



# Half-halt



The Newsletter for the Southeastern Chapter of the Virginia Dressage Association

Volume Number 31

Issue Number 9

Sept. 2019

## Happy Labor Day

### SEAHORSE RUN SHOW PICTURES



**Christine Metz on Pistol.**



**Katherine Owens on Callaway's Madeline**



**Cookie on Absolut Charm.**



**Ava Miller on Charming Billy.**

## 2019 Board of Directors

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VADA Reps :Robyn Nunnally  
Beth Ripple  
Sandy Toby



Laurie Curtis on Destiny's Moonshine Coffee with trainer Pam McGeough. Laurie was the High Score of the day with a 71.00% and this was her first show!!!! Congratulations!!!



Katherine Owens on Callaway's Madeline with Pam McGeough. Big Smiles!!!!

## 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

## Becca Vick Clinic

This weekend we rode with Becca Vick at the lovely Silver Leaf Farm. We signed up for two days and thank goodness the weather was so much kinder. The first day I told Becca we had been working on counter canters but they were not perfected yet so that is where we started after a brief warm-up. I had a tendency to use too much neck bend and not enough leg to turn Monica on her return to the rail which caused some imbalance with her where you could feel her wanting to break. Her left lead was so much better balanced than her right. She needed more help with her right lead on the counter canter with half halts and some drive encouragement. Once I straightened her neck a bit and used my inside leg more there was so much improvement. She maintained great balance and was listening so well to my inside leg. Right lead counter canter is on the homework page.

We also worked on her transitions into and out of the canter trying to eliminate the "Haflinger head toss" as I call it because they all seem to have it. We have mastered the walk to trot without the head toss and the majority of the time I can prevent her from doing it in the trot to canter transition, but every once in a while she throws one in on me just to keep me on my toes.

Next we worked on leg yields and I found out that she performs a much better crossing if I can keep her in a more forward gait. As with the canter work her left leg yield is better than her right. The key to perfecting that right movement on her is to not tighten so much on my left rein and use more leg aids plus my whip if needed. She tends to think that she knows everything and can perform all the movements without my direction so we are working on "listen to your rider". She is so eager to please.



Monica's lengthen trot is a work in progress. I have been working her at home on not quickening her step so today we started working on pushing her more forward to extend her reach abit. I had been giving to her when ever I asked at home and found out today that she does better when I support her with my elbows and get her deeper before I ask. Adding a ten meter circle before the lengthening helps her to reach under more with her hind leg to prepare her to push. Here is a funny...Becca said "you can't just give to her coming across the diagonal and think please give me a lengthening". I giggled inside and wondering how did she know what I was thinking.

As always my position was on the discussion table but I did hear from her how much better it had gotten since our last clinic. We have definitely been working on it. She also commented on my soft hands and effective/immediate

corrections. Becca said both Monica and myself want to do everything correctly but she needs to stop giving me answers (sometimes multiple) before I ask the question. Smart pony!

There is no auto pilot with Monica. Every step must be purposely ridden giving her the direction that she needs.

Again many thanks to SVDA for awarding the scholarship to me this year allowing great opportunities for training and learning. After this weekend, I have lots of homework to do.



Karen Barnard

## **SEAHORSE RUN SHOW PICTURES**

**DESPITE THE RAINY WEATHER.... THE JUNIORS HAD SOME FUN TOGETHER!!!  
SPLASHING IN THE PUDDLES!!!**



**Ava Miller on Charming Billy splashing through a big pasture puddle!!**



**Ava and Hannah riding out in the pasture together.**

# SVDA 2019 Calendar

We are having a **Fix a Test Clinic** on Sunday, September 29 at Seahorse Run in Suffolk. Sandy Toby, L Grad, will be our clinician, rides will run from 8 a.m. to 5 p.m. depending on the number of riders. Rides will be 45 minutes.

Clinic is \$45 and is intended for members to prepare for upcoming Championship show in October.

