

Dear friends of Dressage PEI,

Dressage PEI (DPEI) is writing to request your support for the upcoming competition season. Our mission is to promote the equestrian sport of dressage in PEI from grassroots to national levels. Your sponsorship goes directly toward creating valuable opportunities for athletes!



We invite you to join us for the 2024 season, all hosted at the Crapaud Agriplex Exhibition Grounds:

Equestrian Canada Gold/Bronze Show

This nationally sanctioned competition brings athletes from grassroots to elite levels, including musical freestyles! It is the highlight of our season and very well attended by amateur, junior, and professional maritime athletes.

August 17th & 18th

DPEI Introductory Shows - Abegweit Competition Series

These grassroots competitions are key to the development of the next dressage superstars. Results count toward provincial awards through Island Horse Council.

June 8th

July 20th

September 21st

We are open to creative, innovative sponsorship partnerships to meet your needs. Contributions may include \$50-100 towards to support a class, products for prizes, serving as a presenting sponsor for an entire competition, or something else entirely! Please contact us to discuss what may be possible.

Business partners have historically included sponsorship as part of their marketing budget as we recognize your sponsorship on all official show correspondence, social media, website and at the awards ceremony. Our competitors, supporters, and spectators are part of a key target audience including a strong female base, multi-sport athletes, often owners of numerous pets, well-educated and with above average household income¹.

We are grateful for your support and look forward to hearing how we can create a meaningful, mutually beneficial partnership for the 2024 season.

Sincerely,

The Dressage PEI Board of Directors & Community

¹ Source: Equine Canada / Hippique Canada, 2010 Canadian Equine Industry Profile Study