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PARCS WESLEY CLOVER PARKS



29 mai – 1 juin 2025

May 29 – June 1, 2025

CDI3\*/CDI2\*/CDI1\*/CDIJ/CDIY/  
CDIP/CDIU25/CDICH/CDIYH

CPEDI3\*/CPEDI2\*

National | Rising Stars | Pony Cup

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Canada



FEI



SPONSORSHIP OPPORTUNITIES







# SPONSORSHIP OPPORTUNITIES



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## What is dressage?

Dressage is one of the three Olympic equestrian sports, as well as the equestrian discipline competed at the Paralympic Games. Like all equestrian disciplines, dressage is a gender-neutral sport with men and women competing against each other equally.

Deriving from the French word for “training,” the object of dressage is the development of the horse into a happy athlete through harmonious education. As a result, it makes the horse calm, supple, loose, and flexible, but also confident, attentive, and keen, thus achieving perfect understanding with the rider. In competition, dressage horses and riders perform a series of compulsory movements in a pre-set pattern. The exception is the freestyle, which is a special program where riders are able to exhibit their personal style and artistry by choreographing required elements to the choice of music they feel is best suited to their horse.

Equestrian Canada/FEI



Be a part of Canada's largest dressage show! The Ottawa Dressage Festival is a successful national and international event that is a firm favourite for many dressage and paradrage riders on the circuit. Presented by National Capital Dressage Inc. and organized by volunteers since 2003, the Ottawa Dressage Festival is located at Wesley Clover Parks, one of the premier equestrian facilities in North America.

Each year, over 200 riders from far and wide come to compete over 4 days. We are proud to present a Pony Cup, as well as a Rising Stars program to support the development of our future stars. In 2025, elite youth riders will be competing to qualify for the 2025 North American Youth Championships.

The Ottawa Dressage Festival plays host to over 500 spectators each day. The Festival is a popular destination for both competitors and spectators due to the high level competition, festival atmosphere, and great shopping opportunities. We strive to attract a wide selection of vendors to spoil shoppers for choice! Visitors know they can expect the latest and greatest for horse and rider, as well as a selection of quality food vendors.



## WHY SPONSOR THE OTTAWA DRESSAGE FESTIVAL?

- Increase your visibility among serious horse people (who also love dogs and the outdoors)
- Create customer loyalty
- Promote your brand
- Increase awareness of your products and services





## TITLE SPONSOR

Become the title sponsor of the Ottawa Dressage Festival and get prime billing throughout the show. You will be the exclusive title sponsor and will be featured prominently in all marketing and media materials and around the showground. You will have the opportunity to participate in the awards ceremonies and meet the top international riders. We will work with you to customize a benefits package that meets your needs.

**Your investment:**  
\$10,000 cash



## SPECIAL EVENTS SPONSORSHIPS

### Cocktail Reception

Sponsor the Cocktail Reception where everyone will gather to watch the main highlight of the show—the CDI3\* Grand Prix Freestyle, where horse and rider dance as one to music! As the sponsor of the Cocktail Reception, the main tent will be named in your honour with prominent signage. With access to the VIP area for you and your guests throughout the show, you will always be comfortable. Your sponsorship of the reception will be recognized in all marketing materials, as well as the program and prize list. You will also have the opportunity to make welcome remarks.

**Your investment:**  
\$5,000 cash

### The Jog

Do you want to showcase your boutique? If so, you'll want to sponsor the Jog, which celebrates the CDI riders and their style! Become the named sponsor of the Jog, get involved in judging the Best Dressed contest, and provide prizes for our most stylish riders—maybe you can help ensure they win Best Dressed next year too! We'll make sure you get prime exposure both prior to and during the show and exclusive signage at the Jog.

**Your investment:**

- Prizes for the two Best Dressed riders (suggested value \$250+ each)
- \$850 cash



## What is the jog?

At all international shows, the jog is part of the FEI Horse Inspection. The purpose of this check is to ensure the horse is sound and fit to compete. All riders jog their horses before a panel of judges and veterinarians to show their readiness for competition.

Riders want to make sure they give a great first impression to the judges and the jog is the time to do this. The Best Dressed award has become a fun and popular competition as riders ditch their riding breeches to showcase their style!







