



A Non-Profit 501(c)3 Organization

2021 LVDA Sponsorship Packages

Dear _____,

The Lehigh Valley Dressage Association (LVDA) is a Group Member Organization (GMO) of the United States Dressage Federation (USDF), a national body responsible for dressage competitions throughout the United States and for the development of our international representation. LVDA is devoted to promoting dressage in Eastern Pennsylvania and Western New Jersey. With a membership of over 150 people along with a wide network of their friends and colleagues, the group is rapidly expanding bringing exciting new opportunities to our members and placing a national spotlight on us.

We at the Lehigh Valley Dressage Association hope this letter finds you, your family and your equine partners well! After the challenges that 2020 presented to the entire world due to Covid-19, LVDA is proud to announce that, despite Covid-19 restrictions throughout the entire year, we were able to provide our membership with a full and successful show season during the 2020 pandemic. We pivoted, adjusted show protocol, and socially distanced so that our equestrian community was able to have some form of normalcy for the 2020 show season! We are continuing that momentum into 2021 with open minds and grateful hearts that LVDA has an amazing group of sponsors to help us carry through a tough, unprecedented show season such as 2020.

In light of the events of 2020, we have adjusted our sponsorship packages accordingly. Even as our club costs continue to rise, in the wake of 2020 along with the financial stressors that Covid-19 lockdown has placed on small business, we understand your hard earned dollars mean a lot to you personally and to your company. In respect of this, we are extending prior 2020 sponsorship benefits into 2021 at no charge. Your 2020 "Supporter of LVDA" sponsorship benefits will include social media shout outs, inclusion on our website and a newsletter mention. If you are able to sponsor a new 2021 package, sponsorship packages are listed below. Our membership knows the importance of sponsors for the continuation and growth of the club, and are greatly appreciative of your support of LVDA in 2021!

We are VERY lucky to have an extremely dedicated group of volunteers among our membership determined to aid in the growth and further development of our core programs including educational events such as lectures, clinics, shows, and our youth program. However, time and dedication aren't quite enough to keep up with mounting costs and our commitment to keeping dressage an affordable sport for all. We understand that everyone holds their own passion projects, so this year we are asking our sponsors to tell us if they would like to see a specific program benefit from their funds, or if we are free to use the funds where needed to cover the costs of routine expenses such as insurance and postage.

Thank you for prior and future support of the Lehigh Valley Dressage Association!

Sincerely,

Jennifer Koch

LVDA President

GENERAL CLUB FUNDING

Our organization requires general funds for operating costs and to support club programs at the discretion of the Board. These funds will support: scholarships for riders to participate in clinics, as well as larger grants for more concentrated training; unmounted educational opportunities; year-end awards to celebrate the achievements of our members; as well as the general operating expenses for the club.

YOUTH DEVELOPMENT PROGRAM

The youth program was created in 2018 and has been growing rapidly. Our youth members are the future of the discipline and our organization. We are continually tailoring the program to meet the needs of our youth members, which supports educational and social events including lectures and demonstrations in addition to subsidizing youth entries for clinics, supporting youth team participation at regional opportunities, providing scholarship monies for active participants, and providing a voice to the regional and national bodies for youth in dressage. We encourage volunteering and sportsmanship among our youth members to help them become active citizens into adulthood.

ADULT TEAM

The club works to send a group or two of adults to one of two (sometimes both) team opportunities each year. The riders work to qualify by showing and volunteering during the year, and the events are held in October at the Bucks County Horse Park and November in Maryland. Fundraising goes toward the cost of team gear and entries and includes donations as well as proceeds from the Silent Auction the teams host during the Recognized show in August.

2021 Sponsorship Levels & Benefits

All sponsors will receive:

- Shout-Out from the Club Facebook page including a link to your Facebook, website, or email address.
- A listing on our website including your logo or business card and a hyperlink
- A Welcome message in the next LVDA eNews including a link to sponsors website
- Name and hyperlink on E-News throughout the year
- Banners displayed with your logo at events in a high traffic area

Diamond Sponsorship - \$500

- Recognition as a division sponsor for Year-End Awards AND Recognized Show.
- Full page ad in quarterly newsletter.
- Multiple Sponsor Shout-Outs on our Facebook page and eNews during the year.
- Vendor space available at ALL shows.

Platinum Sponsorship - \$300

- Recognition as a division sponsor for Year-End Awards or Recognized Show.
- Full page ad in quarterly newsletter.
- Multiple Sponsor Shout-Outs on our Facebook page and eNews during the year.
- Vendor space available at Recognized Show

Gold Sponsorship - \$200

- Recognition as a division sponsor for Year-End Awards or Recognized Show.
- Half page ad in quarterly newsletter.

Silver Sponsorship - \$125

- Quarter page ad in quarterly newsletter.

Bronze Sponsorship - \$75

- Business card ad in quarterly newsletter.

LVDA Sponsorship Commitment Form

As a registered 501(c)3, LVDA sponsorship / donations are tax deductible.

Please list your level of sponsorship (Diamond, Platinum, Gold, Silver or Bronze, Other, Supporter of LVDA for 2021)

Donation Type	Amount allocated:
Monetary donation: Please select how you would like to distribute your paid sponsorship funds. You may select just one program to support with your contribution, or select several	\$ _____ to the LVDA general fund \$ _____ to the Youth Development Program \$ _____ to the Adult Team
Product/Service donations to be used for: <input type="checkbox"/> Prizes at shows and/or member events <input type="checkbox"/> Youth Development Program Online Auction <input type="checkbox"/> Silent Auction at Recognized show to benefit Adult Teams <input type="checkbox"/> Event Facility <input type="checkbox"/> At Club's discretion as needed <input type="checkbox"/> Other _____	List items to be donated and their value: _____ I would like to extend my 2020 sponsorship as a "Supporter of LVDA" in 2021
Total value of monetary & in-kind donations:	

Individual/Company Name: _____

Address: _____

Website: _____ **Phone** _____

Email: _____

_____ **Yes, please send a receipt for tax purposes**

Please make checks made payable to LVDA and mail with this form to:

**Jennifer Koch
 LVDA Sponsorship
 2225 Seipstown Rd
 Fogelsville, PA 18051**

Any questions or to arrange pickup of in-kind donations, please contact Jennifer Koch, 484-894-0876 or youthprogram.coord@lvda.org Please note: Sponsors are responsible for getting us an appropriate image file for website publication. Upon receipt of your sponsorship, we will contact you with our image file and artwork specifications.