## Schooling Show Schedule

Date	Location	Judge	Open	Close
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

**March 30/1 2019** – March Magic, Williamston  
10/3.4.5.6 GAIGs @ Williamston  
10/11.14 CBLM Lexington, VA

## Sanctioned schooling shows

Wakefield Airfield 4-H Center

Oct 26, 2019,

## Licensed Show 2020

**March 28/29** – March Magic, Williamston  
4/11.12 **Williamston Spring Dressage**, Williamston NC  
5/1.2.3 **Dressage at the Meadow**, Doswell, VA  
5/23.24 **Isabel F. DeSzinay Memorial**, Culpeper, VA  
6/13.14 **VA. Summer Dressage**, Culpeper, VA  
7/11.12.13 **Dressage @ Lexington** - VADA

The 2019 SVDA Championship Show is scheduled for Sunday, October 27 at the Airfield Conference Center in Wakefield.

Our judges are Margaret Little at "C" and Annmari Ingersoll at "E".

Stalls will be available Saturday evening for \$25, which includes stall strip-out.

Because SVDA has had to cancel several schooling shows this year, we realize some of you may not have had the chance to earn a qualifying score for your Championship Class at the October show. So we are adding a TEST OF CHOICE (TOC) class to the September show to give you an opportunity to ride your qualifying test twice at this show (riding a test twice at the same show is normally not allowed).

If you wish to do this, just write in "TOC" along with your desired class (Level and test #) on your entry form. TOC riders will be pinned as one class, no division splits.

We hope this allows more of you to qualify and show in Championship Classes!

Best of luck! Contact Robyn Nunnally at [robynnunnally@gmail.com](mailto:robynnunnally@gmail.com) with questions.



Joseph L. Lott, Jr. Manager  
 2070 Woodlands Blvd, Suffolk, VA 23428

Date/Time	Dist	Horse	Trainer	Number	Days	Days/Week
8:00:00 AM Fri	1	Michael Johnson (Jr) (AA)	Debra Thomas	100	181	67.25
8:27:00 AM Fri	2	Robert Stewart (C)	Debra Thomas of Deer Haven	802	230.5	63.0
8:54:00 AM Fri	1	Darby Tilly (C)	Robert	100	206.5	60.74
9:00:00 AM Fri	2	James Stewart (C)	Debra Thomas of Deer Haven	802	223	61.99
9:00:00 AM Fri	2	Paula Kline (C)	VP Star My Dogs	88		
9:28:00 AM Fri	3	Michael Johnson (Jr) (AA)	Debra Thomas	100	206	67.22
9:54:00 AM Fri	2	Whitney Beckwith (AA)	Robert SS	802		
9:58:00 AM Fri	1	Sam Miller (AA)	B-17 Bombardier	111	314	57.63
10:20:00 AM Training	1	Darby Jensen (AR)	Debra Thomas	102	114	49.62
10:50:00 AM Training	1	Art Miller (R)	Charming Day	110	168	64.62
11:00:00 AM Training	1	James Earl (AA)	Lutz	104	124.5	47.88
11:01:00 AM Training	1	Margaret Little (AA)	Robert	177	228.5	58.85
11:00:00 AM Training	2	Paula Kline (C)	VP Star My Dogs	88		
11:07:00 AM Training	2	Sam Miller (AA)	B-17 Bombardier	111	225	56.25
11:16:00 AM Training	1	Michael Johnson (Jr) (AA)	Debra V	100	218	58.92
11:21:00 AM Training	2	Darby Jensen (AR)	Debra Thomas	102	116.5	60.86
11:30:00 AM Training	2	Laura Parsons (AA)	Absolu Charm	210	152	52.41
11:30:00 AM Training	2	Sam Miller (AA)	Bombardier	111		

