



2027

**ADEQUAN® GLOBAL DRESSAGE FESTIVAL
SPONSORSHIP OPPORTUNITIES**

Table of Contents

Welcome to the Adequan® Global Dressage Festival2

The Value of Sponsoring with Us.....5

Adequan® Global Dressage Festival by the Numbers5

The Prix St. Georges6

The Intermediate9

The Grand Prix.....10

The Major13



Welcome to the Adequan® Global Dressage Festival

The Adequan® Global Dressage Festival is the largest and longest-running dressage circuit in the world. Spanning 10 weeks of competition, the festival features three 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 21 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
- Engaging content creation opportunities
- Targeted marketing to a captive audience
- Full-service production opportunities
- Enhanced hospitality
- Positive consumer perception
- Exceptional lead generation opportunities
- Unparalleled networking opportunities

AGDF by the Numbers



21
Countries
Represented



\$838,000
Prize money Awarded



2,370
Entries



66,200
Social Media Followers*

*Includes followers across
Facebook, Instagram, YouTube,
and TikTok.

Prix St. Georges Sponsor

\$10,000 – \$20,000

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

- 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
- 1/4-page ad in one issue of the GDF Times
- May provide items for the athlete gifting distributed during a Major Week
- Logo on the scoreboards and on the GDF website (with link)
- Public address announcement
- Promotional collateral (brochures or catalogs) in the show office
- 30-second commercial to be played during competition days
- Invitation to sponsor dinner





Intermediate Sponsor

\$20,000 – \$30,000

The Intermediate Sponsor package offers an ideal platform to solidify 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 an FEI small tour class during one CDI Week
- 6 banners in high traffic areas
- 1 full page ad in the GDF Souvenir Program
- 1/4-page ad in four issues of the GDF Times
- May provide items for the athlete gifting distributed during a Major Week
- 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 in season and one social media ad pre- or post season (content to be provided by sponsor)
- 1 VIP parking pass
- Invitation to sponsor dinner

Grand Prix Sponsor

\$30,000 – \$50,000++

The Grand Prix Sponsor package ensures that you will be one of the most prominent partners at the Adequan® Global Dressage Festival. Grand Prix Sponsors can count on high-impact activations, the ability to interact with our exhibitors and spectators, and lasting impressions long after the competition season has ended.

- 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 and one editorial feature in the GDF Souvenir Program
- 1/4-page ad in six issues of the GDF Times and one editorial feature in one issue.
- May provide items for the athlete gifting distributed during a Major Week
- Logo on the scoreboards and on the GDF website (with link)
- Public address announcement
- 30-second commercial
- Two social media ads (content to be provided by sponsor)
- One digital ad on the Wellington International website for the duration of the event
- One time use of the GDF email list in season, and one time use pre-season or post-season.
- VIP gifting during daytime events
- Promotional collateral (brochures or catalogs) in the show office and Global Pavilion VIP
- 1 VIP parking pass
- Invitation to sponsor dinner





Major Partner

\$50,000++

Our Major Partners are what makes our world go round! This exclusive 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
- Naming rights for permanent high traffic areas
- 10 banners on site (4 in the International Arena and 6 in high traffic areas)
- 1 full page ad and one editorial feature in the GDF Souvenir Program
- 1/4-page ad in ALL issues of the GDF Times and one editorial feature in one issue
- May provide items for the athlete gifts distributed during a Major Week
- Public address announcement
- Logo on the scoreboards and on the GDF website (with link)
- 30-second commercial
- Two-time use of the GDF email list in event
- Social media ad for the duration of the event (content to be provided by sponsor)
- One digital ad on the Wellington International website for the duration of the event.
- Custom activation opportunity
- VIP gifting opportunity
- 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!

Lenore Brown
Director of Sponsorship
(717) 608-4654
lbrown@WellingtonInternational.com

Sabrina Bovay
Sponsorship Manager
(561) 727-9194
sbovay@wellingtoninternational.com





Destination Wellington

