

Global Dressage Festival Presented by Adequan®

Powered by Wellington International



2026
SPONSORSHIP
OPPORTUNITIES



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About the Global Dressage Festival Presented by Adequan®

The Global Dressage Festival presented by Adequan® (GDF) is the largest and longest-running dressage circuit in the world. Spanning 10 weeks of competition, the festival features four FEI World Cup Qualifiers, two weeks of international Para-Dressage, and is the only event outside Europe to host a prestigious CDI 5* competition.

Each year, the festival attracts over 2,000 horses and riders from 30 U.S. states and 17 countries. Whether your focus is brand recognition, digital and social media activations, VIP hospitality, or aligning with specific competitions, we offer tailored opportunities to help you achieve your marketing objectives.

Our dedicated team works closely with partners to integrate each brand in a way that maximizes visibility, engagement, and results, ensuring your company's goals are met with impact.





The Value of Sponsoring with Us?

- Exciting brand visibility
- Refreshing content creation opportunities
- Targeted marketing to a captive audience
- Full-service digital and production opportunities
- Positive consumer perception
- Exceptional lead generation opportunities
- Unparalleled networking opportunities

GDF by the Numbers

 **31,000**
Unique Website Visitors

 Number of Countries Represented:
17

 Number of Entries:
2,446

 Prize Money Awarded:
\$500,000

 Social Media Followers:
44,600

Prix St. Georges Sponsor

\$10,000 – \$15,000

The Prix St. Georges Sponsor package is the perfect way to introduce your brand to the audience at the Global Dressage Festival Presented by Adequan® at an affordable price. These packages include the following opportunities and can be scaled based on the goals of the business.

- Presenting sponsor of either an award (for all CDI Shows) or of a national division
- 4 banners in high traffic areas
- 1 full page ad in the GDF Souvenir Program
- May provide items for the rider buckets distributed during a major week jog
- Logo on the scoreboards and on the GDF website (with link)
- Public address announcement
- Promotional collateral (brochures or catalogs) in the show office
- 1 VIP parking pass
- Invitation to sponsor dinner





Intermediate Sponsor

\$15,000 – \$20,000

The Intermediate Sponsor package offers an ideal platform to build brand recognition, foster loyalty, and inspire creativity around your brand. These packages include the following opportunities and can be scaled based on the level of branding that you desire and your target markets.

- Presenting sponsor of a FEI small tour class during one CDI Week
- 4 banners in high traffic areas
- 1 full page ad in the GDF Souvenir Program
- May provide items for the rider buckets distributed during a major week jog
- Logo on the scoreboards and on the GDF website (with link)
- Public address announcement
- 30-second commercial
- One-time use of the GDF email list
- Promotional collateral (brochures or catalogs) in the show office
- One social media ad (content to be provided by sponsor)
- 1 VIP parking pass
- Invitation to sponsor dinner

Grand Prix Sponsor

\$20,000 – \$30,000

The Grand Prix Sponsor package ensures that you will be one of the most prominent partners at the Global Dressage Festival Presented by Adequan®. Our leaders can count on high-impact activations as well as the ability to interact with our exhibitors and spectators. Leaders are our sport's backbone and help us provide the highest level of competition and entertainment.

- Presenting sponsor of an FEI small or large tour class during one CDI Week
- 6 banners on site (2 in International Arena and 4 in high traffic areas)
- 1 full page ad in the GDF Souvenir Program
- 1/4-page ad in one issue of the GDF Times
- May provide items for the rider buckets distributed during a major week jog
- Logo on the scoreboards and on the GDF website (with link)
- Public address announcement
- 30-second commercial
- One social media ad (content to be provided by sponsor)
- One-time use of the GDF email list
- May provide items for 1 table drop in the Global Pavilion VIP
- Promotional collateral (brochures or catalogs) in the show office and Global Pavilion VIP
- 1 VIP parking pass
- Invitation to sponsor dinner





Major Partner

\$30,000++

Our Major Partners are what make our world go round! This premier level of sponsorship will present our coveted CDI 4* and 5* events, as well as have the highest level of branding and marketing available on-site and across our digital properties. Our Major Partners can enjoy the very best we have to offer from sport, hospitality, entertainment, advertising and much more with our events all year long.

- Presenting sponsor of a CDI Week
- Presenting sponsor of Friday Night Lights class or similar
- 8 banners on site (4 in the International Arena and 4 in high traffic areas)
- 1 full page ad in the GDF Souvenir Program (editorial opportunity)
- 1/4-page ad in one issue of the GDF Times (editorial in one issue)
- May provide items for the rider buckets distributed during a major week jog
- Logo on the scoreboards and on the GDF website (with link)
- Public address announcement
- 30-second commercial
- Two-time use of the GDF email list
- Social media ad
- Custom activation opportunity
- May provide items for 1 table drop in the Global Pavilion
- Promotional collateral (brochures or catalogs) in the show office and Global Pavilion VIP
- 2 VIP parking passes
- Invitation to sponsor dinner

Sponsorships are tailored
to specific business goals.

Contact our team today
to get started!

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Destination Wellington