Date/Time	Dist	Horse	Trainer	Number	Days	Days/Week
11:40:00 AM Training	2	Margaret Little (AA)	Robert	177	228.5	60.14
11:40:00 AM Training	2	Paula Kline (C)	VP Star My Dogs	88		
11:40:00 AM Training	2	Laura Parsons (AA)	Absolu Charm	210	150.5	53.96
11:40:00 AM Training	2	Whitney Beckwith (AA)	Robert SS	802		
11:40:00 AM Training	2	Sam Miller (AA)	Bombardier	111		
11:40:00 AM Training	2	Darby Jensen (AR)	Debra Thomas	102	117.5	60.21
11:42:00 AM Training	2	Paula Kline (C)	VP Star My Dogs	88		
11:48:00 AM Inco	A	Darby Lautenschlager (C)	Perischoy	101	99.5	62.182
11:52:00 AM Inco	A	Darby Ruby (C)	Stormy	100	101	63.125
12:01:00 PM Inco	A	James Stallings (AR)	Poppin Pink	81	65	40.625
12:01:00 PM WCAA - Inco	3	Laura Curtis	Darby's Microbra Coffee	812	142	71.000
12:14:00 PM WCAA - Inco	2	Christie Metz	Patrol	822	136.5	67.75
12:21:00 PM Inco	C	Oliver Stallings (AR)	Patrol Poppin Pink	144	97	48.500
12:26:00 PM Inco	C	Katherine Owens (AA)	Callaway's Madeline	802	123.5	61.75
12:30:00 PM Inco	C	Ashley Earl (AA)	Lutz	829	120	60.00
12:40:00 PM Inco	B	Darby Lautenschlager (C)	Perischoy	101	102.5	64.062
12:49:00 PM Inco	B	Debra Butler (C)	Stormy	100	96.5	60.312



SVGA Schooling Show, Aug 28 2019, Seahorse Run  
 Judge: Lorraine Kipacz  
 2733 Whaleyside Blvd, Suffolk, VA 23434

Time Level	Test	Rider	Horse	Number	Time	Score	Placings
12:00:00 PM Intro	B	Ava Miller (JF)	Charming Billy	112	110.5	69.062	1
1:00:00 PM Intro	B	Hannah Stallings (JF)	Poppin n Pixie	81	82.5	54.062	4
1:30:00 PM Intro	B	Katharine Owers (AA)	Callaway's Medicine	402	106.5	66.562	1
1:37:00 PM WDA4 - Intro	4	Louise Curtis	Destiny's Moonstone Coffee	812	149	70.952	1
1:24:00 PM WDA4 - Intro	4	Christina Metz	Floral	822	147.5	70.238	2
<b>LUNCH</b>							
2:01:00 PM WDA4 - Basic	3	Christina Metz	Floral	822	120.5	60.250	1
<b>Break</b>							
2:18:00 PM in hand	Triang	Deb Sweetman (C)	State of the Art	228	70	70.000	1
2:29:00 PM in hand	Triang	Karen Barnard (C)	Statey After	170	48.5	68.5	1

**SHOW ENDS**

SVGA thanks our hard working volunteers, (Judge), and (facility)



There are 3 rules that can cause you to be **eliminated from the competition**. "Horse and rider combinations shall be eliminated from the competition for a, f and i."

WD128.a & DR124.a Misrepresentation of entry or inappropriate entry

WD128.f & DR124.f Horse's tongue tied down

WD 128.i Cruelty including excessive spurring

DR 124.i Cruelty

I honestly didn't know what a tongue-tie was until I did further research. I found that a tongue-tie is a strap that immobilizes a horse's tongue by attaching it to the lower jaw.

Problems associated with tongue tie use includes horse showing signs of pain, distress and anxiety along with difficulty swallowing. Cuts and lacerations may be found on the tongue along with swelling and bruising. The tongue can turn blue from restricted blood flow and cause permanent tissue damage.

