

## Sponsorship Opportunities

It is a proven fact that repeat exposure gets recognition. Centerline Events is pleased to offer you sponsorships not for just one show but for all our shows. This allows you to reach a larger area and repeat exposure to make a better impression and bigger impact.

Pricing reflects approximately 15% savings from individual show sponsorships.

### **CE Platinum Sponsor - \$1,275**

- Full page advertisement in the three show programs.
- Show program recognition as the sponsor of an FEI class, if available, at all three shows.
- Public address announcements and/or banner space.
- A reserved VIP table for eight under the ringside sponsor pavilion including Saturday evening gala dinner while viewing the Musical Freestyle Classes at the Centerline Events @ HITS on the Hudson show.

### **CE Gold Sponsor - \$675**

- Half page advertisement in the three show programs.
- Show program recognition as the sponsor of a Fourth or Third Level class, if available, at all three shows.
- Public address announcements and/or banner space.

### **CE Silver Sponsor - \$360**

- Quarter page advertisement in the three show programs.
- Show program recognition as the sponsor of a Second or First Level class, if available, at all three shows.
- Public address announcements and/or banner space.

### **CE Bronze Sponsor - \$175**

- Business Card advertisement in the three show programs.
- Show program recognition as the sponsor of a Training Level class, if available, at all three shows.
- Public address announcements and/or banner space.

\*\*\*All sponsorships can be tailored to your needs. \*\*\*



## Sponsorship Opportunities

The following opportunities are for our huge season closure event, Centerline Events @ HITS on Hudson.

### **Title Sponsor of Event- \$10,000**

This package is highly tailored to the individuals needs.

### **Title Sponsor of East Coast Riders Cup - \$5,000**

This package is highly tailored to the individuals needs.

### **Grand Sponsor - \$2,500**

This package receives all the Platinum Sponsor benefits and the Sponsor's Name preceding FEI class with \$1500 prize money.

### **Reserve Sponsor - \$1,500**

This package receives all the Platinum Sponsor benefits and the Sponsor's Name preceding any class (other than FEI) with \$500 prize money.

### **Platinum Sponsor - \$1,000**

- Full page advertisement in the show program.
- Show program recognition as the sponsor of an FEI class, if available.
- Public address announcements
- A reserved VIP table for eight under the ringside sponsor pavilion including Saturday evening gala dinner while viewing the Musical Freestyle Classes.

### **Gold Sponsor - \$500**

- Half page advertisement in the show program.
- Show program recognition as the sponsor of a Fourth Level class.
- Public address announcements.

### **Silver Sponsor - \$250**

- Show program recognition as the sponsor of a Third Level class.
- Public address announcements.

### **Bronze Sponsor - \$100**

- Show program recognition as the sponsor of a First through Second Level class.
- Public address announcements.

### **Qualified Sponsor - \$50**

- Show program recognition as the sponsor of Training Level class.

## Program Advertising

The 2010 Centerline Events show season will offer an official Show Program at each of their three shows. Advertisers can take advantage of reaching a target market! Programs will be provided to sponsors, advertisers, vendors, officials, competitors and spectators. It will also be provided to the USEF, USDF, and other equestrian organizations. Pricing for 'all shows' reflects approximately 15% savings from individual show advertising.

	<b>CE @ HITS only</b>		<b>All Shows</b>
	4-color	B/W	B/W
Outside back cover	\$1000	NA	NA
Inside back cover	\$500	\$350	NA
Inside front cover	\$500	\$350	NA
Full Page - 7 1/2 x 10	\$400	\$280	\$525
Half Horizontal Pg 7 1/2 x 5	NA	\$195	\$375
Quarter Page - 3 3/4 x 5	NA	\$125	\$250
Business card - standard		\$ 50	\$125

Additional charges may apply if artwork is not camera ready.

**Deadline:** 30 days before each show.

## Vendor Space

Provide your own booth:

10ft and under	\$225
20ft and under	\$350
Over 20 ft	\$450

Individual tent - \$450 - includes 20ft x 20ft space with a eight foot table and two chairs. Larger tent sizes available. Contact us for pricing.

All vendors are given a free business card size advertisement in the show program.

## Banners

Banner space in the main arena or main spectator areas at all three shows- \$200 (standard 6 ft.).

## Advertising in

## Competitor's Packets

Provided Materials placed in competitor's packets at all three shows(over 800 packets) - \$200.

## About the shows....

Our 2010 season is kicked off with two two-day shows. Our season closing event is at a wonderful venue, HITS on the Hudson in Saugerties, NY, on August 20-22. It will host the Centerline Events CDI\*\*\* (international sanctioned show), the East Coast Riders Cup and East Coast Pony Cup along with an open show. This three day international competition will draw riders from all over the world to earn their qualifying scores for the Olympic Games, the World Equestrian Games and world wide ranking.

Each of our 2010 shows (with nearly 800 competitors and over two thousand competitive rides) had a waiting list for competitors to compete. Spectators numbered close to 5000. For more demographics, please contact us for details.

Centerline Events is offering an opportunity to be a sponsor or to simply advertise at all their shows. We can bring you to the grass roots competitors to the new modern facility that will draw international competitors making this competition the highlight of our competitive season.

**Saturday evening's Freestyle Competitions** at Centerline Events CDI-W can be viewed from the ringside pavilion while enjoying the gala dinner. At \$35 per person (\$250 for a table of eight) it sells out early!



## Presenting our 2010 season...

Centerline Events @ Westbrook Hunt Club  
May 22 & 23

Centerline Events @ Westbrook Hunt Club  
June 26 & 27

Centerline Events @ HITS on the Hudson  
hosting CDI\*-W Saugerties  
August 20, 21 and 22

### For more information contact Centerline Events

Debra Reinhardt  
(203)264-2148  
debra@centerlineevents.com

Katja Eilers  
(203) 217-6011  
Katjaeilers@aol.com



**Centerline Events**  
**Sponsorship & Advertising**  
for the  
**2010 season**