



Coastal Classic I & II

July 22 & 23-4, 2011

Featuring

The California Cup Dressage Competition

Open Dressage Competition at all Levels

Wine tasting—Demonstrations— Community Event

Hosted by Santa Cruz Chapter of CDS

**Information on
Sponsorship ~ Advertising ~ Vendors ~ Volunteers**

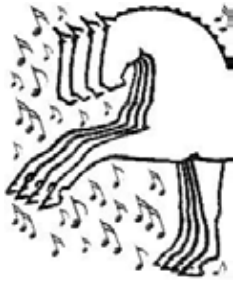


“This is a
gem of an event
right here in
Santa Cruz County...”
-Spectator

“What a wonderful horse
show!!!”
-First time competitor

“A must-do show for any
horse fan!”
- Show official





The Coastal Classic Dressage Show

*The Premiere Dressage Event in
Santa Cruz*



The Coastal Classic is the largest dressage show in Santa Cruz County and unrivaled for its special design and fun atmosphere. No other one arena show has such amenities and spectator appeal in northern California and perhaps in the West! Special awards and an appreciative audience make it a competitor perennial favorite too.

Hosted by Santa Cruz Chapter of the California Dressage Society, a local non-profit focused on equestrian education, it is made possible by the many volunteers and community support in the form of sponsorships and program advertising. We are completely a volunteer organization!

Our show inspires riders to try musical freestyle for the first time and provides a venue for spectators to appreciate their efforts and enjoy the beauty of Equestrian competition in a beautiful setting featuring lovely food and local wines. This event draws many non-riders from the community as well.

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Coastal Classic Sponsorship Levels

We rely on sponsorship for much of our budget—we can tailor packages to meet your business needs or allow you to remain anonymous if desired. Any amount is helpful!

Title Sponsorship (\$3000-5000)

Contact sponsor chair to discuss details 831-247-5584

Olympic Sponsor- (\$500+)

Presentation rights at mounted ceremony Sunday afternoon

First right to renew your sponsorship for next year's event

Sponsor Name and/or Logo prominently featured on

Two sponsor-provided banners on event grounds

Program advertising (Full page color program ad) & program listing

No fewer than 5 PA announcements during each day of the show

Gold Sponsor- (\$300 +)

Sponsorship name and/or logo featured in program

No fewer than 4 PA announcements during each show day

Banner placement on show grounds

Program advertising—full page

Silver Sponsor- (\$200 +)

Name featured on grounds/poster placement

No fewer than 2 PA announcements during each show day

Program advertising—half page

Bronze Sponsor- (\$100 +)

No fewer than 2 PA announcements during each show day

Program advertising— 1/4 page

New Sponsorship!

Class Sponsor (\$50)

Name mentioned 2-3 times during class and listed in program.

We will put sponsorships towards the largest classes unless you request to sponsor a particular class.

Please fill out the sponsorship form on page 13.

Some scenes from past Coastal Classic shows



Select Vendors

We welcome vendors to the grounds, and will arrange for appropriate placement on the venue for product display. We encourage vendors to use products that are appropriate for rider awards in partial compensation for vendor fee.

Fee for the 3 day event: \$75 - \$50 minimum in cash, \$25 can be given in product which will be given as prizes. Includes: Booth space for 3 day event, PA announcements, listing in program, and 10% off advertisements.

Past vendors have included:

- ~ Trailer and/or Truck displays
- ~ Equestrian product or services
- ~ Art Gallery and Art services
- ~ Nutritional programs
- ~ Clothing and fashion items
- ~ Saddle makers and repairs

Our awards table draws a lot of attention for daily high score awards, weekend high score trophies, special awards from vendors and sponsors, and ribbons and glassware for individual class awards.



Long time chapter member and
volunteer coordinator Faith Zack
presents the

***Robert Fulton Knopf
Perpetual Trophy***

Donated by Melissa Berrengue,
to the High Score Non-Freestyle
ride of the show

Won in its inaugural year by
EuroPro Pacho, ridden by
Anne Howard, chapter member and
show committee member



Local trainer Jodi
Jones on Grandeur
mid honor round
dressed as Dorothy
and the Tin Man —

Part of a group that
won top honors in the
“Anything Goes”
Costume Freestyle
class that ends the
show with smiles
every year

What is Dressage?

Dressage...A Brief Tutorial

If you are unfamiliar with this sport we offer a brief tutorial. Dressage (pronounced dreh-SAJZ) is a complex sport that stresses the correct fundamentals of training in the horse. Correct dressage training teaches a horse to be obedient, willing, supple and responsive to the rider's subtle cues. The horse should freely submit to the rider's lightest "aids" or body signals, while remaining balanced and energetic. The object of dressage is the harmonious development of the horse in both mind and body, and every horse, regardless of its type or use, can benefit from this training. The graceful movements performed in competition may look effortless, but are the result of years of training. Dressage requires the horse and rider to combine the strength and agility of gymnastics with the elegance and beauty of ballet, and the result is truly the best of sport and art.

