

# Tilted Tiara Sponsorship Package 2024

Tilted Tiara Invites You to the 2024 Dressage Shows in Calgary, AB.

Tilted Tiara is back and better than ever, hosting their annual Dressage Shows at Rocky Mountain Show Jumping in Calgary, AB. Last year, Tilted Tiara's revamped website drew in over 2,000 unique visitors, representing a 100% increase in traffic. Regular posts on Facebook and Instagram reached an additional 800+ followers, while show entries surged by 40% compared to the previous year. Competitors from BC, the USA, and all regions in Alberta participated in their events, making the Tilted Tiara shows a must-attend occasion for dressage enthusiasts in Alberta, BC, and the Western US.

If you're searching for a chance to boost your brand's visibility and connect with a passionate, well-off equine audience, Tilted Tiara has the ideal sponsorship solutions for you.

## Schedule of Events

May 24 - 26, 2024



- Calgary CD13\* / CD12\* / CD11\* / CDIAM / CDIU25 / CD1Y / CD1J
- Qualifying Competition for the North American Youth Championships
- Tilted Tiara Young Horse Championships
- Equestrian Canada Gold Show
- Alberta Equestrian Federation Wild Rose Show
- Terrific Classic
- Dog Costume Class
- Pony Club Classes

August 1 - 3, 2024



- Equestrian Canada Gold Show
- Alberta Equestrian Federation Wild Rose Show
- Triple Crown
- Pony Club Classes
- Working Equitation

## Endorsing Our Sponsors' Products and Services

We take pride in standing behind and recommending our sponsors' products and services. Our gratitude goes out to the many sponsors who support our shows season after season. We promise to do everything in our power to help promote your goods and services. Thank you!

## Tilted Tiara: Introducing the Judge Sponsorship Program

Our competitors have expressed a desire for more out-of-province and FEI-level judges. However, it takes a great deal of resources to make this happen, including flights, accommodations, and meals. Nevertheless, Tilted Tiara has made exceptional progress, hosting three FEI judges in 2023, and planning to bring in five more in 2024. To support this initiative, we are excited to offer a new sponsorship opportunity: the Judge Sponsorship Program! By becoming a judge sponsor, you'll not only help cover the judge's travel and accommodation expenses, but we'll also arrange for you to meet your sponsored judge over a glass of wine.

## Why Support Tilted Tiara Dressage?

- Gallop your brand into the limelight among passionate horse enthusiasts (who also happen to be dog lovers with a thirst for adventure)
- Boost awareness and promotion for your top-notch products and services
- Back the one-of-a-kind global dressage event in Alberta for 2024

## \*Hey there, sponsors! Check out these perks:\*

- Your company logo is included in our day sheet packages.
- Hip, hip, hooray for social media and Tilted Tiara website advertising!
- Get ready for some red carpet treatment with our exclusive VIP event at every show.
- Chill out in style with an exclusive VIP viewing area at each show.
- And last but not least, PA announcements.

# Sponsorship Levels

2024



Tilted Tiara Dressage

## 10,000 + Title Sponsor

- A major event named after your company - CDI, Young Horse Championships or National Show
- Judge's booth signage
- Full-page ad in our prize lists
- Dedicated sub-page on our Tilted Tiara website
- Celebrate your brand during prize giving at each show
- Preferred stabling for your barn's horses
- Reach competitors directly by including your Insert into their packages
- Custom banners promoting your company on the showgrounds

## 2,500 - 9,999 Tiara Sponsor

- Judge's booth signage
- Full-page ad in our prize lists
- Dedicated sub-page on our Tilted Tiara website
- Celebrate your brand during prize giving at each show
- Own a dressage ring with your company name
- Preferred stabling for your barn's horses
- Reach competitors directly by including your Insert into their packages
- A custom banner promoting your company on the showgrounds

## 2,000 Diamond (Judge) Sponsor

- Meet and greet your judge at the VIP event
- Dedicated sub-page on our Tilted Tiara website
- Half-page ad in our prize lists
- Own a dressage ring with your company name
- Reach competitors directly by including your Insert into their packages
- A custom banner promoting your company on the showgrounds

## 1,000 - 2,499 Platinum Sponsor

- Half-page ad in our prize lists
- Dedicated sub-page on our Tilted Tiara website
- Celebrate your brand during prize giving at each show
- Own a dressage ring with your company name
- Reach competitors directly by including your Insert into their packages
- A custom banner promoting your company on the showgrounds

## **500 – 999 Gold Sponsor**

- A link to your company/organization from the Tilted Tiara website
- Logo in our prize lists
- Celebrate your brand during prize giving at one show
- A special event sponsorship opportunity
- A custom banner promoting your company on the showgrounds

## **100 – 499 Friends**

- Our deepest appreciation
- A link to your company/organization from the Tilted Tiara website
- A special prize giving opportunity at one show

## **Vendors – Sparkles**

- Link to your company/organization from the Tilted Tiara website
- Promotion opportunities
- Promote your business by donating merchandise to draw tables & and special awards

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