

2008 National Dressage Championships



Riding for the Disabled Association of Australia National Dressage Championships 6 – 11 October 2008 Werribee Park National Equestrian Centre

Riding for the Disabled Association of Australia is a voluntary, not-for-profit organisation, which develops ability and enriches lives through specialised programs and relationships with horses. RDAA provides a pathway for all riders to reach their equestrian dreams of freedom, independence and empowerment at their chosen level.

Through a diverse range of programs and services, RDAA supports over 4,000 people with disabilities nationally. More than 3000 volunteers enable RDAA to provide opportunities for people of all ages and abilities - from providing education, recreation or therapeutic riding to facilitating competition at an elite level.

RDAA has been holding National Dressage Championships annually since 1991—the same year the International Paralympic Committee adopted Dressage. Over the years the Championships have been hosted by most states, attracting competitors from all over Australia, NZ, UK and the Asia Pacific region. This prestigious event has seen many international judges and officials grace our shores to be involved. The event has provided a fantastic pathway for riders to achieve their goals of performing on the international arena.

RDA Dressage competition mirrors that on the international level – with the same system of classification and competition as used by the FEI and the IPC. Australia is a well recognised and respected country in Para Equestrian Dressage – the expertise of our judges, officials and coaches is often sought by other countries. Australian Team Members won two gold and two bronze medals in Sydney 2000 and silver and bronze in Athens 2004. More recently at the 2007 World Championships the team won silver and bronze medals on borrowed horses – the best result of any team on borrowed horses. Overall the team was placed 7th in 2007 and we are sending a team of 5 riders to the Paralympics this September.

Whilst this year's National Dressage Championships occurs just after the Paralympics, it is a prime opportunity for all riders - and their younger, less experienced horses — to get out there and “have a go”. It is a great forum for nurturing all future State, National and Paralympic representatives. Past and present Paralympians will be in attendance to offer encouragement and inspiration. This is the stage for spotting Australia's future talent.

Social Activities

The National Dressage Championships are a great place for everyone to get together and catch up. An informal welcome BBQ will be held on Tuesday 7th evening at Werribee Park National Equestrian Centre. The Closing Ceremony and Awards Night will take place on Saturday 11th October. Several guest speakers will be in attendance including the members of the Australian Paralympic Dressage Team, who will inform us about their campaign in Hong Kong. All riders will be recognised—with presentations for place getters and all participants. This is a great opportunity to meet and celebrate the achievements of all the riders.





Sponsor Benefits to Your Company

2008 National Dressage Championships

We are pleased to invite Your Company to be a part of the 2008 National Dressage Championships to be held at the National Equestrian Centre at Werribee Park on 6-11 October.

There are several ways Your Company can be involved and support RDAA, and in turn gain **valuable market exposure**. We can tailor a package of "Sponsor Benefits" to suit your needs and desired level of involvement, some examples follow. The participation of Sponsors helps RDAA to minimise the costs of running the event, and in turn lessens the financial impact on the riders and their families.

RDAA can assist in the dissemination of your branding, product information, publicity and even samples to an extensive audience of dedicated equestrians. A large media campaign targeting the major players in Equine Magazines and websites is planned.

As RDAA is a registered charity all sponsors will be issued with a receipt/tax invoices and may be able to claim a tax deduction.

Para Equestrian Dressage – An Overview

Para-Equestrian Dressage has been steadily developing for the past 25 years internationally and is available and practised by equestrians with a wide variety of disabilities. Indeed, PE Dressage has been a regular fixture at the Paralympic Games since its debut in Atlanta in 1996. It is the only equestrian discipline included in the Paralympics, the second largest sporting event in the world after the Olympic Games

Para-Equestrian sport was recognized by the International Paralympic Committee (IPC) in 1991 and was governed until 2005 by the International Paralympic Equestrian Committee (IPEC). IPEC ran competitions and developed equestrian sport for the disabled world-wide until January 2006, when Para-Equestrian moved to the governance of the FEI, and joined the ranks of the other 7 disciplines regulated by the FEI to become the 8th FEI discipline. This was a symbolic step forward, as this led to the FEI becoming the first International Sporting Federation to govern and regulate a sport for both able bodied and disabled athletes. Indeed, the FEI strives to foster the growth and excellence of international horsesport for all athletes.

This commitment to furthering Para-Equestrian sport was demonstrated on several occasions since 2006 as Para Equestrian Driving and Dressage have been held in conjunction with events for their able bodied counterparts under the governance of the FEI. The rules for Para Equestrian Dressage mirror those of other disciplines with specific adaptations as necessary.

In the vein of creating opportunities for all people with disabilities to compete and achieve their goals in equestrian sport, athletes are classified according to the level of their disability/impairment. Amongst competitors with disabilities, there are many different types of impairments. To provide meaningful competition for such competitors it is necessary that competitors with similar levels of impairment compete together. The "Profile System", which is simple and flexible enough to apply to all impairments, fulfils this criterion. The classification of impairment into easily recognised categories, and the grouping of these categories into Grades facilitate and ensure fair competition.

