



**Marlborough Group**  
**NZRDA**

# Horse Sponsorship & Arena Board Advertising



**Marlborough RDA (MRDA) is a non-profit organisation which provides goal-based riding activities that increase the ability, strength, and confidence of people with physical, intellectual, emotional, and social challenges.**

**Our focus is to make a positive difference.  
Our vision is to “reach more riders, change more lives”.**

**To achieve our vision, we depend on the generosity of our local community in the form of volunteering, donations, horse sponsorship and advertising opportunities.**





# HORSE SPONSORSHIP

Our horses are partners with our coaches and volunteers in delivering our RDA programmes to members of our community who are living with challenges.

Working in our environment our horses work closely with our team to be trained to adapt to a diverse range of tasks where they must remain calm and steady to enable our riders to feel safe and achieve their personal goals.

This makes our horses unique.

Horse Sponsorship covers a portion of the costs associated with their care and wellbeing, including:

- Grazing & pasture maintenance
- Feed (hay and hard feed)
- Vet, dental and farrier expenses
- Supplements when needed
- Training and handling
- Tack
- Contingency fund

## How you are able to help?

An annual sponsorship enables us to feel secure that we have funds to cover the care of our horses for the upcoming year, it also enables us to keep our riding fees for students affordable so that our programmes are accessible.

We understand that a sponsorship is a partnership, and we endeavour to build relationships with our sponsors and recognise their support within our community.

### Benefits for our Sponsors

- Recognition within our Marlborough RDA community as a supporter of a community group
- Indirect advertising of your company
- Knowing that you or your company are part of a team whose vision is to make a difference to members of our community who are living with challenges



# HORSE SPONSORSHIP TIERED OPPORTUNITIES

LEVEL	COST	RECOGNITION
Diamond	\$4,000 + gst	<ul style="list-style-type: none"> <li>• Sole sponsorship of horse</li> <li>• Signage on horse's yard</li> <li>• Option to have an arena advertising board at 30% discount per year (plus initial design and set up costs)</li> <li>• Recognition poster placed on indoor arena notice board</li> <li>• Mention as Diamond horse sponsor on website/facebook/Instagram</li> <li>• Framed photograph of sponsored horse</li> <li>• Updates on horse throughout the year</li> <li>• Invites to events hosted by MRDA including prize presentations</li> </ul>
Gold	\$3,000 + gst	<ul style="list-style-type: none"> <li>• Sole sponsorship of horse</li> <li>• Signage on horse's yard</li> <li>• Option to have an arena advertising board at 15% discount per year (plus initial design and set up costs)</li> <li>• Recognition poster placed on indoor arena notice board</li> <li>• Mention as Gold horse sponsor on website/facebook/Instagram</li> <li>• Framed photograph of sponsored horse</li> <li>• Updates on horse throughout the year</li> <li>• Invites to events hosted by MRDA including prize presentations</li> </ul>
Silver	\$2,000 +gst	<ul style="list-style-type: none"> <li>• Dual sponsorship of horse</li> <li>• Signage on horse's yard</li> <li>• Recognition poster placed on indoor arena notice board</li> <li>• Mention as Silver horse sponsor on website/facebook/Instagram</li> <li>• Framed photograph of sponsored horse</li> <li>• Updates on horse throughout the year</li> <li>• Invites to events hosted by MRDA including prize presentations</li> </ul>
Bronze	\$1,000 +gst	<ul style="list-style-type: none"> <li>• Sole sponsorship of horse</li> <li>• Signage on horse's yard, shared with up to 3 other sponsors</li> <li>• Recognition poster placed on indoor arena notice board</li> <li>• Mention as Bronze horse sponsor on website/facebook/Instagram</li> <li>• Framed photograph of sponsored horse</li> <li>• Updates on horse throughout the year</li> <li>• Invites to events hosted by MRDA including prize presentations</li> </ul>

# ARENA BOARD OPPORTUNITIES

Advertising opportunity for companies to display an arena board in our indoor arena.

The MRDA arena is the largest equestrian indoor arena in Marlborough, a size of 60m x 20m

We invite companies to use our arena as an advertising space.

## Placement, fees, design and installation

Maximum Visibility <ul style="list-style-type: none"><li>Your brand gains maximum profile from the entry of the arena</li></ul>	Annual Fee: \$1,000 +gst
High Visibility <ul style="list-style-type: none"><li>Your brand gains excellent profile from most spectator areas of the arena</li></ul>	Annual Fee: \$700 +gst
Select Visibility <ul style="list-style-type: none"><li>Your brand is viewable by arena participants and from select spectator positions</li></ul>	Annual Fee: \$500 +gst
Produced by Imagine Signs from 4mm aluminium sandwich board with matt or high gloss finish Board Size: 2440mm wide x 1220mm high Additional set up of cost of \$600+gst which covers design and installation. Option to provide your own board, but may incur an installation fee	

Signage will be viewed by and not limited to;

- riders and their parents/whanau and care givers
- Visitors to our facility including other community groups
- Visitors or groups who hire out our indoor arena
- Visitors or groups who hire out our meeting room

Arena Board advertisers will become part of our MRDA community and be recognised as a supporter on our social media and invited to events.





We look forward to the opportunity of working together to help us to achieve our goal.

“Reaching More Riders, Change More Lives”

## CONTACT

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Thank you for  
considering this proposal.  
- Jo