📷 Rod Windover



## CDI INTERNATIONAL SHOW SPONSORSHIPS

### **CDI Platinum Sponsor**

This top sponsorship opportunity will give you prime billing at our international show. We will name the CDI ring for your business and include prominent signage around the ring, have your logo embroidered on the CDI coolers (horse blankets), and provide you and your guests access to the VIP area in the main tent to ensure your comfort throughout the show. If you want to get your business noticed, this is the opportunity for you!

**Your investment:**  
\$5,000 cash

### **CDI Prize Money**

Prize money is awarded to top placed riders in many of the CDI classes—provide the prize money and you'll build popularity amongst our top level riders and showcase your loyal support of the sport of dressage. As well as receiving prime exposure leading up to and throughout the Ottawa Dressage Festival both in media and marketing materials, your business will be promoted with prime location signage on the front rail of the main ring—no better brand exposure than this! You will also be recognized as the class sponsor in the rider times and results, as well as in the program and prize list. Plus, get access to the VIP area in the main tent.

**Your investment:**  
\$5,000 cash





## What is a CDI?

CDI stands for Concours de Dressage International (International Dressage Event). CDI events are licensed by the world governing body of equestrian sports, the Fédération Equestre Internationale (FEI). The requirements for hosting and participating in these international shows are higher than for national shows. There are different levels of CDI, the Ottawa Dressage Festival is a three-star event, the highest there is in the sport of dressage in Canada at present.





## U FEI Stabling

Riders are back and forth to the stables throughout the show. If you want eyes on your signs, this is the sponsorship for you! We'll rename the FEI Stables after your business for the duration of the show and ensure prominent signage around the FEI stabling area.

**Your investment:**  
\$1,500 cash

## U Groom Recognition

Grooms are invaluable members of the team. They work hard throughout the year to care for the horses and ensure they look their best on the day of the competition. At the Ottawa Dressage Festival, we give special recognition to these individuals through a Grooms' Appreciation award. Sponsor this award, have it named in honour of your business, and help us as we celebrate and show our appreciation to the grooms. You will have the opportunity to present the award and make remarks at the Jog Party.

**Your investment:**  
\$500 cash



# CPEDI INTERNATIONAL PARADRESSAGE SHOW SPONSORSHIPS

## U CPEDI Platinum Sponsor

This top sponsorship opportunity will give you prime billing at our international paradressage show. Your logo will be embroidered on the CPEDI coolers (horse blankets) and appear on the schedules and results for the paradressage classes. You will have the opportunity to participate in the awards ceremonies and meet the top paradressage riders. On top of that, you and your guests will have access to the VIP area in the main tent to ensure your comfort throughout the show.

**Your investment:**  
\$2,000 cash

## U CPEDI Prize Money

Sponsor the prize money for our international paradressage show and make our riders' wins even more special! You will be recognized as the sponsor of each CPEDI class in the rider times and results, as well as in the program and prize list. We will also ensure you have exposure leading up to and throughout the Ottawa Dressage Festival both in media and marketing materials and around the showground.

**Your investment:**  
Minimum \$2,000 cash





## What is paradressage?

Paradressage is an opportunity for individuals with a disability to enjoy freedom and movement by riding a horse, as well as experience competition at all levels. Paradressage has been a regular sport in the Paralympics since 1996. Athletes are classified according to their functional ability, which allows for fair and meaningful competition judged on skill and not level of disability. Competition is open to athletes with visual and physical disabilities. The paradressage classes are of comparable level of difficulty and competition to those in the dressage competition.







# NATIONAL SHOW SPONSORSHIPS

## Cooler Sponsors



Do you want to be recognized along with our Champion riders? Commit to a Cooler Sponsorship and embroider your logo on the Coolers (horse blankets). This serves as a prime opportunity to get your brand recognized on social media as you can be assured all our winners will have their pictures taken and their successes shared all over social media! You'll also get extensive exposure leading up to and during the event in the media and marketing materials, as well as around the show grounds.

