



Sponsorship Package 2023

The dressage show team of Joely Mann and Shelagh Hohm is hosting another series of Tilted Tiara Dressage Shows in Alberta at Rocky Mountain Show Jumping. Our vision can only be realized with your participation. More than ever, the Tilted Tiara shows are not possible without sponsorship.

The Tiara Series has been expanded to include:

Qualifying classes for the North American Youth Championships

CDI Am/CDI 2*

Qualifying Competitions for the 2023 Pan American Games

FEI judges

and special events, including

Tilted Tiara Terrific Classic

Tilted Tiara Triple Crown

Costume Classes

We carefully choose our sponsors based on their products and firmly believe in and recommend our sponsor's products and services.

Dressage is one of the three Olympic equestrian sports, and 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, flexible but also confident, attentive, and keen, thus achieving perfect understanding with the rider. In competition, dressage horses and riders perform compulsory movements in a pre-set pattern. The exception is the freestyle, which is a unique competition 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.

Tilted Tiara believes that we all must work together to support dressage in Alberta. Spectators are always welcome at our show. Young horses, adult amateurs, juniors, open and international riders can all benefit from these shows. These are must-do shows with the opportunity to get in the show ring in a

world-class facility, with world-class footing and world-class judging. Riders can count on showing in a relaxed, supportive and welcoming environment. What better place is there to show your horse this summer? And let's be real, who doesn't want to win a Tiara!!

We have many sponsors that support our shows season after season, and for that, we offer a huge thank you and a promise to do whatever we can to help promote your goods and services.

We have heard from competitors that you want more out-of-province and FEI-level judges, and we need financial assistance to make that happen. Flights, accommodations and meals are expensive.

So, along with our standard sponsorship options - we have a new opportunity. Become a judge sponsor, we will ensure that you get to meet your judge over a glass of wine, and we will use the funding to support their travel and accommodation expenses.



Why sponsor Tilted Tiara Dressage?

- Increase your visibility among serious horse people (who also love dogs and the extraordinary things in life)
- Promote and increase awareness of your products and services
- Support the only international dressage show in Alberta in 2023

To all our sponsors, we offer:

- A company logo will be added to the day sheet packages.
- Advertising on social media and on the Tilted Tiara website.
- Special VIP event at each show.
- VIP viewing area at each show.

Sponsorship packages:

Tiara Sponsorship - In addition to your logo on day sheet packages, advertising and entry into the VIP area you will also be a sponsor of **one major event**, such as the Tilted Tiara Terrific Classic or one of the CDI competitions. You will get a special gift from Tilted Tiara. A company banner will be placed on the showgrounds. Preferred stabling for your barn's horses. Tell us where you want to be stabled, and we'll make it happen.

Cost 2,000-10,000

Platinum Sponsorship - In addition to your logo on day sheet packages, advertising and entry into the VIP area, you will also have a **show ring named at one of the shows**. You will **sponsor Gold and Wild Rose championships** at each show, including tiaras, rider gifts, special ribbons, and a presentation ceremony. You will get a special gift from Tilted Tiara. A company banner placed on the showgrounds. Preferred stabling for your barn's horses. Tell us where you want to be stabled, and we'll make it happen.

Cost 1,000-5,000

Diamond Sponsorship – In addition to your logo on day sheet packages, advertising and entry into the VIP area we will use your sponsorship to offset the **travel and accommodation costs for our judges**. We'll invite you to the show official's event at Goby's Grill, and you can meet your judge and have a glass of wine with us.

Cost 1,000-5,000

Gold Sponsorship – In addition to your logo on day sheet packages, advertising and entry into the VIP area you will also have the warm-up ring named after you at one show. Also included is **sponsorship of one Gold and Wild Rose championship** at least one of the shows, including tiaras, rider's gifts and special ribbons, plus a presentation ceremony. A company banner placed on the showgrounds.

Cost 500-999

Friends – in addition to your logo on day sheet packages, an invitation to the VIP area, and advertising on the Tilted Tiara website, you will also have an opportunity to offer prizes for special awards such as the most improved score, best freestyle, youngest competitor – we will work with you to determine an opportunity that works for you and your company.

Cost 50-499

Sparkles – In addition to your logo on day sheet packages and advertising on the Tilted Tiara website, merchandise will be distributed to riders as draws or special awards. Tell us your thoughts about how you would like your merchandise distributed.

Cost Merchandise

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