



SEPTEMBER 15 thru 19



LAZY E ARNEA

Guthrie OK

WDAA WORLD CHAMPIONSHIP SHOW

The WDAA World Championship Show is a five day horse show where exhibitors from across North America travel to Guthrie OK for the chance to win a World Championship title in the rapidly growing discipline of Western Dressage. The show is held each year at the acclaimed Lazy E Arena, the World's premier western entertainment facility.

Exhibitors have the opportunity to win beautiful rosette ribbons, custom awards attire, and prestigious belt buckles. The first day of the show includes rail classes in the indoor arena, and the following four days host tests in every level in four different arenas.. The WDAA World Show prides itself on being inclusive to different levels of riders, different breeds, and a wide demographic of competitors.

OVERVIEW



(720) 662-4584

INFO@WESTERNDRESSAGEASSOCIATION.ORG

WWW.WDAAWORLDSHOW.ORG



HIGH VISIBILITY OPPORTUNITY TO PROMOTE POSITIVITY AND EQUINE WELFARE

Sponsoring the Western Dressage Association of America (WDAA) is a low-risk opportunity because the welfare of the horse is always our top priority. We are committed to promoting a safe, ethical, and humane approach to orsemanship, ensuring that every horse is treated with the utmost respect and kindness.

WDAA stands apart with a reputation built on integrity and transparency - our community is united by a shared dedication to the well-being of our equine partners.

As a result, our organization is free from the controversies that can sometimes arise, providing sponsors with the confidence of being associated with a trustworthy and responsible group of riders, trainers, and enthusiasts. Supporting WDAA means aligning with a brand that champions positive values and a clear commitment to the horse.



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STATS AND DEMOGRAPHICS

Our WDAA Membership Demographics are;



90% of Membership are Female



Largest Age Group: 55-65
25-54 & 66-75 are close behind



Geographical Even Spread
Heaviest Concentrations: CA, TX, & FL



65% Own their own Barn



90% of Members Compete

The WDAA World Championship and Online International Competitions have had up to;



750 Horses & 72 different Breeds



2,250 Test Rides



1,000s of Attendees



100,000+ Livestream Views on Total Horse Channel



20,000+ unique impressions on Facebook



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WDAA FEATURES AND BENEFITS



- WDAA currently has 2700 members and 13 state affiliates and is a United States Equestrian Federation Affiliate (USEF)
- WDAA Facebook page has 19,000+ followers and reaches 55,000+
- www.WDAA.org has 60,000+ visits average
- Email List has 8,000+ members
- WDAA has a dedicated YouTube channel which features educational and promotional materials
- WDAA offers competition divisions for juniors amateurs, an Exceptional Rider Division (physically challenged and therapeutic riders) and Military Veterans High Score Awards
- WDAA 2025 Online International Challenge Show rendered 382 entries and 1182 tests ridden from 4 countries, 36 states, and over 60 different breeds. Of the riders who competed, 8 were military veterans, 116 were open riders, 218 were amateurs, and 43 were junior riders.
- WDAA is affiliated with many organizations, such as the United States Equestrian Federation (USEF), ASPCA, AQHA, AHA, 4H, AMHA, AMBA, APHA, ApHC, PtHA, United States Pony Club, IFSHA and many more!



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SPONSORSHIP OPPORTUNITIES



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DIAMOND SPONSOR

\$10,000



- Naming Opportunity: Main Show Arena (includes rings 1 & 2)
- Banner placement in both arenas
- Freestyle Fiesta exhibitor party sponsor with signage.
- WDAA social media, website, and email logo, link and content placement for 12 months.
- Show Program – Center Spread
- Free vendor space with VIP parking
- Live Streaming (5 days) with high frequency video commercial presentation, logo placement and live announcements.
- Newsletter featured banner ad (728 x 90 leaderboard)
- Exhibitor bag stuffers (coupons or special offers)



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PLATINUM SPONSOR

\$7,000

- Naming Opportunity: Covered Arena (includes rings 3 & 4)
- Banner placement in both arenas
- World Championship Awards Dinner and Celebration sponsor with signage.
- WDAA social media, website, and email communication logo presence for 12 months.
- Show Program – Back Cover
- Free vendor space with VIP parking
- Live Streaming (5 days) with mid-frequency video commercial presentation, logo placement and live announcements.
- Exhibitors bag stuffers (coupons or special offers)



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GOLD SPONSOR

\$5,000



- Banner placement in Main arena
- Exhibitor Welcome Party sponsor with signage.
- WDAA social media, website, and email communication logo presence for 12 months.
- Show Program – Full page
- Free vendor space with VIP parking
- Live Streaming (5 days) with daily video commercial presentation, logo placement and live announcements.
- Exhibitors bag stuffers (coupons or special offers)



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SILVER SPONSOR

\$2,000

- Banner placement in Covered arena
- Show Program – half page
- Free vendor space with VIP parking
- Live Streaming (5 days) with logo placement and live announcements.
- Newsletter logo and link placement for 12 months.
- Exhibitors bag stuffers (coupons or special offers)



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BRONZE SPONSOR

\$1,000



- Banner placement in Covered arena
- Show Program – 1/4 page ad
- Live Streaming host page logo placement.
- Newsletter logo and link placement for 6 months.
- Exhibitors bag stuffers (coupons or special offers)



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SPONSORSHIP FORM

Party or Award Sponsor Name: _____

Contact Name (if different): _____

Email: _____ Phone: _____

Mailing Address: _____

Website: _____

Sponsorship Level: _____ Total Amount: _____

Please mail checks to: WDAA PO Box 2349 Parker, CO 80134

We can always custom create a plan to suit your needs.

If you would like more information about corporate sponsorship, please contact
Candy Hill at candy@westerndressageassociation.org

To submit and pay online, please go to <http://www.wdaaworldshow.org>



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THANK YOU!



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