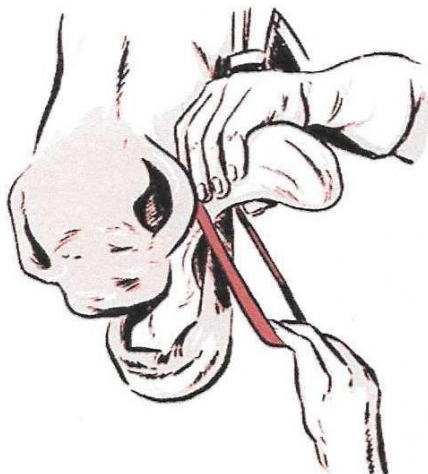
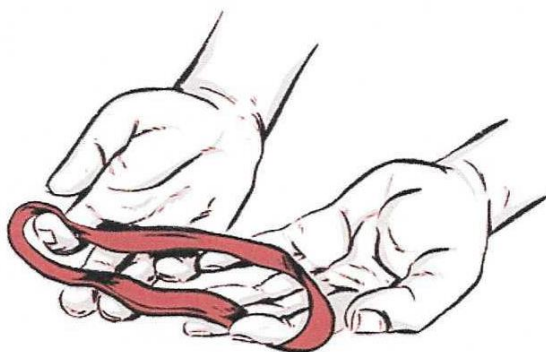
I have attached pictures of fitting a tongue tie so you are educated in what this abuse looks like.

*Janice Mumford*

## Fitting a tongue-tie to a racehorse

- 1 Tongue-ties can be fashioned from nylon stockings, loops of leather or elastic.

Racing Australia's Register of Approved Gear states that they must be at least 15mm wide.

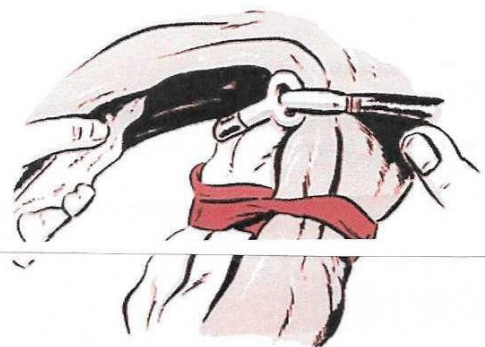


- 2 Horse tongues are muscular and slippery, so the first task is to grip the tongue manually.

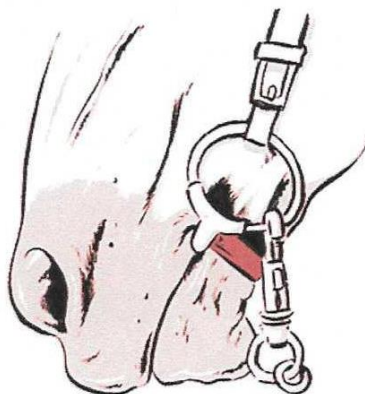
- 3 To avoid the tongue becoming free, it is important to ensnare it with the tongue-tie by applying one or more loops around the tongue.



- 4 Next, the tongue must be fixed to the mandible (lower jaw).



- 5 With the tongue-tie in place, only a band around the lower jaw is visible unless the mouth is open or the tongue is extruded.





## SCHOOLING SHOW VOLUNTEER POSITIONS – 2019

**Date:** September 22, 2019

**Entries Open:** 08/26/2019

**Entries Close:** 09/09/2019

**Location:** Bridlewood Estates,  
2601 Nansemond Pkway,  
Suffolk, VA 23434

**Entry Secretary:** Melissa Evelyn,  
1153 Pershing Avenue,  
Fort Eustis VA 23604;  
melissalynnevelyn@yahoo.com

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

•

**Items to be picked up:**

- 2 tents, 6 chairs, 3 tables

**Ring Set up:** Saturday prior to the show @ 4:00 pm

•  
•  
•  
•

**Lunches & snacks** (Coffee, water, ham & cheese or  
turkey sandwich):

**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:** 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:**

- 2 tents, 6 chairs, 3 tables, 2 show boxes

**SVDA Rep:**

a.m. –

p.m. -

## SCHOOLING SHOW VOLUNTEER POSITIONS – 2019

**Date:** October 27, 2019

**Entries Open:** 09/30/2019

**Entries Close:** 10/14/2019

**Location:** Airfield 4-H Center, Wakefield, VA

**Entry Secretary:** Wendy Murray

5709 Holy Neck Road  
Suffolk VA 23437

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

•

**Items to be picked up:**

•

**Ring Set up:** Saturday prior to the show @ 4:00 pm

• ?  
• ?  
• ?  
• ?