The highlight of dressage competition is the Musical freestyle in which the rider creates and choreographs to music an original ride of compulsory figures and movements. This newer element of the sport is now included at Olympic Competition, and in 2003, for the first time, an American won the World Cup Final. In 2009 the US again won this prestigious international event.

Just as the young gymnast learns the simple forward roll or balancing on one foot, the young horse must first learn to carry itself and its rider in balance on straight lines, through corners, and around circles. Dressage principals are a logical, step-by-step progression from simple to increasingly complex movements. More and more is asked of the horse as it becomes mentally and physically ready to respond to these demands. The levels progress from Training level to First, Second, etc until the International Levels (FEI) are reached, culminating in the highest test, the Grand Prix which is the Olympic standard test. As the horse develops strength, the balance should become increasingly uphill.

Each dressage test is made up of various movements, and horse and rider are marked according to how well they perform each movement. The horse should remain fluid throughout, moving forward willingly and with purpose, not dragging its heels or going around the arena squealing and kicking! The movements should not be jerky or irregular but should seem just to flow from one to the other.

The horse should display suppleness, softness and balance as it moves through bends and circles so that it flows through these movements, not turning a circle with its head stuck outwards, unbalancing itself and resisting the movement. The horse should also be responsive in terms of precision. When asked to move up or down a pace at a marker, it should do so willingly and instantly, not argue about the request and do it five strides past the marker. After moving up or down a pace, it should immediately start the new pace with willingness and regularity.



A horse demonstrating a level balance at First



Demonstrating a medium degree of balance and carriage: Sandy Howard and Ace



At the FEI level horses should show a clear uphill balance and brilliance. Lynn Roberts and Wacarra

Throughout the test, horse and rider should appear as one, performing a soft and flowing routine, showing regularity, suppleness and responsiveness. However, there should be a sense of power and energy about the horse:

- ♦ It performs each movement with strength, showing good positive strides at all times.
- ♦ It carries itself and rider with ease.
- ♦ It is not merely performing movements but giving each movement the very best that it can.

The horse should not show any imbalance, irregularity, stiffness or resistance. Even a novice spectator can spot irregularity in a gait and start to distinguish between horses that perform a soft and powerful ballet and those that look more like they are performing an unhappy routine with jerky movements. After watching a few horses and learning the routine, any spectator can start to assess the precision of the horses that follow and watch for the willingness or disagreements that occur between horse and rider. The best way to enjoy dressage as a spectator sport is to become a critic. Understand what horse and rider are striving to achieve and watch for mistakes. It is amazing what differences you can see when you know what you're looking for.

Spectator Pointers:

Riding a dressage test requires a great deal of concentration on the part of the horse and rider. You will notice that everyone remains silent while the horse and rider are in the ring. The following rules will help to ensure that all riders have the opportunity to achieve their very best performance.

- ♦ Avoid running, shouting or any sudden movements while a horse is in the ring.
- ♦ Applause is appreciated only **after** the rider has completed her final salute.
- ♦ Please leave dogs at home.
- ♦ Never step inside the ring during the judging.
- ♦ Remain in the spectator seating area. Spectators must stay back from the fence around the competition arena. On the grounds, horses always have the right of way!

What the scores mean:

All movements and certain transitions from one to another which have to be marked by the judge(s) are numbered on the judge's sheet. They are marked from 0 to 10, 0 being the lowest mark and 10 the highest. The scale of marks is as follows:

10 Excellent	4 Insufficient	<i>"Not executed means that practically nothing of the required movement has been performed." - USEF Rule Book</i>
9 Very Good	3 Fairly bad	
8 Good	2 Bad	
7 Fairly Good	1 Very Bad	
6 Satisfactory	0 Not Executed	
5 Sufficient/marginal		

Following the test, the rider's scores are added and a score is calculated as a percentage of the possible points that the rider could achieve. The highest percentage wins.

The scoring can be hard to understand at first— while a 60% in school is not a great grade, in dressage a 60% means the overall attempt was satisfactory, scores above 70% generally mean the ride garnered mostly “7— fairly good” with many scores higher than that, total scores above 80% almost unheard of except at Olympic levels. The overall scores and results of the classes are posted on boards for public review. At this show riders are also seeking scores that will earn them a place at the state and regional championship show in October.

