



Half-halt



The Newsletter for the Southeastern Chapter of the Virginia Dressage Association

Volume Number 31

Issue 7

July 2019



2019 Junior Team Competition in Culpeper, VA.

Charlene Jensen

We had a wonderful time at the 2019 Junior Team Competition Hosted by Rosenberg Events in Culpeper, VA. We had five junior horse and rider combos representing SVDA this year; Hannah Stallings and Flutter, Olivia Stallings and Poppin In Pink, Savannah Smith and JB's Baskin N' Glory, Emma Jensen and Rocket, & Dahlia Jensen and Diesel Impulse. Every rider scored well and tried their best in each of their classes. The SVDA Team placed second and Third in the Junior Challenge. Dahlia Jensen was recognized for the division's overall high score with a Quarter Horse. And Hannah and Flutter were recognized for being "That Cute or Cranky Pony". I want to thank all the coaches that came to the show to help the Junior team do their best: Melanie Hough and Sandy Toby. There is so much love and appreciation for the coaches/trainers who made it possible by giving riding lessons, training horses and helping these kids grow in their horsemanship and riding skills throughout the year: Melanie Hough, Kate Knick, Robyn Nunnally and Kathy Rowse. I also want to thank the parents for their arduous work and support of these riders in preparation for the show and during the show.



Olivia and Poppy

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VADA Reps :Robyn Nunnally
Beth Ripple
Sandy Toby



And last but, not least the volunteers at the show - as you know horse shows take many volunteers to keep things running smoothly and the volunteers at the Summer Dressage show in Culpeper was no exception. I want to thank Rosenberg Events for hosting the 2019 Junior Dressage Team Competition in conjunction with the Culpeper horseshow.

It's not too late to start thinking about next year. We should start fundraising as soon as possible to raise funds for next year's group of junior riders.

Don't forget we will have a Paint Night Scheduled for July 13th. See the Facebook Page and contact Cookie to help support the Junior Team



Glory and Savannah



Needle in a Haystack



Hannah and Flutter



Hannah and Olivia

Adriane Alvord Clinic at Silver Leaf

We just finished a two day clinic, held at Silverleaf Farm, full of great challenges and hard work schooling under Adriane Alvord. Mother Nature was not her best presenting the weather in the mid 90's with high humidity and no breeze. Friday's ride was in the heat of the afternoon and I was not sure if either I or my mount "Monica" would make it through an entire ride. But we made it through with great results taking lots of breaks and drinking plenty of water. We started with working on Monica's unsteady connection trying to catch her with corrections before she would come off her connection. She is quick to lose it so it was a constant effort on my part to keep her connected and moving forward. Pushing her in a more forward gait aided so much in a steadier connection in her trot work all the while keeping my posture in an upright frame (a work in progress that I can see improvement in each time I ride in Cathy's indoor with those lovely mirrors). Next we worked on transitions up into the canter maintaining a soft and steady connection. It took a lot of work on my part to keep her head steady but after a few tries she showed us some lovely transitions up into canter without tossing her head. Her canter departs also included some haunches in, unasked for of course, so we worked on doing some shoulder in just prior to the departures which really helped. On her canter circles to the right she needed much support from my outside rein and leg to keep her from pushing out with her shoulder. This really helped her to keep the roundness of the circle. We finished up on Friday with some lengthened trot work on a circle. We used less drive to keep her from quickening vice lengthening then returning to a good working trot.



Saturday morning we started with better trot connection with transitions up into trot being much steadier in the bridle. Next we worked on leg yields which were a bit lacking in the beginning. She was just not responding to my leg or one tap of the whip. So Adriane suggested using three quick taps in a row and boy what a difference that made. Her leg crossings were amazing and so smooth. Again, love having the mirrors to watch the improvements. We proceeded to canter work and did some lengthenings and one loop serpentines. We still need a lot more improvements in her canter connection with more flexion and lightness. She is becoming so soft and light at the walk and trot connection. I know with more work and committed repetition of correct riding she will come around. I thoroughly enjoyed riding under Adriane and look forward to her return.

Karen Barnard

COME JOIN PAINT NIGHT TO HELP SUPPORT OUR JUNIORS FOR THEIR CHAMPIONSHIP



SHOW!!

When: June 22 and July 13, 2019

Where: Dennis's Spaghetti & Steakhouse, 3356 Western Branch Blvd,
Chesapeake, VA 23321.