**Lunch & snacks for Margaret:** Coffee, water, vegetarian  
but chicken or cheese on salad is fine, snacks – anything:  
Jen Smith

**Lunch & snacks for Annmari:** water, anything for lunch,  
snack – fruit or granola bar

**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:** 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:**

**SVDA Rep:**

a.m. –

p.m. -



otherwise interacting with or merely being in the vicinity of equines ("Equine Activities"). Participant understands the injuries, death, loss (both personal and property), and property damage that may result from the accepted risks of engaging in Equine Activities or just being near an equine, that equines are powerful and have the potential to be dangerous, even without warning, and that the risks listed in this Agreement are just a sampling and Participant is not relying on Released Parties (as defined below) to list all possible equine-related risks. Participant acknowledges understanding the USEF Rules about protective equipment, understands that he/she is entitled to wear protective equipment without penalty, and acknowledges that he/she is strongly encouraged to do so while warning that no protective equipment can guard against all injuries. Participant therefore agrees, on his/her own behalf and on behalf of his/her minor Participant, that he/she understands and agrees to assume the risks and dangers intrinsic in Equine Activities, agrees to inspect and remain responsible for the condition and proper adjustment of Participant's tack and equipment, agrees to at all times to be responsible for Participant's personal safety, remain financially responsible for Participant's medical expenses, and waives Participant's right to any claims arising from participation in or observation of any Equine Activities, riding a horse belonging to Participant or someone else, whether on or off the property where the horse is stabled and/or transported to, being near an equine, or merely being present on real property owned, leased, rented, borrowed, visited, organized upon, or otherwise occupied or utilized by the following referred to in this Agreement as "Released Parties:" SVDA, and its members, managers, partners, officers, directors, assigns, agents, employees, volunteers, guests, visitors, invitees, independent contractors, clinicians, trainers, other owner(s) of real estate upon which the injury occurred, and others acting on their behalf, regardless of whether or not Participant's presence on the real property is related to equines or Equine Activities.

**2. Release, Hold Harmless, Indemnification:** Participant agrees to release and hold Released Parties harmless for any illness, injury, death, damage, or other loss (collectively "Loss") incurred, by Participant or Participant's property, unless caused by the Released and Held Harmless Parties' intentional or willful and wanton misconduct. Participant agrees to indemnify Released Parties against any Loss sustained or suffered by any third party, whether caused by Participant directly or indirectly, through negligence or other wrongdoing, and Participant agrees to indemnify Released Parties for Released Parties' incurred attorneys' fees for pursuing or defending against any such Loss.

**3. Governing Law and Time Limitation:** This Agreement shall be construed and enforced in accordance with the laws of the State of Virginia. All disputes relating to the interpretation and enforcement of this Agreement shall be resolved exclusively by the state court in Suffolk, Virginia. The parties hereto hereby submit to the jurisdiction and venue of the Court for such purpose. Participant agrees that any and all claims and/or causes of action for Loss by Participant against the Released Parties must be brought within one (1) year of the date accrued and any claim for personal property Loss is limited to \$500.00 (Five Hundred Dollars).

**4. Attorneys' Fees:** Participant agrees to reimburse Released Parties for any attorneys' fees and costs incurred by Released Parties in enforcing the terms of this Agreement and/or in defending or prosecuting any claims involving, or in any way relating to, Participant.

**5. Participant Certification:** Participant certifies that he/she has read this entire Agreement and understands, agrees, and intends on his/her own behalf, and on behalf of minor Participant, spouse, heirs, agents, representatives, relatives, successors, and assigns, to be bound by all of the terms and conditions contained herein.

