



## Promotional Opportunity

## Bates Australian Dressage Championships

28 - 31 October 2010

Sydney International Equestrian Centre

Saxony Road, Horsley Park

***After the tremendous response to previous videos produced for recent events we looking for a sponsor to support a similar series for the coming Championships***

## Movie/video clip sponsorship

We invite companies to be support the “Nationals” by sponsoring the filming of video clips to feature on web sites in the lead up, during and post event periods.

In 2009, a series of documentary/promotional video clips were produced and posted on various web sites and received an impressive 30,000 views (and to this day, they continue to be downloaded). You can get a taste for these videos by visiting: <http://www.dressagensw.com.au/?ID=21188>

Subject to available funding we propose to have a series of video clips produced to promote the event.

- 1-2 pre event lead up promotional/documentary style videos;
- Video clips to be produced during the event.
- Post event wrap up video clips.

In all we would be looking at posting on web up to 6 different video features.

These video clips would be promoted on the Dressage NSW web site and other web sites. We will also arrange for these videos to feature on the Equestrian Australia You-Tube channel as well as on YouTube and Vimeo.

### Sponsorship proposal

For an investment of \$5,000 plus GST we offer.

- “Company Name” to credited on all the videos produced e.g. “Bought to you by “Company Name” or “This video is sponsored by “Company Name”.
- “Company Name” details and web site links featured on the Dressage NSW web site;
- Full page colour advertisement in the official souvenir programme booklet;
- Signage opportunities on the grounds and in the indoor arena (sponsor to provide);
- Sponsor announcements over the public address system throughout the event;
- VIP tickets daily (Fri/Sat/Sun) for two (2) company representatives;
- Two (2) complimentary VIP tickets to the Saturday evening dinner;
- Other publicity as arranged.

Are you interested?

Call Toni Venhaus 02 8824 8065