Time: We eat from 5-6pm and the painting starts a little after 6pm.

R.S.V.P. - Lorna Parsons "Cookie" at Ljane77@hotmail.com, IM on FB, or you can text me at (727)-288-7539. A reminder my area code is 727 not 757. Please be sure to put paint night in subject heading if emailing me.

Cost: \$40.00 per person

We will be painting horse related pictures and there's a stencil for those of us that are artistically challenged. (There are also alcoholic beverages for those that need additional help and are of legal age).

- **Advertise with SVDA**
 - All ads must be submitted as they are to appear in the newsletter.
 - **SIZE PER ISSUE PER YEAR**
 - FULL PAGE per issue \$15.00, per year \$150.00
 - HALF PAGE per issue \$10.00, per year \$100.00
 - QUARTER PAGE per issue \$7.50, per year \$75.00
 - BUSINESS CARD per issue \$5.00, per year \$50.00
 - CLASSIFIEDS per issue \$5.00, per year \$50.00
- Make checks payable to SVDA

SVDA 2019 Calendar

Schooling Show Schedule

Date	Location	Judge	Open	Close
07/07/19	Terra Ceia	Margaret Little	6/10/19	6/24/19
07/21/19	Amazing Grace	Robyn Nunnally	6/24/19	7/08/19
08/25/19	Seahorse Run	Lorraine Klepacz	7/29/19	8/12/19
09/22/19	Bridlewood Estates	Donna Gatchell	8/26/19	9/09/19
10/27/18	Wakefield	Margaret Little@ "C" Anmari Ingersoll@ "E"	9/30/19	10/14/19
10/20/19	SVDA General Membership Meeting			
01/25/20	SVDA Banquet			

Licensed Show 2019

7/12.13.14	Dressage @ Lexington – VADA
7/27.28	Raleigh Summer I & II, Raleigh NC
8/31-9/1	NCDCTA Labor of Love I & II, Raleigh NC
9/7.8	Rosemont I & II,
10/3.4.5.6	GAIGs @ Williamstom
10/11.14	CBLM Lexington, VA

Sanctioned schooling shows

Wakefield Airfield 4-H Center

June 22/23

Crescent Bay Pony club held at Epps Farm Supply

June 26. 2019

Airfield Western Dressage
Airfield 4-H Center, Wakefield, VA
POC: Marie Taylor
dabneymill@aol.com
804-314-5216



Dahlia and Deisel at Culpeper



Qlivia, Dahlia, Savannah and Emma

SCHOOLING SHOW VOLUNTEER POSITIONS – 2019

Date: July 7, 2019

Entries open: 06/10/2019

Entries close: 06/24/2019

Location: Terra Ceia, 200 Cherry Grove Road N, Suffolk, VA 23432

Entry Secretary: Debbie Bowden, 14123 Foursquare Road, Smithfield, VA 23430; 757-630-8593; vawest@exis.net

Ring Transportation to: Must contact Mike Rowse (621.6769) prior to picking up items:

- Mary Rombs

Items to be picked up:

- 1 tent, 2 chairs, 1 table

Ring Set up: not needed

- Yolanda Williamson
- Donald Williamson

Lunches & snacks: AM – Coffee; PM – water, vegetarian but chicken or cheese on salad is fine; snacks - anything

Show Secretary AM:

Show Secretary PM:

Scribe AM:

Scribe PM: Beth Anderson

Ring Steward A.M.:

Ring Steward P.M.: Susan Forester

Runner A.M.: Reeta Edmondson

Runner P. M.: Reeta Edmondson

Ring Take Down: 1 tent, 1 table, 2 chairs

- Susan Forester
-

Ring Transportation from: Must contact Mike Rowse (621.6769) prior to returning items shown below:

Items to be returned: 1 tent, 1 table, 2 chairs

SVDA Rep:

a.m. –

p.m. -

SCHOOLING SHOW VOLUNTEER POSITIONS – 2019

Date: July 21

Entries Open: 06/24/2019

Entries Close: 07/08/2019

Location: Amazing Grace Stables, 21383 Titus Creek Dr, Carrollton, VA 23314

Entry Secretary: Eileen Darland, 720 School House Road, Chesapeake VA 23322; eileenmdarland@gmail.com

Items to be picked up:

- Cones, chain, letters, 2 measuring tapes, 4 chairs, 3 tables

Ring Set up: Saturday 7/20 @ 4:00 pm

- Beth Anderson
- Susan Forester
-
-

Lunches & snacks: Robyn Nunnally

Show Secretary AM: Deb Sweetman

Show Secretary PM:

Scribe AM: Karen Barnard

Scribe PM:

Ring Steward A.M.:

Ring Steward P.M.:

Runner A.M.:

Runner P. M.: Chris Owens

Ring Take Down: TIE THE CHAIN END TO THE BUCKET!!

