

**Kansas Dressage and Eventing Association
Spring Dressage Show
May 31st, June 1st, 2008 at the Kansas State Fairgrounds
In Hutchinson, KS**



On May 31-June 1st, the ***Kansas Dressage and Eventing Association*** will host the 21st annual “Spring Dressage” show at the Kansas State Fairgrounds in Hutchinson, KS. Although dressage is an Olympic-level sport that requires a high degree of training and dedication of horse and rider, the majority of dressage riders in the United States compete at the lower levels in shows like the one hosted by KDEA. Spectators will see the lower levels of dressage, as well as the performance of the upper-level horses who must show flying changes, piaffe (trot in place) and passage (a very elevated, slow trot). Although many of the horses competing in dressage are warmbloods, horses of any breed are eligible to compete, and lower level dressage is also a wonderful discipline for older riders who are not up to the more rigorous demands of other sports. In fact, the United States Dressage Federation has a “Century Club” for members who compete in a recognized show when their age, plus their horse’s age, is over 100.

Many of today’s Olympic-caliber riders began their show careers in regional shows such as the one sponsored by Kansas Dressage and Eventing Association. If you ride for pleasure or show in Western or hunt seat, your horse can benefit from the dressage training necessary to participate in a competition. Recently, the American Quarter Horse Association added dressage as an AQHA recognized discipline. The competition in Hutchinson will offer classes for those just beginning to learn dressage with their horses, as well as the highest level class, Grand Prix, which can be seen at the Olympics. The judge is Trip Harting from Hollywood, CA; this dressage competition is recognized by the US Equestrian Federation and the United States Dressage Federation.

Kansas Dressage and Eventing Association (KDEA) is asking for your support of our increasingly popular sport of dressage. We are in need of class sponsors (who will receive recognition in the show program as well as by our show announcer) and product donations for awards and special achievements as well as for our ever-popular raffle. This is an excellent way to show your support for dressage and to tell people about your horse products, tack store, restaurant, motel, or horse-related activity. We expect over 40 competitors in our two-day show; also in attendance will be grooms, friends and family, as well as local dressage enthusiasts. We also draw a number of spectators to the show, with a total attendance over the two days of several hundred horse enthusiasts.

Please consider supporting our competition by your class sponsorship or your product donation.

For more information, contact Susan Lang, Competition Secretary, at 316-634-6738 or smlang2@juno.com. Or Maribeth Willard, Competition Manager, at 316-776-9725 or maribeth.willard@nelnet.net

Option # 1 -- Class Sponsorship: Your name or your company's name will be placed in the program as the class sponsor, and at the time of the class the announcer will state that your business in the class sponsor.

Bronze Level: **\$30.00 – includes a business-card sized display (5 x 3 ¾).**
Silver Level: **\$50.00 – includes a ½ page display (6 ½ x 4 ½)**
Gold Level: **\$100.00 – includes a full page display (6 ½ x 9)**

As a class sponsor, you may also show your support for dressage and those people who use your product or services by providing us with catalogs, sale flyers, magnets, pens, etc with your company logo for placement in our competitor packets. We will also provide your catalogs and flyers to our spectators and volunteers.

Option #2 -- Product Donation: We will also accept product donations in exchange for class sponsorship display space as listed above. The products will be displayed to all competitors and spectators and will either be used in a raffle or silent auction benefiting KDEA, given away to volunteers or awarded as door prizes.

Important Dates:

By April 1, please call or write to indicate your willingness to be a class sponsor, advertise, or provide a product donation.

By May 1, please provide us your class sponsorship money and the display you wish to have placed in the show program.

By May 15, please provide all product donations or catalogs, flyers, etc.

Even if you are not sending your class sponsorship money at this time, please send in the attached form to indicate your willingness to be a class sponsor or to provide a product donation. When your check is sent, it should be made payable to KDEA.

Send this form and all checks/products to: Susan Lang at 7819 E 31st St Ct N, Wichita, KS 67226 Phone 316-634-6738. Checks should be made payable to KDEA.

Dressage Demographics

The horse industry is a \$25 billion industry, supporting a variety of equine activities in every state. People who choose to involve horses in their lives spend a great deal of time, attention and money on their animals.

Dressage riders devote nearly 24 hours per week to their horses and over 70% travel to shows. 96% of dressage riders are female, with 58% having a college degree or above. 85% own their own residence and own 3 vehicles. 70% of dressage rider have an income of \$75,000 and above and 60% have managerial or professional employment.

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Sponsorship Form



Name of Individual or Business: _____

Address: _____

City: _____ St: _____ Zip: _____

Contact Person: _____ Phone: _____

Email: _____

Type of Support:

Class Sponsorship

Bronze: \$30.00 (1/4 page or business card)

Silver: \$50.00 (1/2 page)

Gold: \$100.00 (Full page)

Circle Bronze

Silver or

Gold

Product Donation

Product to be donated: _____

Approximate value of item(s): _____

Total \$\$ enclosed: _____ (check may be sent no later than 5/1/08)

If you need an advertisement created, provide your logo and your text and we can create an advertisement for you.

Send the form and check made payable to KDEA (or product) to: Susan Lang,
Competition Secretary, 7819 E 31st Cir N, Wichita, KS 67226. Phone 316-634-6738 or
email smlang2@juno.com