**Your investment:**

10 coolers embroidered with your corporate logo and the Ottawa Dressage Festival logo

## Prize Money

If you want to build brand loyalty with local and upcoming riders, sponsor the prize money for the Gold National Show. Prize money at this level of the sport is exceptional and ALWAYS well received. If you sponsor the prize money for this show, you'll definitely get the riders' attention! This is a great way to get your name out there and be recognized by your target audience. Select the Classes for which you want to award prize money and we will associate your name with those events in the program, prize list, rider times and results sheets, as well as ensure you have exposure leading up to and throughout the Ottawa Dressage Festival both in media and marketing materials and around the showground.

**Your investment:**

Minimum \$1,000 cash

## Rings

The Ottawa Dressage Festival has a packed schedule with riders competing in multiple rings throughout the showground. Get prime brand recognition by sponsoring a ring. We will rename the ring for the show in your honour in all printed materials and provide prominent signage around the ring.

**Your investment:**

\$750 cash



## Stabling Area

Riders are back and forth to the stables throughout the show. If you want eyes on your signs, this is the sponsorship for you! We'll ensure prominent signage around the stabling area and your logo will appear on the site map.

**Your investment:**

\$500 cash









## RISING STARS SPONSORSHIPS

### Rising Stars Platinum Sponsor

Become the Rising Stars Platinum Sponsor and help give our riders 18 and under an experience they won't forget! Your sponsorship will cover the costs of winners' ribbons, as well as a t-shirt and welcome pack for all riders. You'll have an opportunity to talk to the Rising Stars and your business logo will be displayed on signage around the showground. If you want to connect with our stars of tomorrow, this is the sponsorship for you.

**Your investment:**  
\$1,500 cash

### Rising Stars Welcome Party

What better way to kick off the Festival than with the Rising Stars Welcome Party where all our riders 18 and under come together, form their teams for the show, and get a welcome bag stuffed with swag. Become the sponsor of this and we'll name the party in your honour. You will have signage at Rising Stars Grand Central throughout the show and the opportunity to talk to the Rising Stars.

**Your investment:**  
\$500 cash

### Rising Stars Equitation Championship

Help grow the sport of dressage from the grassroots by sponsoring the Rising Stars Equitation Championship. Provide the prizes for the top riders in the two divisions and be recognized as the sole sponsor for this event. Present the prizes to the riders and offer your support for their future success! We will ensure your support to the future success of our sport is recognized in all media and marketing materials, as well as around the showground.

**Your investment:**

- Two coolers, one for each Champion (embroidered with your corporate logo and those of Rising Stars and the Ottawa Dressage Festival)
- Two quarter sheets, one for each Reserve Champion (include logos as above)
- Prizes for Champions and Reserve Champions (4 prizes, suggested value \$200 each)
- \$300 cash

### Rising Stars Class Prizes

Sponsor the Rising Stars classes to ensure all our riders 18 and under get a great prize to go with their winner's red ribbon. Your business will be recognized with signage around the showground and our riders will be forever grateful.

**Your investment:**  
\$650 cash (or 16 class prizes)



## What is the RS Equitation Championship?

The objective of the Rising Stars competition is to encourage the participation of riders 18 years and younger in the sport of dressage. Given that equitation is a significant factor in dressage success, we hold an Equitation Championship. Riders must qualify to compete in the Championship Ride-Off on Friday. This is a highlight of the show for our young riders and always receives a lot of spectator support.







## SHOWGROUND SPONSORSHIPS

Sponsor the show office, announcer’s booth, or one of the judge’s boxes and have it branded with your business logo. What better way to get noticed as riders and spectators wander the showground?

**Your investment:**

- Show office
- Announcer’s booth
- Judge’s box (National)
- Judge’s box (CDI/CPEDI)

sponsored  
sponsored  
\$300 cash  
sponsored



## VOLUNTEER SPONSORSHIP



We can’t run the show without our dedicated volunteers. Show your support for those who make the Ottawa Dressage Festival possible and we will ensure your business gets recognized. If you’ve been to the show before, you know it’s easy to find the volunteers with their bright red shirts and Ottawa Dressage Festival ball caps. Donate the hats or shirts for the volunteers and ensure your logo is visible. We will identify the volunteer tent with your logo and your business will be given prime position on the volunteer page of our website.

**Your investment:**  
Shirts AND/OR hats



## MERCHANDISE PRIZE DONATIONS

The Ottawa Dressage Festival is popular with riders in part because of our great prizes—donated by people like you! Donate a prize package worth over \$250 and we’ll mention you on social media, list you in the program, announce your support during the event, and add promotional material to the riders’ registration package. Increase your donation to \$500 worth of merchandise and you’ll also get an ad in the program. Merchandise donations over \$1,000 will give you all of that plus signage around the showground.