At this show most awards are picked up at the awards table following the posting of all the scores, a mounted awards ceremony is held on the last day for some of the overall or high score awards.



Quadrille teams of 4 provide a study in synchrony, spacing and creativity!

Advertising

We produce full color and black and white advertising in our program that is given to all competitors and available at a nominal fee for spectators. The schedule of events is in the program as well as detailed information on competitors and their mounts that draw the reader to the competitor index and the show schedule frequently. Ads are spaced throughout to encourage viewing and not lumped in a advertising section in the back.

Premium placements (inside cover, back cover) are available and generally reserved for full color ads as our program cover is in full color, featuring last year's freestyle champion's custom portrait. Please see our spec sheet for rates and placements on page 13.

Past cover portraits
(L to R): Tycoon,
Don Marco, &
Grandeur



Advertising Deadline is July 10

Contact Anne Howard 831-247-5584

Volunteering

Volunteers make this show happen!

“Thank you again for a well run show, and thank you SO MUCH to all the volunteers that did such a great job and making such a fabulous show run so well.” - Katie Hoefs

We cannot emphasize enough how important the volunteer base is to the ultimate success of this show. The Coastal Classic is a production of the Santa Cruz Chapter of CDS and all chapter members are encouraged to take part as this is our biggest event of the year.



To show appreciation, we have special drawings throughout the weekend for appreciation awards. All volunteers get raffle tickets for each work-period put into the drawing. We have great goodies to award—and everyone who works will get a thank you gift! Food vouchers provided for all day workers.

Please help out - chapter membership is not a requirement! If you are showing, perhaps you have a spouse or children who could help for a few hours when you are not needing their help!

- Happy, helpful attitude
- Ability to be on time for your shift
- We will train and appreciate you!

Areas of worker needs:

- Parking supervisor
- Scoring
- Scribing
- Runners
- Set Up/Take Down
- Wine Tasting Booth Workers
- Hospitality
- Stewards
- Bit checkers
- Announcers
- Awards
- Spectator hospitality



Sponsorship – Advertising, Product Placement

Name _____

Contact information(phone/email) _____

Thank you for supporting our annual dressage show! Please have adwork in electronic format for best reproduction in the program. We can scan business cards, etc but cannot guarantee excellent reproduction quality. We use Publisher to create the program. Send ads to Anne at anne@in-balance.com or to the address below.

Sponsorship Options:

- | | | |
|--------------------------|---|----------------------|
| <input type="checkbox"/> | Friend of Coastal Classic | \$35 |
| | <i>Name listed in public display and in program</i> | |
| <input type="checkbox"/> | Supporting Patron (Bronze, Silver, Gold) | \$ 100 – 500+ |
| | <i>Name featured in program and on several appreciation displays on the grounds</i> | |

Basic Program Advertising:

- | | | |
|--------------------------|------------------------|-------|
| <input type="checkbox"/> | Business card- B/W | \$50 |
| <input type="checkbox"/> | Quarter page ad- B/W | \$75 |
| <input type="checkbox"/> | Half page - B/W | \$100 |
| <input type="checkbox"/> | Full page - B/W | \$150 |
| <input type="checkbox"/> | Half page – full color | \$150 |
| <input type="checkbox"/> | Full page - full color | \$200 |

Premium Program Placements:

- | | | |
|--------------------------|---|----------|
| <input type="checkbox"/> | Inside front cover COLOR ONLY-full page only | \$250 |
| <input type="checkbox"/> | Inside back cover - COLOR ONLY-full page only | \$250 |
| <input type="checkbox"/> | Back cover - COLOR ONLY- full page only | \$350 |
| <input type="checkbox"/> | Vendor Package - | \$75 |
| | \$50 minimum of fee in cash, \$25 can be given in product which will be given as prizes.
Includes: Booth space, PA announcements, listing in program, and 10% off ads. | |
| <input type="checkbox"/> | Product Donation | |
| | <i>(ad size will be determined based on donation value)</i> | \$ _____ |
| <input type="checkbox"/> | Class Sponsorship | \$50 |

For a specially designed package that fits needs not presented above, please contact Anne Howard at 831-247-5584 or at Anne@in-balance.com or Robert Kelley at 831-588-8359

We also have needs for portable tents, tables, and other event supplies.

Make checks payable to: **CDS Santa Cruz** and mail to:

Coastal Classic, c/o Anne Howard, 10200 Love Creek Rd. Ben Lomond, CA 95005

*******Advertising deadline is July 10, 2011*******



Contact:

Anne Howard

10200 Love Creek Rd. Ben Lomond, CA 95005

831-247-5584

Or E-mail; Anne@in-balance.com

<http://www.in-balance.com>