

Dressage is the art of riding and training a horse in a manner that develops obedience, flexibility and balance.

The earliest records of Dressage originate from French cavalry troops. One of the most famous cavalries had a competition courtyard surrounded by lettered stables, hence the origin of the lettered dressage arena markers.

Dressage is a sport of precision, where a horse and rider perform a series of movements in an arena that is 60 x 20m with specific letter markers. Each horse and rider combination performs a set test of movements specific to their level of competition. The combinations are judged on their accuracy of the movement and overall appearance.

Official competitions include several skill levels. These levels range from Equestrian Australia Preparatory to Advanced, then Prix St. George to Grand Prix levels which are set by the Fédération Equestre Internationale (FEI). The FEI is the worldwide governing body of Olympic equestrian sports. Young riders are catered for using separate competitions as determined by the FEI.



Dressage by Sea CDI 2024

Dressage is not only exciting for competitors, but it has also become a major drawcard for spectators. A thrilling program has been crafted over four days and will attract the best riders in the industry.

The program will feature:

- CDI 3*
- CDI 1*
- CDI Children
- CDI-Junior
- CDI Young Rider
- CDI Under 25
- Official Novice to National Grand Prix
- Freestyles to Music Advanced to Grand Prix
- Young Horse Competitions



Trade Stands

Exhibiting and managing a Trade Stand is a great way to raise your profile and generate awareness for your brand or service.

Each sponsorship offer includes:

- 3m x 3m site fee (Marquee and Infrastructure not included)
- Powered site
- Commentator announcer mentions
- Social media mentions
- Website inclusion with links to your website
- Brand offer to be included within the information packs or competitor bags

Please refer to the Trade Stand Form for infrastructure costs.



Marketing

The 2024 communication plan will include:

- Print ads – local and national (equine and community)
- What's On updates – local and national (equine and community)
- Radio – local NSW South Coast
- Digital Outdoor Advertising at Canberra Airport
- Social Media – Facebook and Instagram
- Website – information
- eDMs – database
- Livestream – via www.willingapark.com.au across 4 days
- Willinga Park TV - YouTube Channel to watch livestream on demand

200+ elite riders and 350+ horses

1,200 spectators across 4 days

35+ hours of livestream broadcast



16,700 followers



42,000 followers



WILLINGA PARK

Sponsorship Packages

4CYTETM
horse

DRESSAGE BY THE SEA
CDI 2024

22 to 25 February 2024



Sponsorship Opportunity

OPTION 1: MAJOR PARTNER

Cost: \$11,000 Incl. GST

Benefits:

- Class sponsor
- Logo in the official event program and website
- Acknowledgement in press release
- Commentator acknowledgement
- Program – full page print ad
- Arena signage – at least x 6 signs
- Livestream integration – 1 x 30 sec TVC or logo at least once per day
- Social media – 1 x post or stories
- 4 x VIP hospitality tickets for the Freestyle Finals on Sat 24 Feb
- 3m x 3m trade stand site (infrastructure not included)



Sponsorship Opportunity

OPTION 2: EVENT PARTNER

Cost: \$5,500 Incl. GST

Benefits:

- Class sponsor
- 2 x arena signs
- Logo in the official event program and website
- Commentator acknowledgement
- Program – quarter page print ad
- Arena signage – at least x 2 signs
- 3m x 3m trade stand site (infrastructure not included)
- VIP Hospitality 20% discount to the Freestyle Finals on Saturday 24 February (Discount is available if sponsorship is confirmed by 13 November 2023)



Sponsorship Opportunity

OPTION 3: PARTNER

Cost: \$3,500 Incl. GST

Benefits:

- Class sponsor
- Logo in the official event program and website
- Commentator acknowledgement
- Program – quarter page print ad
- Arena signage – at least x 1 sign
- 3m x 3m trade stand site (infrastructure not included)
- VIP Hospitality 20% discount to the Freestyle Finals on Saturday 24 February. (Discount is available if sponsorship is confirmed by 13 November 2023)



Sponsorship Opportunity

OPTION 4: SUPPORTER

Cost: \$1,800 Incl. GST

Benefits:

- Logo in the official event program and website
- Commentator acknowledgement
- 3m x 3m trade stand site (infrastructure not included)
- VIP Hospitality 20% discount to the Freestyle Finals on Saturday 24 February (Discount is available if sponsorship is confirmed by 13 November 2023)





WILLINGA PARK

Thank you

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