



Coastal Classic I & II
August 1, 2-3, 2008

Featuring

The California Cup Competition
Open Dressage Competition at all Levels
Wine tasting—Demonstrations— and Vendors

Sponsorship & Advertising Opportunities



Our riders vary from local
Amateurs to Professionals
from all over Northern
& Central California.

Left: Tanya Vik, Sonoma
professional trainer

Below: Anne Howard, local rider



The Tenth Annual Coastal Classic Dressage Show

August 1-3, 2008
American Sporthorse
Watsonville, California

Thursday July 31

Set Up, Grounds open for arrival and main arena open 12-5 pm

Friday August 1

Coastal Classic I opens: Freestyle and Open classes
Food & Coffee Court open

Saturday August 2

Coastal Classic II opens
Wine Tasting 12 noon—4pm
Food & Coffee Vendor opens all day
Shopping Vendors open at 9 am

Sunday August 3

Food vendors open at 8am
Wine tasting 12 noon—3pm
Musical Freestyle tests
Featured Costume Freestyle Class
Mounted Awards ceremony
High Point & Championship Awards

What is Dressage?

Dressage...A Brief Tutorial

A complex sport that nonetheless stresses the fundamentals, dressage teaches a horse to be obedient, willing, supple and responsive. 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.

What Are Dressage Basics?

Dressage principals are solidly based in 3 basic concepts: forward, straight, and calm. Training will not progress properly without establishing these basics.

- ◆ Forward: The horse's willingness and ability to move freely forward in all paces and throughout all movements.
- ◆ Straight: The horse's ability to remain straight through its body while moving on straight lines and evenly bent along curved lines, with equal flexibility and development on both sides of the body.
- ◆ Calm: The tendency of the horse to be relaxed, submissive and attentive in body and mind.

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 Grand Prix. As the horse develops strength, the balance should become increasingly uphill.

A Spectator's Guide, by Lorraine Hill

Dressage is a much underrated sport to those who don't understand it. One horse after another performing the same routine: It may seem a bit like a "spot the difference" competition. But if you don't know what you're looking for, how can you spot the difference?

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 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.

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	
9	Very Good	3	Fairly bad	
8	Good	2	Bad	
7	Fairly Good	1	Very Bad	
6	Satisfactory	0	Not Executed	
5	Sufficient/marginal			

"Not executed means that practically nothing of the required movement has been performed." - USEF Rule Book

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. A 60% means the overall attempt was satisfactory, scores above 70% are very desirable, above 80% almost unheard of except at Olympic levels. The overall scores and results of the classes are posted on boards for public review.

What is Quadrille?

A team of 4 is the competitive format of quadrille at this time, although teams of 6, 8 or more have been active in the past in demonstrations. While in *dressage* competition the elegance and movement of the horse is prioritized, in the *quadrille* competition, the main criteria is the team's performance as a cohesive group.

Compulsory routine test the teams ability to perform required movement according to acceptable standards. In the exciting *freestyle*, the routines get more complex, creating a "kaleidoscope effect" as horses interweave choreography and music in original patterns. In each format, judges look for the teams to keep *even spacing* (from horse to horse), move and turn in *synchrony*, and maintain *alignment* throughout the ride. In the freestyle competition, the team's artistic skill is showcased in the *interpretation* of the music and the *creativity* of their *choreography*.

Although quadrille as an equestrian pageant has been performed since the Baroque period (most notably the Spanish Riding School). Only in the last decade has it become a competitive sport in his country. The California Quadrille Association is the nations first organization that has been dedicated to educating riders about this growing and beautiful equestrian sport for over ten years.



Sponsorship – Advertising, Product Placement

VIP passes and program advertisement as well as public announcement recognition will be offered in full or partial exchange for product or service assistance or donations. Currently we have needs for sponsorship in the following areas:

- 1.Awards
- 2.Welcome bag items for competitors
- 3.Potted plants/flowers for arena and show office décor

Sponsorship Options:

_____	Friend of Coastal Classic	\$35
	<i>Name listed in public display and in program</i>	
_____	Supporting Patron (Bronze, Silver, Gold)	\$ 100 – 300+
	<i>Name featured in program and on appreciation displays on the grounds</i>	

Advertising:

_____	Business card- B/W	\$50
_____	Quarter page ad- B/W	\$75
_____	Half page - B/W	\$100
_____	Full page - B/W	\$150
_____	Half page – full color	\$150
_____	Full page - full color	\$200

Premium placements:

_____	Inside front cover COLOR ONLY-full page only	\$250
_____	Inside back cover - COLOR ONLY-full page only	\$250
_____	Back cover - COLOR ONLY- full page only	\$350
_____	Vendor Package -	\$500
	<i>Includes: Half page ad, award donation and a booth space for the weekend</i>	
_____	Product Donation	
	<i>(ad size will be determined based on donation value)</i>	\$_____

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

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

Coastal Classic, PO Box 2772, Aptos CA 95003

*******Advertising deadline is July 10, 2008 *******

Coastal Classic Sponsorship Levels

Title Sponsorship (\$3000-5000)

Contact sponsor chair to discuss details 831-247-5584

Olympic Sponsor- (\$750+)

Presentation rights at mounted ceremony Sunday afternoon

First right to renew your sponsorship for the 2008 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 4 announcements during each day of the show

Gold Sponsor- (\$300 +)

Sponsorship name and/or logo featured in program

No fewer than 4 announcements during each show day

Banner placement on showgrounds

Program advertising

Silver Sponsor- (\$200 +)

No fewer than 2 announcements during each show day

Program advertising

Bronze Sponsor- (\$100 +)

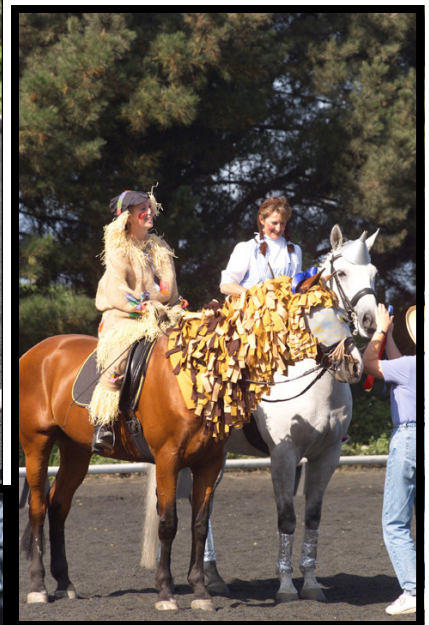
No fewer than 2 announcements during each show day

Program advertising

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.

These are just a few of the rider's at past Coastal Classic Dressage shows



Contact:

Coastal Classic Dressage Show 2007
c/o Anne Howard PO Box 2772 Aptos CA 95003

(831) 336-2801

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

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