**MEMBER IN GOOD STANDING:** Only members in good standing may participate in organization activities, including but not limited to clinics, shows, volunteer hours, meetings, year end awards, and events. All applications or requests for participating in such events shall not be processed until the person is a member in good standing. If a check is not deposited by SVDA until after a show, and if the check does not clear due to insufficient funds, then any scores earned at that show shall not count towards year end awards, high score awards, or any other SVDA activity, unless the owed funds and any returned check fees are made good within 5 business days of an email. The date at which a member shall be considered not in good standing shall be retroactive to the date the insufficient funds check was received by SVDA. This policy is not applicable to sanctioned shows where payment is tendered to a group other than SVDA.

**PLEASE FILL OUT COMPLETELY AND SIGN**

Date: \_\_\_\_\_ Signature: \_\_\_\_\_ If Participant is a Minor, Signature Add'l Parent: \_\_\_\_\_

Participant Signing on my own behalf, and, if applicable, on behalf of my minor child participant

Printed Name: \_\_\_\_\_ Address: \_\_\_\_\_

Phone/Email: \_\_\_\_\_

Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Assistant Handler Name: \_\_\_\_\_ Date: \_\_\_\_\_ Printed Name: \_\_\_\_\_

Emergency Contact Name and Phone: \_\_\_\_\_

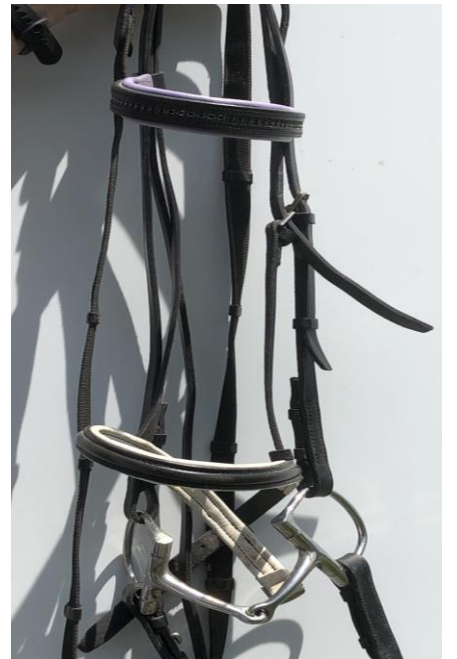
Minor Participant's Name and Date of Birth: \_\_\_\_\_

Additional Minor Participant's Name(s) and DOB: \_\_\_\_\_

## 2019 Volunteers

	<u>Totals</u>
Beth Anderson	11
Karen Barnard	18
Mary Barczak	12
Amy Berry	6
Kim Bliefernich	16
Paul Bliefernich	2
Randy Bliefernich	2
Tina Bodnar	2
Debbie Bowden	24
Betty Bryant	1
Victoria Bryant	4
Laura Celia	6
Kayla Centaure	2
Bailey Colon-Waite	3
Wendy Corrice	12
Kelly Coyne	15
Stephanie Creasy	4
Aryonia Croft	2
Eileen Darland	12
Reeta Edmondson	5
Evelyn Eidem	8
Emily Esposito	5
Lesley Esposito	7
Melissa Evelyn	5
Barbara Felton	9
Susan Forester	11
Katherine Gardner	11
Cheryl Gaylord	10
Lora Gibson	31
Laura Gladden	22
Alan Gonyo	2
Carol Gonyo	8
Beth Hardy	8
Alyssa Henkle	8
Ed Hipp	2
Pinky Hipp	32
Hope Hughes	6
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
Pam McGeough	5
Lillian McKay	4
Toni Meranda	20
Christine Metz	8
Ava Miller	5
Katie Miller	10
Sarah Miller	27
Tammy Moore	5
Janice Mumford	20
George Murray	3
Robyn Nunnally	40
Chris Owens	8
Katy Owens	10
Lorna Parsons	31
Ray Penland	8
Amanda Petroski	8
Nancy Pettet	6
Bryttany Pfohl	3
Taunia Reed	8
Beth Rippel	16
Mary Rombs	2
Kathy Rowse	35
Ashley Sarkozi	16
Suzanne Savage	5
Shannon Schell	2
Anna Schriebl	7
Nancy Slack	6
Kaitlin Slimak	8
Jennifer Smith	4
Joanne Smith	29
Savannah Smith	9
Lyndy Sobeleski	4
Jessica Stallings	18
Brenda Stevens	8
Deb Sweetman	16
Sandy Toby	21
Terry Tunstall	7
Donald Williamson	5
Yolanda Williamson	13
Savanna Tripp	3



## **For Sale:**

Stubben Bridle with bit and reins and Wintec dressage saddle with Cottage Craft Girth and Foot Free Stirrups.