There are five Grades for Dressage. They range from Grade Ia for the most severely impaired Dressage riders, to Grade IV for the least impaired. The competition within each Grade can then be judged on the skill of that competitor on that horse regardless of the competitor's disability. Each rider performs three tests including a freestyle to music.

It is with great anticipation that we witness a new era for Para-Equestrian sport and hope it will encourage and enable many athletes to pursue their goals and attain their objectives.

"This is the stage for spotting Australia's future talent"



Event Naming Rights Sponsorship

- “Your Company” RDAA National Dressage Championships would be the title of the Event
- Company name and Logo on all promotional material, press releases and advertising (wherever possible)
- Company name/logo on all rosettes and trophy rugs
- Company and/or product profile page on the National Dressage Championships page of the National & State websites
- Full page advertisement in official program (artwork to be provided)
- Signage on the grounds and around arenas (signage to be provided)
- Exposure in RDA National and State Newsletters and Magazines (where possible)
- Exposure and link to your company website from the National Dressage Championships page on the National and State websites (where possible)
- Coverage on the public address system throughout the competition (wording to be supplied)
- Space for your company to set up a promotional presentation site
- Invitations for up to 4 guests to be seated with Paralympic Team at the Closing Ceremony/Annual Awards Night and for Company representative to present prizes at competition and Closing Ceremony
- Access to purchase further Closing Ceremony/Awards Night dinner tickets at discount price
- Access to include brochures/literature/samples etc in the rider, officials and judges promotional showbags

Cost - \$8,000

Grade Naming Rights Sponsorship

- Company name on all promotional material, press releases and advertising (wherever possible) for one of the five grades ie. “Your Company” Grade IV Championship & Freestyle
- Company Name/logo on your Grade’s rosettes and trophy rugs
- Half page advertisement in the official program (artwork to be provided)
- Signage on the grounds and around the arena (signage to be supplied)
- Exposure in RDA National & State Newsletters and Magazines (where possible)
- Exposure and link to your company website from the National Dressage Championships page on the RDA National and State websites (where possible)
- Invitations for up to 2 guests to the Closing Ceremony/Annual Awards Night and for company representative to present prizes at the competition and Closing Ceremony/Awards Night
- Access to purchase Closing Ceremony/Awards Night tickets at discounted price
- Announcements on the public address system throughout the event (wording to be supplied)
- Opportunity Access to include brochures/literature/samples etc in the rider, officials and judges promotional showbags

Cost - \$4,000

Cash Sponsorship

- Company name/logo on promotional material, press releases and advertising (wherever possible)
- Quarter page advertisement in the official program (artwork to be provided)
- Signage on the grounds and around the arena (signage to be provided)
- Exposure and link to your company website from the National Dressage Championships page on the RDA National and State websites (where possible)
- Announcements on the public address system throughout the event (wording or recording to be supplied)
- Access to include brochures/literature/samples etc in the rider, officials and judges promotional showbags

Cost - As Agreed

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“Sponsors can gain valuable market exposure”

2008 National Dressage Championships

Celebrate the achievements of all the riders.



RIDING FOR THE
DISABLED ASSOCIATION
OF AUSTRALIA LIMITED

Developing ability and enriching lives



Contra Sponsorship

Contra Sponsorship is a way for your company to be associated with the event by providing or discounting "in kind" sponsorship to any value for products and services such as:

- Accommodation for officials
- Meals/catering for officials
- Printing – brochures/programs etc
- Gifts for VIPs, officials, judges and volunteers
- Door prizes for Awards Night/Closing Ceremony
- Prizes for competitors
- Publicity material such as showbags, T-shirts, badges, caps etc

The reciprocal sponsor benefits will be determined by the retail value of the product or discount provided.

Get Involved

To express your initial interest in supporting the RDAA 2008 National Dressage Championships please complete the enclosed "Expression of Interest" outlining the level of sponsorship you would like to take. Once all details and reciprocal benefits have been finalized all Sponsors will be requested to complete a formal Sponsorship Agreement that will be forwarded to you for your approval and signature.

As RDAA is a registered charity, all sponsors will be issued with a receipt/tax invoice, which may enable them to claim a tax deduction.

An invoice will be raised for a 50% deposit to accompany the Sponsorship Agreement. The balance of monies will be invoiced and required by 1st August 2008.

Any sponsorship queries can be directed to
Rebecca Willis (Development & Events Manager)
Ph: 03 9731 7388 Email: events@rda.org.au

To make the most of your sponsorship and gain maximum media exposure, please supply your:

- Company Name/Logo in .jpeg or .tif format so it can be included in used in the Event and Class Naming on related materials, including the Event Schedule, Event flyer, and all advertising on RDA National and State websites and their publications/newsletters, industry magazine etc.
- artwork for the program by 1st September for preparation and printing
- The wording for your public address announcements is required, signage for arena/competition grounds, brochures/inserts/samples for rider/official show-bags, and prizes or gifts by 1st October

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