Remove tapes from bucket before putting chain in!

-
-
-
-

Ring Transportation from: Must contact Mike Rowse

(621.6769) prior to returning items shown below:

Items to be returned:

- Cones, chain, letters, 2 measuring tapes, 4 chairs, 3 tables, 2 show boxes

SVDA Rep:

a.m. –

p.m. -

SCHOOLING SHOW VOLUNTEER POSITIONS – 2019

Date: August 25, 2019

Entries Open: 07/29/2019

Entries Close: 08/12/2019

Location: Seahorse Run, 2733 Whaleyville Blvd,
Suffolk, VA 23434

Entry Secretary: Kaitlin Slimak, 212 Maymont Dr,
Newport News, VA 23606; kmslimak@gmail.com;
484.643.0629

Ring Transportation to: Must contact Mike Rowse
(621.6769) prior to picking up items:

•
Items to be picked up:

- 1 tent, 4 chairs

Ring Set up: Not needed

Lunches & snacks: Water/Diet Pepsi, no restrictions
or allergies for lunch, no special requests

Show Secretary AM:

Show Secretary PM:

Scribe AM:

Scribe PM:

Ring Steward A.M.:

Ring Steward P.M.:

Runner A.M.:

Runner P. M.:

Ring Take Down: tent and SVDA show boxes only, 4
chairs

-
-
-

Ring Transportation from: Must contact Mike
Rowse (621.6769) prior to returning items shown
below:

Items to be returned: 1 tent, 4 chairs, 2 show boxes

SVDA Rep:

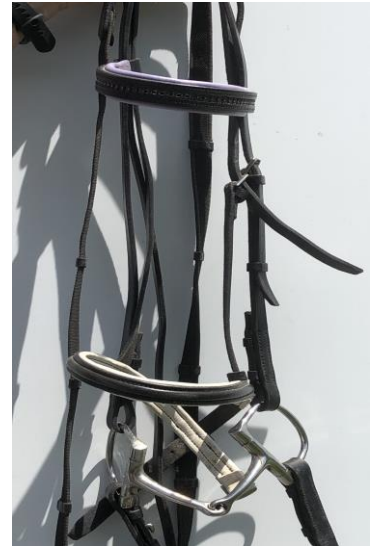
a.m. –

p.m. -

2019 Volunteers

	Totals
Beth Anderson	2
Karen Barnard	12
Mary Barczak	12
Amy Berry	6
Kim Bliefertich	16
Paul Bliefertich	2
Randy Bliefertich	2
Tina Bodnar	2
Debbie Bowden	10
Betty Bryant	1
Victoria Bryant	4
Kayla Centaure	2
Bailey Colon-Waite	3
Wendy Corrice	12
Kelly Coyne	15
Stephanie Creasy	4
Aryonia Croft	2
Evelyn Eidem	8
Emily Esposito	5
Lesley Esposito	7
Barbara Felton	9
Susan Forester	2
Cheryl Gaylord	10
Lora Gibson	26
Laura Gladden	6
Alan Gonyo	2
Carol Gonyo	8
Beth Hardy	8
Ed Hipp	2
Pinky Hipp	32
Carna Jackson	5
Tammy James	2
Melissa Jamison	8
Charlene Jensen	13
Dahlia Jensen	5
Lynne Jensen	8
Whitney Kelso	16
Kate Knick	6
Cindi Lang	8
Kari Lantiegne	4
Demi Lautenschlager	2
Jim Lautenschlager	2
Ingrid Martin	6
Lillian McKay	2
Toni Meranda	16
Christine Metz	8
Katie Miller	5
Sarah Miller	27
Tammy Moore	5
Janice Mumford	20
George Murray	3
Robyn Nunnally	33
Chris Owens	6
Katy Owens	10
Lorna Parsons	24
Ray Penland	8
Amanda Petroski	8
Nancy Pettet	6
Bryttany Pfohl	3
Taunia Reed	8
Beth Rippel	16
Kathy Rowse	30
Ashley Sarkozi	16
Suzanne Savage	5
Shannon Schell	2
Anna Schriebl	7