\$350.00 OBO Call Shirley at (757)536-8491

## SEAHORSE RUN SHOW PICTURES



Olivia Stallings on Poppin in Pink having fun!!



Hannah Stallings on Poppin in Pink

### 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](mailto:ndoody15@gmail.com)/540-395-4434) and/or Nancy Lowey ([nlowey@rocketmail.com](mailto: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](mailto: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

### 37<sup>TH</sup> 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 37<sup>th</sup> 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
<b>DAILY SPONSOR</b> (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
<b>CHAMPIONSHIP SPONSOR</b>	Recognition as a Championship Sponsor for sponsored classes; and, announcement as sponsor in conjunction with sponsored class.	\$115 Individual Show \$205 Both Shows
<b>OVERALL HIGH SCORE SPONSOR</b>	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
<b>OPEN REGULAR SPONSOR</b>	Recognition as Open Regular Sponsor for sponsored class; and, announced as sponsor in conjunction with sponsored open classes.	\$50 Individual Show \$85 Both Shows
<b>DAILY HIGH SCORE SPONSOR</b>	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
<b>PIAFFE</b>	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
<b>PASSAGE</b>	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
<b>PIROUETTE</b>	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
<b>TEMPI</b>	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
<b>1<sup>ST</sup> PLACE BLUE RIBBON</b>	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  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.	\$800 Individual Show \$1,200 Both Shows
<b>2<sup>ND</sup> PLACE RED RIBBON</b>	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.  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.	\$500 Individual Show \$1,000 Both Shows
<b>3<sup>RD</sup> PLACE YELLOW RIBBON</b>	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.  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.	\$350 Individual Show \$760 Both Shows
<b>4<sup>TH</sup> PLACE WHITE RIBBON</b>	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.  Logo and acknowledgement in show program; web sponsorship listing/logo and link on VADA's website; and, inclusion of materials in competitor welcome bag.	\$200 Individual Show \$450 Both Shows

## 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 Barnettt 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@gmail.com](mailto:ndoodyl5@gmail.com) and/or Nancy Lowey [nlowey@rocketmail.com](mailto:nlowey@rocketmail.com) 540-672-3454.

## 2020 calendar

3/1  
3/7.8  
3/14.15  
3/21.22  
3/28.29      **March Magic**, Williamston NC  
4/4.5  
4/11.12      **Williamston Spring Dressage**, Williamston NC  
4/18.19  
4/25.26  
5/1.2.3      **Dressage at the Meadow**, Doswell, VA  
5/9.10  
5/16.17  
5/23.24      **Isabel F. DeSzinay Memorial**, Culpeper, VA  
5/30.31  
6/6.7      **Capital Classic**, Raleigh, NC  
6/13.14      **VA. Summer Dressage** , Culpeper,VA  
6/20.21  
6/27.28  
7/4.5  
7/11.12.13      **Dressage @ Lexington** - VADA  
7/18.19  
7/25.26      **Raleigh Summer I & II**, Raleigh NC  
8/1.2  
8/8.9      VADA – CH @ Culpeper,  
8/15.16  
8/22.23  
8/29.30      **NCDCTA Labor of Love I & II**, Raleigh NC  
9/5.6      Rosemont I & II,  
9/12.13  
9/19.20  
9/26.27  
10/3.4      GAIGs Williamston, NC  
10/10.11      CBLM Lexington, VA  
10/17.18      SVDA General Membership Meeting  
10/24.25  
10/31-11/1  
11/7.8  
11/14.15  
11/21.22  
11/28.29