



# 2012 PVDA Ride for Life™

Licensed Dressage Show and Benefit for the Johns Hopkins Avon Foundation Breast Center  
Hosted by the Potomac Valley Dressage Association

June 23-24, 2012

Prince George's County Equestrian Center and Show Place Arena, Upper Marlboro, MD

[www.PVDARideForLife.org](http://www.PVDARideForLife.org)



## PVDA RIDE FOR LIFE SPONSORSHIP OPPORTUNITIES

GRAND PRIX \$10,000	PIAFFE \$7500	PRIX ST. GEORGES \$5000	PIROUETTE \$3500	FLYING CHANGE \$2500	PASSAGE \$1000	PINK RIBBON \$500
<p><b>On-site:</b></p> <ul style="list-style-type: none"> <li>Title Sponsor of DHC</li> <li>8.5x11 Show Program advertisement w/ premium placement</li> <li>4 Announcements per day</li> <li>Handout in rider packet</li> <li>Ringside banner display</li> <li>Name or logo on sponsor and volunteer t-shirts</li> <li>Name or logo on electronic signboard</li> <li>Photo Opportunity</li> </ul> <p><b>Complementary:</b></p> <ul style="list-style-type: none"> <li>6 Gala tickets</li> <li>8 DHC premium seating tickets</li> <li>4 VIP parking passes</li> <li>14 Sponsor t-shirts</li> </ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>Banner ad on website</li> <li>Name/Logo on Gala invite</li> <li>Name or Logo in all news releases and publications</li> <li>Name or Logo in PVDA newsletter/Thank You ads</li> <li>Name or Logo on most ads and other collaterals</li> <li>Logo on website with link to sponsor's site</li> <li>Name or Logo in e-blasts</li> <li>Name or Logo in e-blasts</li> </ul>	<p><b>On-site:</b></p> <ul style="list-style-type: none"> <li>Title Sponsor of Gala</li> <li>8.5x11 Show Program advertisement w/ premium placement</li> <li>4 Announcements per day</li> <li>Handout in rider packet</li> <li>Ringside banner display</li> <li>Name or logo on sponsor and volunteer t-shirts</li> <li>Name or logo on electronic signboard</li> <li>Photo Opportunity</li> </ul> <p><b>Complementary:</b></p> <ul style="list-style-type: none"> <li>4 Gala tickets</li> <li>6 DHC premium seating tickets</li> <li>4 VIP parking passes</li> <li>10 Sponsor t-shirts</li> </ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>Name or Logo in all news releases and publications</li> <li>Name or Logo in PVDA newsletter/Thank You ads</li> <li>Name or Logo on most ads and other collaterals</li> <li>Logo on website with link to sponsor's site</li> <li>Name or Logo in e-blasts</li> <li>Name/Logo on Gala invite</li> </ul>	<p><b>On-site:</b></p> <ul style="list-style-type: none"> <li>Named Sponsor of a Special Event or 1 Show level and 1 High Score Award</li> <li>8.5x5.5 Show Program advertisement w/ premium placement</li> <li>4 Announcements per day</li> <li>Handout in rider packet</li> <li>Ringside banner display</li> <li>Name or logo on volunteer t-shirts</li> <li>Name or logo on electronic signboard</li> <li>Photo Opportunity</li> </ul> <p><b>Complementary:</b></p> <ul style="list-style-type: none"> <li>4 Gala tickets</li> <li>4 DHC premium seating tickets</li> <li>3 VIP parking passes</li> <li>8 Sponsor t-shirts</li> </ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>Name or Logo in all news releases and publications</li> <li>Name or Logo in PVDA newsletter/Thank You ads</li> <li>Name or Logo on most ads and other collaterals</li> <li>Logo on website with link to sponsor's site</li> <li>Name or Logo in e-blasts</li> <li>Name/Logo on Gala invite</li> </ul>	<p><b>On-site:</b></p> <ul style="list-style-type: none"> <li>Sponsor of 1 Show level and 1 High Score Award or High Pledge Award</li> <li>8.5x5.5 Show Program advertisement</li> <li>3 Announcements per day</li> <li>Handout in rider packet</li> <li>Ringside banner display</li> <li>Name or logo on