Nancy Slack	6
Jennifer Smith	4
Joanne Smith	24
Savannah Smith	9
Jessica Stallings	18
Brenda Stevens	8
Deb Sweetman	12
Sandy Toby	16
Terry Tunstall	7



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Part I: The Treatment of Tendon and Ligament Injury in Horses

Lyndy Soboleski DVM

Musculoskeletal injuries, such as superficial digital flexor tendonitis causes incredible loss in the equine industry. Current treatments in equine medicine regarding tendinitis and desmitis include NSAIDS, bandaging, stall rest, counterirritation, controlled exercise programs, physical therapy, tendon splitting, surgery, synthetic tendon implants, sodium hyaluronate (HA), polysulphated glycosaminoglycans (PSGAG),

Beta-aminopropionitrile fumarate (BAPN-F), accessory ligament desmotomy, therapeutic ultrasound, low level laser therapy,¹ extracorporeal shock wave therapy, Chinese herbals, acupuncture, and time.

In the acute stages of the injury anti-inflammatory treatment is recommended. This includes NSAIDS and ice applications such as cold hosing and ice bandaging. Anti-inflammatory therapy appears to be important initially because it helps limit the action of damaging enzymes on the remaining intact tendon structure.¹

It is stated in the literature that anti-inflammatories are the first treatment used; however, corticosteroid intralesional injections were shown to have detrimental effects such as collagen necrosis and hyalinisation¹ This is counterproductive to the healing of injured tendons and ligaments.

SJ Dyson performed a comparative study on 219 horses and concluded intralesional BAPN injections was the most effective treatment at reducing reinjury in the treated limb however, the injury rate in the untreated leg was found to remain high²

Early medical treatments of tendonitis and desmitis could not substantially repair the structural and functional integrity of injured tendons and ligaments. However, new treatments using regenerative therapy in the treatment of tendonitis and desmitis have helped to lessen the chance of scarring and provide a scaffold, growth factors, or cells to allow the injured tendons and ligaments to heal with more normal structure and function.³

References:

- 1) Dowling BA, Dart AJ, Hodgson DR, and Smith RKW. Superficial digital flexor tendonitis in the Horse. *Equine Veterinary Journal* 2000; 32: 369-378.
- 2) Dyson SJ. Medical management of superficial digital flexor tendonitis: a comparative study in 219 horses(1992-2000). *Equine Veterinary Journal* 2004; 36: 415-419.
- 3) Fortier LA and Smith KW. Regenerative medicine for tendinous and ligamentous injuries of sport horses. *Veterinary Clinics of North America: Equine Practice* 2008; 24: 191-201.

**Part II: Regenerative Therapy used to Treat
Tendon and Ligament Injury in Horses**

Lyndy Soboleski DVM

Regenerative therapy has recently become popular in equine sports medicine as an additional treatment option to attempt to speed recovery of musculoskeletal injuries in racing and show horses. Musculoskeletal disease; specifically tendon and ligament injuries, in competition horses seem to benefit from this type of therapy. The use of Platelet Rich Plasma, bone marrow aspirates, and adipose derived mesenchymal stem cells are being used in competition horses to stimulate healing and improve function and structure of damaged tendon or ligaments.¹

Regenerative therapies have been increasing in use in practice at such a brisk pace that clinical research and evidence based medical trials cannot validate the efficacy and safety of such treatments fast enough.² In a case report regarding pneumopericardium in a horse. It was revealed that after a sternal bone marrow aspiration the horse experienced pain and clinical signs consistent with cardiac tamponade which is consistent with signs of pneumopericardium.³

Other complications secondary to bone marrow aspiration include hemorrhage, inflammation at the site of the aspiration, infection from the bone marrow needle, thoracic puncture, and cardiac laceration.³

In regards to adipose tissue use in regenerative therapy two different types of adipose tissue are used to treat musculoskeletal disorders in horses. Adipose-derived stromal vascular fraction (AD-SVF) which are processed commercially; however, only 20-40% are stem cells.⁴ This can seem misleading to horse owners and practitioners.

