



CWDG

CENTRAL WESTERN
DRESSAGE GROUP INC

20th and 21st September - Official Championships
2025 SPONSORSHIP PROPOSAL

Contents



INTRODUCTION

3

SPONSORSHIP TIERS

6

SPONSORSHIP FORM

7





Introduction

20TH AND 21ST SEPTEMBER 2025

This year's Open Championship Competition will be held on our wonderful indoor arena as well as our two sand outdoor arenas.

This fantastic facility has become the equestrian hub of the Central West and we hope to start attracting top competitors, spectators, and officials from all over Australia.



The Central Western Dressage Group (CWDG) is seeking sponsorship for our annual Championships. CWDG has held this Championship event as a major part of every calendar year and try to make each year bigger and better than the one before, especially now with the addition of our fantastic indoor arena as well as two purpose-built sand arenas. We anticipate a large number of entries at this event with riders from all over NSW in attendance.

To this end, CWDG is looking for sponsorship for this event. There are **six categories of sponsorship** which are detailed within.

Your sponsorship for our Championships will assist in making this an outstanding event in the area and you will be in on the ground floor of our exciting development.

Having celebrated its **60th anniversary** last year, The Central Western Dressage Group Inc. (CWDG) is the oldest continually running dressage club in NSW.

The CWDG boasts a membership of about 120 members of all ages and abilities from all over the Central West and further afield. If you decide to take up a sponsorship opportunity with us, you will be reaching a targeted and specialised market for your products.

The organising committee will ensure maximum exposure for all sponsors throughout the Championships and leading up to this event. The earlier we can confirm your support, the earlier we can begin to advertise this for you. Your business will be promoted via our website, on social media, in our Newsletter and on our Championship program.

CWDG is hugely grateful to the companies and businesses that provide sponsorship for our events. Without the generous support of sponsors, we would not be able to provide the prizes or prize money to competitors, bring interstate judges to the event or provide for our volunteers. All sponsorship will be highlighted at our prize giving where your contribution will be promoted.



Sponsorship Tiers



All Sponsors Receive:

- Promotion on the CWDG Website, social media (Facebook and Instagram), and Championship Program
- Inclusion in pre-event and post-event shoutouts on Facebook and Instagram
- Mentions during presentations and class announcements
- Logo placement on banners, signage, or donated items (as applicable)
- Genuine thanks from the committee and riders for supporting the sport we all love



Tier 1	EVENT SPONSOR <i>1 available</i> \$2500	<ul style="list-style-type: none"> • Naming rights for the entire Championship event • Naming rights included in all event memo across social media and print • Naming rights on Championship Rugs • Option to provide large banner to be displayed during event and during presentations • Option to have a trade stall over the event • Option to include an article in club newsletters for 6 months • Full page advertisement in event program • Listed on CWDG website • Social media presence in pre and post event shoutouts
Tier 2	ARENA SPONSOR <i>4 available</i> \$500	<ul style="list-style-type: none"> • Listing in the event program as arena sponsor • Logo displayed in program for the sponsored arena and scoreboard • Option to have a trade stall over the weekend • Half page advertisement in event program • Listed on CWDG website • Social media presence in pre and post event shoutouts
Tier 3	OFFICIAL CLASS SPONSOR <i>24 available</i> \$250	<ul style="list-style-type: none"> • Listing in the event program as Official Class sponsor • Logo displayed in program against sponsored class • Option to have a trade stall over the weekend • Logo and quarter page advertisement in event program • Listed on CWDG website • Social media presence in pre and post event shoutouts
Tier 4	CLOSED RESTRICTED CLASS SPONSOR <i>18 available</i> \$150	<ul style="list-style-type: none"> • Listing in the event program as Closed Restricted sponsor • Logo displayed in program against sponsored class • Logo and blurb in event program • Listed on CWDG website • Social media presence in pre and post event shoutouts
Tier 5	IN-KIND SPONSOR	<ul style="list-style-type: none"> • Listing in the event program as in-kind sponsor • Logo and blurb in event program • Listed on CWDG website • Category includes Cash donations equal to or under the value of \$100 • Donations over the value of \$250 have option to have a trade stand at the event • Social media presence in pre and post event shoutouts
Tier 6	HAPPY HOUR SPONSOR <i>2 available (one each day)</i> \$250 per day	<ul style="list-style-type: none"> • Listing in the event program as happy hour sponsor • Logo and quarter page advertisement in event program • Listed on CWDG website • Social media presence in pre and post event shoutouts

Complete and return the **Application of Sponsorship Form** on the next page.

Should you require additional information, please contact Debbi Smith, President. info.cwdg@gmail.com or 0456 248 400

Application of Sponsorship Form

This form is an invitation to treat and no party shall be bound to provide sponsorship or monies until a formal sponsorship agreement is entered into.



Company / individual(s) Name:						
Contact name:						
Address:						
Contact number:						
Email address:						
Website:						
Level of sponsorship:	Tier 1 \$2500 <input type="checkbox"/>	Tier 2 \$500 <input type="checkbox"/>	Tier 3 \$250 <input type="checkbox"/>	Tier 4 \$150 <input type="checkbox"/>	Tier 5 In-kind <input type="checkbox"/>	Tier 6 \$250 <input type="checkbox"/>
<u>If you selected Tier 5:</u> Provide an indication of the goods / cash / products that you can donate:						
	Estimated value of goods in kind \$					
Payment method:	<input type="checkbox"/>	Invoice required? (please tick for an invoice to be raised)				
	<input type="checkbox"/>	Electronic Bank Transfer (please attach copy of confirmation of transfer).				
		Bank details: Account Name: Central Western Dressage Group BSB 062 504 Account 1064 0774				
Promotional Material delivery:	<input type="checkbox"/>	Products / prizes will be delivered prior				
	<input type="checkbox"/>	E-mailed promotional material (please supply in .jpeg format) eg: logo, business card				
	<input type="checkbox"/>	Mailed promotional material eg: logo, business card, flyer, brochure				
Promotional announcement: Please provide a logo and short promotional info to be published and used throughout the Championships, giving a brief description of your business activities.	Short promotional information:					
	Brief description of your business:					
	<input type="checkbox"/>	Logo attached (Formats: JPEG, PNG)				

Please email this form with your logo & info to Kate Whitaker – k.whitaker@live.com

Please post sponsorship monies, trophies, prizes and / or promotional material to:
 Central Western Dressage Group 14 Malvern Avenue, Orange, NSW 2800

Thank you for considering our Sponsorship proposal

We deeply appreciate the integral role that sponsors like yourself play in making our events successful. Your support allows us to provide prizes, prize money, facilitate the participation of esteemed judges and support our dedicated volunteers.



CWDG
CENTRAL WESTERN
DRESSAGE GROUP^{INC}

Blayney Showgrounds, Blayney NSW

www.cwdg.com.au

info.cwdg@gmail.com