



Sponsorship Directory

Clarkson University Equestrian Team

TABLE OF CONTENTS

- 1. A LETTER FROM THE PRESIDENT** – A message to our partners
- 2. ABOUT US** – Learn about us
- 3. 2017-2018 SEASON** – Our recent accomplishments
- 4. COST BREAKDOWN** – Why we need your help
- 5. WHAT WE ASK OF OUR MEMBERS** – Dues and Apparel
- 6. WHY US?** – The benefits of partnership with us
- 7. HOW YOU CAN HELP** – Promotional opportunities
- 8. SPONSORSHIP PACKAGES** Our sponsorship packages and benefits
- 9. THANK YOU** – Closing Comments



A LETTER FROM THE PRESIDENT

A message to our partners

As an incoming freshman, I had the dream of starting an equestrian program at Clarkson University. Little did I know, I was going to create a varsity team in one year. The more time I put into the club, with help from club members, the more the interest in the club grew. I never thought the club would turn into a competitive show team, especially at the rate it has. Last year I contacted our trainer, Jerry Dean, and he agreed to coach our team. With his support, I worked endlessly trying to figure out what needed to be done to make this club a team. Just one year after founding the club, we got approved to show in the Intercollegiate Horse Show Association (IHSA) as part of Zone 2 Region 2. This is our first year showing at the intercollegiate level, and many of our members have already taken home top ribbons! The potential of the Clarkson show team is endless, and I can not wait to see what the future has in store!

Sincerely,

Megan DeRidder



ABOUT US

Learn about who we are

The team competes through the IHSA at the varsity level in Hunt Seat Equitation. Equitation refers to a rider's position while mounted and encompasses a rider's ability to ride correctly and effectively. Horse showing at the intercollegiate level is a unique experience since a rider competes on an unfamiliar horse that is assigned via a random draw. Some team members show both over fences and on the flat, while some show only on the flat. The riders that show on the flat are asked to perform different tests at the walk, trot, and canter to exhibit their riding ability. Riders who compete over fences are judged on the quality of their jumping position over fences, execution of an assigned course, and other factors. Before jumping, over fences riders have the opportunity to walk the course in order to determine their path and develop a winning strategy with the help of the team's coach.

Clarkson Equestrian is a student run organization dedicated to the pursuit of academic and athletic excellence through horsemanship and team work. We provide an environment for all levels of riding and ignite a passion within our members for their lives, horses, and service to the community.

Since Clarkson is unable to offer Equestrian as a Varsity sport at this time, the team is classified as a club sport, meaning we are responsible for our own budgeting, fundraising, travel, and recruitment.



2017-2018 SEASON

Our recent accomplishments

- ❑ Elyse DuBois won Novice Flat at Geneseo on October 29, 2017.
- ❑ Lydia Wright won Novice Flat at Cazenovia on November 4, 2017.
- ❑ Stoaan Bush won Beginner Walk-Trot-Canter at St. Lawrence on November 19, 2017.
- ❑ Jordan Weber won Walk-Trot at St. Lawrence on November 19, 2017.
- ❑ The team placed 3rd at St. Lawrence on November 19, 2017.
- ❑ The team placed 7th overall in Zone 2 Region 2.



Coach Jerry Dean and team members coming back from the ring after ending the day with a blue ribbon!



COST BREAKDOWN

Why we need your help

SHOW COSTS	Cost for 1 rider per show	Multiplier	Cost for 1 rider per season
Class Fees	\$80	× 8 <i>shows</i>	\$640
Coaching	\$50	× 8 <i>shows</i>	\$400
Hotel	\$40	× 6 <i>away shows</i>	\$240
Gas	\$10	× 6 <i>away shows</i>	\$60
Total per person	\$180	× 1 <i>rider</i>	\$1340
Total for team	\$2,700	× 15 riders	\$20,100

ADDITIONAL COSTS	Cost for 1 rider	Multiplier	Cost for 1 rider per season
IHSA Membership	\$40	× 1 year	\$40
Lessons	\$75	× 30 weeks	\$2250
Total per person		× 1 <i>rider</i>	\$2290
Total for team		× 15 riders	\$34,350

	Per Person per season	Multiplier	Per team per season
Grand Totals	\$3630	× 15 riders	\$54,450



WHAT WE ASK OF OUR MEMBERS

Dues and Apparel

Dues range \$150-\$300 depending on team size and the amount of outside funding received. Members are required to pay for their IHSA membership to be able to show.

Each member is additionally required to purchase their own approved show needs including an ASTM certified helmet, show coat, show shirt, show breeches, tall boots, and gloves.



SPONSORS

How you can help

While any general donation of money is greatly appreciated, you may wish to sponsor a specific rider or event, so you know exactly where your money will be used within the team. In the *Cost Breakdown* slide, you can see the cost to send a rider to one show, as well as the cost for the entire year. It is pertinent that riders get to every show to ensure their chances of qualifying for regionals and having the chance to move on to zones and nationals.



SPONSORSHIP LEVELS

BRONZE - under \$99

- Name of donor or company in monthly newsletter of the month you donate
- Name of donor company in list of sponsors on website for 6 months after donation
- Social media shout-out

SILVER - \$100-\$499

- Name of donor or company in monthly newsletter of the month you donate
- Name of donor company in list of sponsors on website for 1 year after donation
- Social media shout-out
- Team t-shirt

GOLD - \$500-\$999

- Special thanks or description of company & services in monthly newsletter of the month you donate (50-150 words)
- Name of donor company in list of sponsors on website for 1 year after donation
- Social media shout-out
- Team t-shirt or hat

PLATINUM - \$1000-\$4999

- Special thanks to donor or description of company & services in monthly newsletter of the month they donate (150-200 words)
- Name of donor company in list of sponsors on website for 1 year after donation
- Social media shout-out
- Team jacket

DIAMOND - over \$5000

- Special thanks to donor or description of company & services in monthly newsletter of the month they donate (200-300 words)
- Name of donor company in list of sponsors on website for 2 years after donation
- Social media shout-out
- Team jacket & t-shirt or hat



DONATIONS

Donations are made through the Office of Development & Alumni Relations.

Using the link below, simply designate *Your Gift Your Choice*, choose *Other*, and write Equestrian Club in the comments.

<https://www.clarkson.edu/giving/clarkson-fund>

Also, many companies sponsor matching gift programs that increase the impact of your gift. To find out if your company has such a program, use the link above.

All donations made through Alumni Relations can be written off for tax purposes.

Donations can also be made directly to the club by getting in contact with us at clarkstonequine@clarkson.edu or reaching out to one of the members directly.



Clarkson's President, Tony Collins, supporting us at one of our shows.



THANK YOU

The Clarkson Equestrian Team extends a huge thank you to our past, present, and future donors. We wouldn't be where we are today with our the support of each and everyone of you. Feel free to contact us at any time and stay connected with us on our social media!

Website: <https://clarkstonequestrian.weebly.com/>

Facebook: @clarkstonequestrian

Instagram: @cu_equestrianteam

Email: clarkstonequine@clarkson.edu