Regenerative therapy is now being used with success with horses with laminitis using Platelet Rich Plasma injections into the coronary band.⁵ PRP has also shown improvement with hoof avulsion of the hoof, decreased hoof pain,⁶ and healing of distal leg wounds.⁷

An additional benefit of regenerative therapy in horses is found in recent literature where ALF Longhini et al. demonstrated improvement in lameness grade in 21 of 24 horses with osteoarthritis after intravenous administration of mesenchymal stem cells.⁸

Researchers used electroacupuncture to mobilize mesenchymal cells from the peripheral blood circulation of horses as in a previous study.

Hopefully, the research and medical community will continue to present evidence regarding the efficacy and safety of regenerative therapy in horses.

References:

- 1) Torricelli P, Fini M, Filardo G, et al. Regenerative medicine for the treatment of musculoskeletal overuse injuries in competition horses. *International orthopaedics* 2011; 35: 1569-1576.
- 2) Fortier LA and Smith Kw. Regenerative medicine for tendinous and ligamentous injuries of sport horses. *Veterinary Clinics of North America: Equine Practice* 2008; 24: 191-201.
- 3) Durando MM, Zaruoco L, Schaer TP, et al. Pneumopericardium in a horse secondary to sternal bone marrow aspiration. *Equine Veterinary Education* 2006; 18: 75-79.
- 4) Schnabel LV, Fortier LA, McIlwraith CW, and Nobert KM. Therapeutic use of stem cells in horses: which type, how, when? *The Veterinary Journal* 2013; 197: 570-577.
- 5) Carmona JU, Lopez C, and Samudio IJ. Autologous platelet concentrates as an adjunctive treatment for chronic laminitis in a mare with pituitary pars intermedia dysfunction. *Journal of Equine Veterinary Science* 2013; 33: 191-195.
- 6) Carmona JU, Gomez WA, and Lopez C. Could platelet-rich plasma be a clinical treatment for horses with laminitis? *Journal of Equine Veterinary Science* 2018; 61: 46-57.
- 7) Da Fontoura Pereira RC, DeLa Corte FD, Brass KE, et al. Evaluation of three methods of platelet-rich plasma for treatment of equine distal limb skin wounds. *Journal of Equine Veterinary Science* 2019; 72: 1-7.
- 8) Longhini ALF, Salazar TE, Vieira C, et al. Peripheral blood-derived mesenchymal stem cells demonstrate immunomodulatory potential for therapeutic use in horses. *Plos One* 2019; 14: e0212642.

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Virginia Dressage Association (VADA) 2019 Sponsorship Opportunities

The Virginia Dressage Association (VADA) is sponsoring "**Dressage at Lexington (DAL)**" 12-14 July 2019 and "**37th Colonel Bengt Ljungquist Memorial (CBLM) Championships Final and VADA Fall Competition**" 10-13 October 2018. The DAL is a premier dressage show - a favorite of many while the CBLM is a dressage championship and regular show. Individually each show captures over 350 competitors plus up to 700 spectators and shoppers over a 3/4 day show period. As a show sponsor, you will have diverse opportunities to form a brand familiarity with our equestrian enthusiasts as well as with our top riders and trainers in the Mid-Atlantic region.

VADA has created a variety of sponsorship options for your unique needs. Sponsorship may include opportunities from Class Sponsor, Marketing Sponsorship, Exhibitor, an Event Sponsor, too mention a few. Sponsorship options and application are viewable in the attached PDFs.

VADA is extremely appreciative for the generosity of our 2018 sponsors in making the show season a true success. It is our hope you will join us again in 2019. For those individuals, organizations and companies considering joining our team for the first time, we hope you will seize the opportunity to support and be part of the 2019 VADA show season.

Please do not hesitate to contact Nancy Doody (ndoody15@gmail.com/540-395-4434) and/or Nancy Lowey (nlowey@rocketmail.com/540-672-3454) with questions or to discuss sponsorship options.