volunteer t-shirts</li> <li>Name or logo on electronic signboard</li> <li>Photo Opportunity</li> </ul> <p><b>Complementary:</b></p> <ul style="list-style-type: none"> <li>2 Gala tickets</li> <li>4 DHC premium seating tickets</li> <li>2 VIP parking passes</li> <li>6 Sponsor t-shirts</li> </ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>Name or Logo in all news releases and publications</li> <li>Name or Logo in PVDA newsletter/Thank You ads</li> <li>Name or Logo on most ads and other collaterals</li> <li>Logo on website with link to sponsor's site</li> <li>Name or Logo in e-blasts</li> <li>Name/Logo on Gala invite</li> </ul>	<p><b>On-site:</b></p> <ul style="list-style-type: none"> <li>Sponsor of 1 USEF/USDF Show level or 1 High Score Award or High Pledge Award</li> <li>4.25x5.5 Show Program advertisement</li> <li>2 Announcements per day</li> <li>Handout in rider packet</li> <li>Ringside banner display</li> <li>Name or logo on volunteer t-shirts</li> <li>Name or logo on electronic signboard</li> <li>Photo Opportunity</li> </ul> <p><b>Complementary:</b></p> <ul style="list-style-type: none"> <li>2 Gala tickets</li> <li>2 DHC premium seating tickets</li> <li>1 VIP parking pass</li> <li>4 Sponsor t-shirts</li> </ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>Name or Logo in all news releases and publications</li> <li>Name or Logo in PVDA newsletter/Thank You ads</li> <li>Name or Logo on most ads and other collaterals</li> <li>Logo on website with link to sponsor's site</li> <li>Name or Logo in e-blasts</li> </ul>	<p><b>On-site:</b></p> <ul style="list-style-type: none"> <li>Sponsor of 1 USEF/USDF Show level or 1 High Score Award</li> <li>4.25x5.5 Show Program advertisement</li> <li>2 Announcements per day</li> <li>Handout in rider packet</li> <li>Ringside banner display</li> <li>Name or logo on electronic signboard</li> <li>Photo Opportunity</li> </ul> <p><b>Complementary:</b></p> <ul style="list-style-type: none"> <li>2 DHC premium seating tickets</li> </ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>Name or Logo in PVDA newsletter and Thank You ads</li> <li>Name or Logo on most ads and other collaterals</li> <li>Name or Logo in e-blasts</li> </ul>	<p><b>On-site:</b></p> <ul style="list-style-type: none"> <li>Sponsor of 1 USEF/USDF Show level</li> <li>3.5x2.0 Show Program Ad</li> <li>1 Announcement per day</li> <li>Handout in rider packet</li> <li>Ringside banner display</li> <li>Photo Opportunity</li> </ul> <p><b>Marketing:</b></p> <ul style="list-style-type: none"> <li>Name or Logo in PVDA newsletter &amp; Thank You ads</li> </ul>

**Due by June 1, 2012 to be in the Show Program. Submit your check and the sponsor form.**

**You will be contacted to coordinate submission of your logo, Show Program acknowledgement, banner, handouts, etc., as applicable.**

Questions? Contact Pat Artimovich at [sponsorships@pvdarideforlife.org](mailto:sponsorships@pvdarideforlife.org) or 410-381-7684 or 443-415-2091

**For more information about the PVDA Ride for Life: [www.pvdarideforlife.org](http://www.pvdarideforlife.org) / [info@pvdarideforlife.org](mailto:info@pvdarideforlife.org)**

PVDA is a 501(c)(3) non-profit. Contributions are tax deductible to the full extent of the law.

A copy of the current financial statement of The Potomac Valley Dressage Association is available by writing to PVDA, 17913 Cashell Rd Olney, MD 20832 or by calling 301-774-0794. Documents and information submitted under the Maryland Solicitation Act are also available, for the cost of postage and copies, from the Maryland Secretary of State House, Annapolis, MD 21401, 410-974-5534.

Hosted by: Potomac Valley Dressage Association  
2012-01-04