

# Laura Graves Symposium

Alliant Energy Center's New Holland Pavilion I

May 20-21, 2023

*Wisconsin Dressage & Combined Training  
Association brings top world rider to Madison!*

## Two Days of Shopping

Those attending this event are interested in purchasing equestrian tack, clothing, supplies, and more!

## Print and Online Promotion

This symposium and trade fair will be promoted through print and online advertising, public relations and social media.

## Laura Graves Bio:



### 2014

- Placed second overall at the American Dressage Championships and qualified for the 2014 World Equestrian Games.
- Finished fifth as an individual and fourth in the team competition at the World Equestrian Games in Normandy, France.

### 2015

- Placed fourth at the FEI World Cup Finals in Las Vegas.
- Won a team gold medal and an individual silver medal at the Pan American Games in Toronto.

### 2016

- Competed at her first Summer Olympics in Rio de Janeiro, winning a bronze team medal and fourth individually.

### 2017

- Competed at the World Cup Finals in Omaha, earning the silver individual medal.

### 2018

- Defended her World Cup Finals individual silver medal at the competition in Paris.
- Earned team silver medal and an individual silver medal at the World Equestrian Games.
- Ranked #1 in the world in a record-breaking freestyle.

### 2019

- Finished second at the FEI World Cup Dressage Finals.

### TODAY

Laura is competing SenSation HW at FEI and has several young and upcoming prospects. She had a very successful outing at the 2022 Festival of Champions with many wins including earning the Intermediare I Championship title.

### Where did it all start for Laura?

Growing up in Vermont, Laura rode her first pony at an early age. At age 15, Laura and her mother bought a foal named Verdades from the Netherlands off a video. What's inspiring is that Laura persisted through some tough times with Verdades because he was not easy as a youngster—even breaking her back after he bucked her off. She couldn't sell him because he was so “spirited,” so she eventually left Vermont, quitting her job as a cosmetologist, and moved to Florida to become a dressage rider. Together, they became Olympians and international stars.

# Sponsorship and Vendor Opportunities



This symposium and trade fair will be all under one roof at the Alliant Energy Center in Madison, WI. The event is expected to attract more than 300 enthusiastic attendees and generate national publicity.

## Registration/Trade Fair:

- Opens at 7:30 a.m.
- Closes at 6 p.m.
- Located in the New Holland Pavilion I— same building as riding clinic

## **About WDCTA**

The Wisconsin Dressage and Combined Training Association (WDCTA) is a 501(c)3, non-profit organization run by volunteers. We are a charter member of our national organization, the United States Dressage Federation. Events like this help fund scholarships and future educational opportunities. Visit our website at [wdcta.org](http://wdcta.org) or look for us on Facebook.

***For information about the sponsorship or vendor opportunities, contact:***

**Mary Hanneman**  
[vendors@wdcta.org](mailto:vendors@wdcta.org)  
Phone: (608) 712-0975

**Donations under \$100 will be gratefully acknowledged in the event program.**

## **Sponsorship & Vendor Options**

### Platinum \$2,500

- Double Vendor booth space (10 x 20' space)
- No registration charge for up to 2 vendor staffers
- 2 large banners (exceeds 3' in height/width) hung in riding arena
- Full-page advertisement in event program (inside front or back cover) — first come, first choice
- Full-page advertisement in 12 issues of the *eQuester*, WDCTA's monthly newsletter
- Banner ad on WDCTA website for 1 year
- Sponsorship recognition in program listing
- Pre- and post-event publicity in WDCTA newsletter, website and Facebook pages

### Gold \$1,500

- Single Vendor booth space (10 x 10' space)
- No registration charge for up to 2 vendor staffers
- 1 large banner (exceeds 3' in height/width) hung in riding arena
- Half-page advertisement in event program
- Half-page advertisement in 12 issues of the *eQuester*, WDCTA's monthly newsletter
- Banner ad on WDCTA website for 1 year
- Sponsorship recognition in program listing
- Pre- and post-event publicity in WDCTA newsletter, website and Facebook pages

### Silver \$1,000

- Single Vendor booth space (10 x 10' space)
- No registration charge for up to 2 vendor staffers
- 1 large banner (exceeds 3' in height/width) hung in riding arena
- Quarter-page advertisement in event program (inside front or back cover)— first come, first choice
- Quarter-page advertisement in 12 issues of the *eQuester*, WDCTA's monthly newsletter
- Banner ad on WDCTA website for 1 year
- Sponsorship recognition in program listing
- Pre- and post-event publicity in WDCTA newsletter, website and Facebook pages

### Bronze \$500

- 1 small banner (less than 3' in height/width) hung in riding arena
- No registration charge for one attendee, both days
- Business card advertisement in 12 issues of the *eQuester*, WDCTA's monthly newsletter
- Sponsorship recognition in program listing
- Pre- and post-event publicity in WDCTA newsletter, website and Facebook pages

### Vendor Booth Only

- Single booth space (10 x 10'): \$250
- Double booth space (10 x 20'): \$500
- No registration charge for up to 2 vendor staffers

### Business Card Only \$100

- Business card ad in event program