Warmest Regards

Nancy Doody and Nancy Lowey

Sponsorship and Exhibitor Team

2019 Sponsorship Opportunities

Virginia Dressage Association



Class Sponsorship
Sponsorship Packages
Individualized Vendor Sponsorship
Marketing Sponsorship



Sponsorship and Advertisement Confirmation Deadlines

DAL-17 May 2019
(Individual Sponsorship)

CBLM-13 September 2019
(Individual Sponsorship)

Show Program Advertising
Submittal

DAL-14 June 2019
CBLM-20 September 2019

DAL/CBLM Ads emailed
to Nancy Doody
ndoody15@gmail.com

Sponsorship Application
with check payable to
VADA
Nancy Lowey
10062 Barnetts Ford Road
Orange, VA 22960

Dressage at Lexington (DAL) 12-14 July 2019

37TH Colonel Bengt Ljungquist Memorial Championships Finals and VADA Fall Competition (CBLM) 10-13 October 2019

The Virginia Dressage Association (VADA) is hosting "Dressage at Lexington" on 12-14 July 2019 and the 37th Colonel Bengt Ljungquist Memorial Championships Finals and VADA Fall Competition" 10-13 October 2019 at the Virginia Horse Center, Lexington, Virginia.

Dressage at Lexington (DAL) is a premier dressage show, having grown to be one of the largest shows on the East Coast. Featuring special classes like the Prix St. Georges Challenge, a hotly contested FEI class, and the very popular Sporting Horse Amateur Challenge, "Dressage at Lexington" has become a destination event for amateurs and professionals alike.

The *Colonel Bengt Ljungquist Memorial (CBLM) Championships* is one of the oldest, most historic dressage championships. The show runs in conjunction with the Virginia Dressage Association's (VADA) Fall Competition.

We have created a variety of sponsorship options to fit sponsors' unique needs, marketing objectives and budget. Sponsorship includes opportunities such as Class Sponsor, in-kind prize sponsorship, social media coverage, vendor, or event sponsor, to mention a few. Becoming a sponsor is a perfect venue to showcase your business to the equestrian community, opportunities to network with spectators, competitors, other sponsors, and exhibit support for the sport.

If you have questions and/or like to discuss a custom sponsorship, please contact the Sponsorship Team.

Best
Nancy Doody and Nancy Lowey
VADA Sponsorship Team

Class Sponsorship

SPONSORSHIP	DESCRIPTION	SPONSORSHIP FEE
DAILY SPONSOR (i.e., Training, Second, FEI)	An entire level of open classes (e.g., all First Level Open Classes); recognition as a daily sponsor in all marketing materials; and, announcement as sponsor in conjunction with sponsored class.	\$215 Individual Show \$385 Both Shows
CHAMPIONSHIP SPONSOR	Recognition as a Championship Sponsor for sponsored classes; and, announcement as sponsor in conjunction with sponsored class.	\$115 Individual Show \$205 Both Shows
OVERALL HIGH SCORE SPONSOR	Recognition as a Overall High Score Sponsor for sponsored classes and, announced with the award of the Overall High Score. Includes: Overall, Open, AA, JR/YR, Combined USEF Levels, Combined FEI, and Combined MFS.	\$115 Individual Show \$205 Both Shows
OPEN REGULAR SPONSOR	Recognition as Open Regular Sponsor for sponsored class; and, announced as sponsor in conjunction with sponsored open classes.	\$50 Individual Show \$85 Both Shows
DAILY HIGH SCORE SPONSOR	Recognition as Daily High Score Sponsor for sponsored class; and, announced as sponsor in conjunction with sponsored open classes.	\$100 Individual Show \$90 Both Shows