**Your investment:**  
Merchandise donation



## COURTESY VEHICLE

Connect your brand to the precision and elegance of the sport of dressage. Showcase your dealership and help us chauffeur our officials in style. Throughout the course of the show we need to transport our top level officials between the airport, hotel, and showground. Help us make their journey the most comfortable they could hope for and impress them with one of your fleet!

**Your investment:**  
Use of vehicle for one week







Sponsorship	Investment	Program Ad	Signage	Reception Tickets	VIP Access
<b>TITLE SPONSOR</b>	<del>\$10,000</del> sponsored	Full page	Prominent throughout	12	★

### SPECIAL EVENTS SPONSORSHIPS

Cocktail Reception	\$5,000	Full page	Main tent	6	★
The Jog	<del>\$850</del> sponsored	½ page	The Jog	2	★

### CDI INTERNATIONAL SHOW SPONSORSHIPS

CDI Platinum	\$5,000	Full page	CDI ring	6	★
CDI Prize Money	<del>\$5,000</del> sponsored	Full page	CDI ring	6	★
FEI Stabling	<del>\$1,500</del> sponsored	½ page	CDI stabling	2	★
Groom Recognition	<del>\$500</del> sponsored	¼ page	Around grounds		

### CPEDI INTERNATIONAL PARADRESSAGE SHOW SPONSORSHIPS

CPEDI Platinum	\$2,000	Full page	CPEDI ring	4	★
CPEDI Prize Money	<del>\$3,000</del> sponsored	½ page	CPEDI ring	1	

### NATIONAL SHOW SPONSORSHIPS

Cooler Sponsor	<del>\$1,000</del> sponsored	½ page	Around grounds	2	★
Prize Money	\$1,000+	¼ page	Around grounds		
Rings	\$750	¼ page	National ring	1	
Stabling Area	\$500	¼ page	National stabling		

### RISING STARS SPONSORSHIPS

RS Platinum	<del>\$1,500</del> sponsored	½ page	Around grounds	2	★
RS Welcome Party	<del>\$500</del> sponsored	¼ page	RS Grand Central		
RS Equitation Championship	\$300 + prizes	½ page	Around grounds	2	★
RS Class Prizes	<del>\$600 (prizes)</del> sponsored	¼ page	Around grounds		

### SHOWGROUND SPONSORSHIPS

Show office	<del>\$500</del> sponsored	¼ page	Show office		
Announcer's booth	<del>\$300</del> sponsored	Business card	Announcer's booth		
Judge's box (National)	\$300	Business card	National ring		
Judge's box (CDI/CPEDI)	<del>\$500</del> sponsored	¼ page	CPEDI ring		
Volunteer shirts/hats	<del>\$1,000</del> sponsored	½ page	Volunteer tent	2	★
Courtesy vehicle	Vehicle	½ page	Vehicle		

### MERCHANDISE PRIZE DONATIONS

Prize donation	Over \$1,000	¼ page	Around grounds		
Prize donation	\$501 - \$1,000	Business card			
Prize donation	\$251 - \$500	Business card			





## BENEFITS OF SPONSORSHIP

All sponsors will receive the following benefits in addition to those outlined in the table on the previous page:

- Recognition in the program
- Logo on ODF website, along with link to sponsors' webpage/ Facebook page
- Sponsorship announcement on ODF social media accounts
- Recognition by the announcer throughout the show
- Opportunity to include promotional material in the rider registration package (provided by sponsor)
- ODF swag



## CREDITS

### Cover design

Shawn Phillips, Shift 180

### Sponsorship brochure design

Pete Richardson, clever gecko consulting  
Shawn Phillips, Shift 180

### Photographers

Rod Windover  
Geri Porteous  
Emma Stodel  
Pete Richardson







## CONTACT

Other sponsorship opportunities can be customized to meet your needs and all donations are gratefully received.

Contact Emma Stodel to discuss at

 613.884.7060

 [sponsorship@nationalcapitaldressage.ca](mailto:sponsorship@nationalcapitaldressage.ca)

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