



ANNOUNCING:

USEF National Training and Preliminary Level Championships

Dear Friend of the Garden State Combined Driving Event,

We hope that this letter finds you well. The Horse Park of New Jersey is proud to host the **Garden State Combined Driving Event on October 3-6, 2024** featuring dressage on Friday, marathon on Saturday and cones on Sunday. This year we will host the USEF National Championships for all the Training and Preliminary Level classes. as well as USEF Beginner, Training, Preliminary, Intermediate and Advanced levels.

As in the past, this show is a fundraiser to the Horse Park of New Jersey, proceeds go towards both the support of our show and the costs of maintaining this extensive facility. We hope that you can assist. 2023 was a huge success thanks to folks like you and we have so many exciting things planned for 2024! This includes adding a combined test to the event on Thursday, which potentially doubles the exposure if your advertising dollar.

The event is supported by a team of committed drivers who strive to create a competitor friendly event and whose foremost goal is to set-up the competitors for success. The Committee and the Horse Park invests countless hours to make this event happen. Unfortunately, the entry fees do not cover the fixed expenses that we must pay. This year there are four categories of sponsorship:

- Friends of the Garden State CDE
- Sponsor a volunteer
- Corporate Sponsorships
- Tailgating spots around main water obstacle (\$150.00 per spot)

Enclosed is information about these opportunities. Please feel free to be creative, consider coordinating a group of friends to sponsor a marathon obstacle; alternatively, let us know if there is an alternative sponsorship approach that fits your goals, interests and budget. Please contact me with any questions you may have, we look forward to hearing from you.

Sincerely,

John Layton on behalf of The Garden State Combined Driving Event Committee

2024 Driving Event Sponsorship Opportunities

Please indicate your sponsorship selection below and return this form to us along with your payment and advertisement (if applicable).

	Level	Amount	Check Your Choice
Friends of the Garden State CDE	Dempsey Dixon and Helene Dunn Memorial	\$1,400	<input type="checkbox"/>
	Diamond	\$800	<input type="checkbox"/>
	Platinum	\$600	<input type="checkbox"/>
	Gold	\$450	<input type="checkbox"/>
	Silver	\$350	<input type="checkbox"/>
	Bronze	\$250	<input type="checkbox"/>
	Benefactor	\$200	<input type="checkbox"/>
	Supporter/Tailgater	\$150	<input type="checkbox"/>
	▪		
Sponsor a Volunteer	Whip	\$100	<input type="checkbox"/>
	Navigator	\$50	<input type="checkbox"/>
	Groom	\$25	<input type="checkbox"/>

Friends will be listed in the program, on Facebook and on the website by level of sponsorship. A list will be displayed at the show and “thank you” announcements will be made periodically throughout the show. It is incumbent on the sponsor to send product description for the announcer.

Contact Name			
Farm Name			
Address			
Phone		E-mail	

Payment details can be found below.

Benefits	Corporate Sponsorships*					
	Water Obstacle	Old Glory Obstacle	Other Obstacle	Corporate Gold	Corporate Silver	Corporate Bronze
	\$800	\$600	\$450	\$350	\$250	\$100
Check Your Choice:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program Listing	Full page	Full Page	Half Page	Half Page	Quarter Page	Business Card
Recognition During Awards	✓	✓				
Product Display	✓	✓	✓	▪		
Banner	2	2	2	1	1	
Facebook Promotion	✓	✓	✓	✓	Listing	Listing
Announcements During Show ¹	Product Description	Product Description	Product Description	Mention	Mention	Mention
Website Logo Placement	First Tier Logo Placement	Second Tier Logo Placement	Third Tier Logo Placement	Fourth Tier Logo Placement	Name Listing	Name Listing

**“In-kind donations” such as gift certificates will be valued at 50% for the purpose of promotions.

Contact Name			
Business Name			
Address			
Phone		E-mail	

****Please submit ads and/or business cards by 9/1/2024.***

Ad PDFs or Jpegs can be e-mailed to JohnLcddriver@gmail.com

Please reference “2024 Driving Event” in e-mail subject line!

How to Donate

- Send a check made payable to the Horse Park of New Jersey and completed form (previous pages) to Attention: Lynn Matthews.
- Pay Using Venmo. Note Garden State Combined Driving Event 2024.



- Donate on-line:
 - Click on this link to donate: <https://www.horseparkofnewjersey.com/Donate>
 - Enter your contact information
 - *Scroll down*
 - Under “Donate To”, click on the Garden State Combined Driving Event
 - Under *Custom Donation Attribution* indicate what you are sponsoring (see previous page).

Please e-mail me a note (JohnIcdedriver@gmail.com) indicating the amount of your donation that you have submitted by either check, Venmo or on-line to ensure you receive the appropriate recognition.

What you get in return: In addition to the knowledge that you have contributed to create a top-quality venue which helps keep driving vibrant in the mid-Atlantic, you will receive the following:

- A tax deduction because the Horse Park is a 501(c)(3).
- Acknowledgement in the Garden State CDE program and other visibility as described.

Please make the check payable to the “Horse Park of New Jersey.”

Mail the check and the completed sponsorship form to:
626 Route 524, Allentown, NJ 08501
Any questions, please contact John Layton at 609-556-9749

NOTES:

Banners: Sponsors are responsible for providing banners and other promotional material.

Announcements: Corporate sponsors are responsible for sending wording. In the event that nothing is provided prior to the Wednesday before the event, the committee will craft wording of announcements thanking the sponsors.

Product Displays: Bring your goods to the Garden State Driving Event. It is the ideal way to display what your company has to offer.