Sponsorship Packages

SPONSORSHIP	DESCRIPTION	SPONSORSHIP FEE
PIAFFE	3 Daily Level, 2 Championship Classes, and 1 Daily or Overall High Score and level of sponsorship announced 4 times daily; double size vendor space (20'x20'); full-page ad, logo and name in the show program; partial sponsor for evening competitor/exhibitor fun and foodie; banner display in the main competition arena (sponsor provided); logo displayed on DAL volunteer T-shirt; web sponsorship listing/logo and link on VADA's website; inclusion of materials in competitor welcome bag; and, access to sponsored breakfast and lunch each day of the show.	\$2,105 Individual Show \$3,785 Both Shows
PASSAGE	2 Daily Level, 2 Championship Classes and level of sponsorship announced 3 times daily; single size vendor space (10'x10'); full-page ad, logo and name in show program; logo displayed on DAL volunteer T-shirt; partial sponsor for evening competitor/exhibitor fun and foodie; banner display in the main competition arena (sponsor provided); web sponsorship listing/logo and link on VADA's website; inclusion of materials in competitor welcome bag; access to sponsored breakfast and lunch each day of the show; and, banner display in the main competition arena (sponsor provided).	\$1,105 Individual Show \$1,985 Both Shows
PIROUETTE	2 Daily Level, 2 Open Classes and level of sponsorship announced twice daily; half-page ad, logo and name in show program; web sponsorship listing/logo and link on VADA's website; logo displayed on DAL volunteer T-shirt; inclusion of materials in competitor welcome bag; banner display in the main competition arena (sponsor provided); and, access to sponsored breakfast and lunch each day of the show.	\$605 Individual Show \$1,115 Both Shows
TEMPI	2 Daily Level, 1 Open Class and level of sponsorship announced once daily; half-page ad, logo and name in show program; logo displayed on DAL volunteer T-shirt; web sponsorship listing/logo and link on VADA's website; and, inclusion of materials in competitor welcome bag.	\$330 Individual Show \$390 Both Shows

Piaffe through Tempi sponsorship levels can be augmented with more than 50% of value of sponsorship paid in cash and gifts

Individualized Vendor Sponsorship (Competitor Awards)

SPONSORSHIP	DESCRIPTION	RETAIL VALUE
1ST PLACE BLUE RIBBON	<p>Product samples, business gift certificates at various value levels (i.e., \$10, \$25, and \$50), subscription gift certificates, horse care products, riding apparel, and stable supplies</p> <p>Full-page, logo, and acknowledgment in show program; acknowledgement in show program and social media announcement 3 times daily; banner display in main arena (sponsor provided); web sponsorship listing/logo and link on VADA's website; and, inclusion of materials in competitor welcome bag.</p>	<p>\$800 Individual Show \$1,200 Both Shows</p>
2ND PLACE RED RIBBON	<p>Product samples, business gift certificates at various value levels (i.e., \$10, \$25, and \$50), subscription gift certificates, horse care products, riding apparel, and stable supplies.</p> <p>Half-page, logo, and acknowledgment in show program; acknowledgement in show program and social media announcement twice times daily; banner display in main arena (sponsor provided); web sponsorship listing/logo and link on VADA's website; and, inclusion of materials in competitor welcome bag.</p>	<p>\$500 Individual Show \$1,000 Both Shows</p>
3RD PLACE YELLOW RIBBON	<p>Product samples, business gift certificates at various value levels (i.e., \$10, \$25, and \$50), subscription gift certificates, horse care products, riding apparel, and stable supplies.</p> <p>Half-page, logo, and acknowledgment in show program; acknowledgement in show program and social media announcement twice times daily; web sponsorship listing/logo and link on VADA's website; and, inclusion of materials in competitor welcome bag.</p>	<p>\$350 Individual Show \$760 Both Shows</p>
4TH PLACE WHITE RIBBON	<p>Product samples, business gift certificates at various value levels (i.e., \$10, \$25, and \$50), subscription gift certificates, horse care products, riding apparel, and stable supplies.</p> <p>Logo and acknowledgement in show program; web sponsorship listing/logo and link on VADA's website; and, inclusion of materials in competitor welcome bag.</p>	<p>\$200 Individual Show \$450 Both Shows</p>

Marketing Sponsorship

SHOW PROGRAM ADVERTISEMENT INDIVIDUAL SHOW	FEE
Inside Back Cover (color) (8.5"x11)	\$310
Full Page (8.5"x11)	\$260
Half Page	\$130
Quarter Page	\$75
Business Card	\$45

Ads must be submitted in one of the following formats: png, jpg, gif, pdf or Word. Must be complete, ready for publication, and suitable for print in the black and white show program. They should be sent as 300 dpi high resolution. Advertiser is solely responsible for the quality of the ad submitted. Full page ad dimensions -

7 1/2" x 10" and 1/2 page ad dimensions - 7 1/2" x 5" and 1/4 page ad - 4"x2.5". Note: There is 1/2" margin on each side of the page and these are the true sizes.

