

# **AIEC Student Riders Nation Cup**

**London, Ontario, July 7-11, 2010**

## **Sponsorships**

### **Event Background**

Eight countries are sending their best university riders to compete in the AIEC Student's Rider's Nation's Cup at Con Brio Farm located in London Ontario. The international event involves both a horse jumping competition and a dressage competition. It is organized by the Canadian University Riding Club Association (CURCA) in part with past board members of the Ontario University Equestrian Association. The not-for-profit competition runs over four days from July 8<sup>th</sup> to the 11<sup>th</sup> with the competitors arriving on the 7<sup>th</sup> for registration and orientation.

This is only the 2<sup>nd</sup> time the cup has been held in Canada. Because it is a qualifying event for the AIEC world finals held this fall in South Korea the competition is attracting the top 18-28 year old university riders. The four day format not only brings together talented riders but it also enables an international cultural exchange and experience for these university students. The majority of the countries are sending two, three rider teams. The countries represented are Canada, Belgium, Great Britain, France, Ireland, Russia, Switzerland and the United States.

It is only with the support of volunteers, businesses and local community groups that this competition is possible. The riding community is donating all of the horses for the event plus numerous volunteers have committed their time to make the event a terrific experience for the students. A number of London organizations are making it financially feasible for CURCA to hold the event. The students are staying at UWO residences, the Gala social event is being held at Highland Golf and Country Club and Con Brio is donating their state of the art equine facility.

### **Sponsorships**

Sponsorship of this event is very much appreciated by the student organizing group - CURCA. There are three primary benefits for sponsoring organizations

1. Enabling international university students to be exposed to different cultures and countries via athletic competition
2. Obtaining increased exposure to global marketplaces
3. Obtaining increased exposure to local resident spectators

## Sponsorship Packages

### Title Sponsor

- Identified as a Lead sponsor
- One sponsor for the “Gala Event” held for all competitors and international guests
- One sponsor for the “Theme Night” held for all competitors and international guests
- Full page advertisement placed in the competition program
- Sign placement at ringside – sponsor to provide
- Product Donation to Nation Cup gold winners
- Limited to Two Title Sponsors
- Amount \$1,500

### Gold

- Half page advertisement placed in the competition program
- Sign placement at ringside – sponsor to provide
- Product Donation to various Nation Cup finalists
- Amount \$500

### Silver

- Quarter page advertisement placed in the competition program
- Product Donation to competitors
- Amount \$250

### Supporter

- Business Card page advertisement placed in the competition program
- Number Supporter Sponsors – no limit
- Amount \$100 or in-kind sponsorships (prizes, food & beverage)

### **Confirmation of Sponsorship:**

Level of Sponsorship: \_\_\_\_\_

Contact : \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Fax Number: \_\_\_\_\_

Phone: \_\_\_\_\_

## **Additional Information**

### **Competition Format**

The format of the competition is based on elimination rounds in which three riders each compete on the same horse. The best rider moves onto the next level which becomes increasingly more difficult. Because the riders are not riding their own horses and have very limited time on the horse before they ride, the competition solely rewards the rider's skills rather than the combination of the rider and horses skills which one would normally experience in most horse jumping and dressage competitions.

The event involves four elimination rounds of stadium jumping and four elimination rounds of dressage. The preliminary rounds are on Thursday and Friday followed by the semi-finals on Saturday morning. The final rounds of just two riders in each discipline compete on Sunday. The jumping finals involve a stadium course of jumps set at 4 ½ feet and the Pan Am equivalent level of dressage. This is particularly challenging because the riders are not riding their own horses but rather local horses donated by the riding community for the event.

### **About AIEC (Association Internationale Des Etudiants Cavaliers)**

AIEC was founded in 1984 and since its registration as a non-profit association in 1988 thousands of international student riders have enjoyed the unique experiences of the competitions throughout the world. The purpose of AIEC is to support, to develop and to coordinate the international university equestrian sports and to develop and improve the cooperation and understanding between the national associations of university equestrian sports.

[www.AIECWorld.com](http://www.AIECWorld.com)

### **About Con Brio Farm**

Con Brio Farm is a state of the art horse facility built by the Hayman Family in 2009. The Hunter/Jumper center is located at the S/E corner of Denfield and Medway. Con Brio focuses on the training, development and sales of hunters and jumpers. Alana Featherstone, former American Grand Prix jumper team member is the resident trainer and instructor. The facility built by Dutch Masters Construction recently won the top honours from the Canadian Farm Building Association as the best built barn in Canada in 2009. Since its opening, Con Brio has hosted the IHSA competition in October 2009 and the Ontario University Championships this past March. Con Brio is a supporter of university riding locally, nationally and internationally.

[www.conbriofarm.com](http://www.conbriofarm.com)