COMPETITOR SPONSORSHIP INDIVIDUAL SHOW	SPONSORSHIP FEE
Competitor Welcome Bags (300-350)	\$350
Banner displayed in Wiley Arena (per banner)	\$100
T-Shirt Logo Sponsor (logo displayed on the back of volunteer shirt)	\$100
Golf Cart Sponsor (sponsor signage)	\$100
Welcome Wagon Sponsor (Coffee and Soft Delights Competitor Golf Cart)	\$150

VENDOR BOOTH	SIZE	INDIVIDUAL SHOW
Concourse	20"x20	\$415
Concourse	10"x20	\$365
Concourse	10"x10	\$265
Outside	10"x10	\$165
Outside	Trailer	\$265

A Special Thank You

To Our VADA 2017-2018 Sponsors

VTO Saddlery

MKR Designs

Custom Saddlery

Foxden Equine

Old Dominion Hemp

Real Women Ride

BioStar US

Mendoza Dressage, LLC

VADA/NOVA

Blue Ridge Trailers

Gardy Bloemers /Bank of American Matching Gift

Holly Wilmoth/Kingland Farm, LLC

Riding Warehouse

SVDA

The Horse of Course

Big Red Mare Equestrian

VADACC

VADA-CH

VADAF

Peta Jean Wyllie and Cumber Farm

Michelle Davis King

Cavalor

Ecogold

Egys Grooming Products

Equestrian Fashions Boutique

Tucker Tweed

In Memory of Shel & Nicole Gafford

Ms. Sheri Booye "In memory of Endless Echo"

Ms. Pastures Cookies for Horses

Riding Warehouse

C4 Belts

Schleese Saddlery

Scripts & Rides, LLC

SWVADA

The Fabulous Horse

Horse Tech

SWVADA

Bonnets and Things

County Saddlery (Ann Mary Bettenson)

Hilltop Farm

Fellowship Farm and Tami Batts

American Hanoverian Society

Full Circle Vet

Gift Horse Baskets

Jovee Farm

Paradise Farm & Tack

Browbands with Bling

Ms. Sheri Booye "In memory of My Boys Echo & Rebel"

Tanner's Equestrians

Tri-County Feed

2019 Sponsorship Opportunities

Virginia Dressage Association

2019 Sponsorship Application

Last Name:

First Name:

Full Mailing Address:

Home Phone Number:

Cell Phone Number:

Email Address:

Web Address/Site:

VADA Chapter/Business/Farm Name:

Please Circle Level of Sponsorship and Show(s)

Class Sponsorship	DAL	CBLM	Both Shows
Daily	\$215	\$215	\$385
Championship	\$115	\$115	\$205
Overall High Score	\$115	\$115	\$205
Regular Open Class Sponsor	\$50	\$50	\$85
Daily High Score Sponsor	\$100	\$100	\$150

In-Kind Sponsorship	DAL	CBLM	Both Shows
Blue Ribbon	\$800	\$800	\$1,200
Red Ribbon	\$500	\$500	\$1,000
Yellow Ribbon	\$350	\$350	\$760
White Ribbon	\$2500	\$200	\$450

Other Sponsorship Opportunities (Individual Show)	
Competitor Welcome Bags (300-350)	\$350
Show Golf Cart Sponsor (3 days)	\$100
Volunteer DAL T-Shirt Logo (multiple logos)	\$50
Welcome Wagon Sponsor Coffee and Soft Delights Competitor (Golf Cart)	\$150
Banner Display in Wiley Arena	\$100

Vendor Location	Size	Fee
Concourse	10"x10	\$265
Concourse	10"x20	\$365
Concourse	20"x20	\$415
Outside	10"x10	\$165
Outside	Trailer	\$265

Sponsorship Packages	DAL	CBLM	Both Shows
Piaffe	\$2,105	\$2,105	\$3,785
Passage	\$1,105	\$1,105	\$1,985
Pirouette	\$605	\$605	\$1,115
Tempi	\$330	\$330	\$590

Advertisement (Individual Show)	
Inside Back Cover (color) 8.5"x11	\$310
Full Page (black/white) 8.5"x11	\$260
Half Page (black/white)	\$130
Quarter Page (black/white)	\$75
Business Card (black/white)	\$45

Total Sponsorship Investment:

\$

Please send the *Sponsorship Application* with check payable to VADA to:
**Nancy Lowey 10062 Barnett's Ford Road,
 Orange, VA 22960**

If you have special needs or wish to customize your sponsorship, please contact Nancy Doody 540-395-4434 and/or ndoodyl5@email.com and/or Nancy Lowey nlowey@rocketmail.com 540-672-3454.