

**Dressage**



**Cross country**



**Show jumping**

# **Stevens Creek Farm**

## **Sponsorship Opportunities**

Thank you for considering sponsoring Stevens Creek Farm and our efforts to offer local riders the opportunity to train and compete here in the Ottawa region.

The development of equestrian eventing survives at the grass roots level with no government assistance. Therefore, we must rely on entry fees and the generosity of our sponsors to host the competitions, maintain capital intensive facilities, and offer a state-of-the-art training facility to develop and nurture young riders. Our competition season is an extremely important component of the training program. However, we are a family-run farm, and to ensure a successful season every year we must secure sponsorship from individuals and businesses interested in encouraging amateur sport in our community.

We hope that you will support our efforts; there are so many ways to get involved! We are confident that, together, we can find an option that is right for you and that contributes to keeping our sport, our youth, and our rural community vital and strong for the future.

*Teddie Laframboise and Andy de St. Croix*  
Owners/Operators, Stevens Creek Farm





Stevens Creek Farm (SCF) is an equestrian facility located in south Ottawa, owned and operated by Andy de St. Croix and Teddie Laframboise. The de St. Croix family has deep roots in the community and Teddie is a member of the celebrated Laframboise “eventing” family. The Laframboise family has fielded several National and Olympic Team riders over past decades and has boundless experience fostering equestrian excellence. Together, Andy and Teddie operate a working farm and offer equestrian programming for both recreational and competitive riders of all ages.

SCF is also in the process of implementing a Ten-Year Plan to develop its facilities into an exceptional training and competition site, available to both local and national level riders. Hosting nationally sanctioned horse trials is an important component of this plan and each year SCF hosts several schooling shows and high-level equestrian competitions, including a nationally sanctioned horse trial. For riders working their way through the ranks, a nationally sponsored horse trial represents a vital training opportunity and critical competition experience.

SCF also routinely offers its facility for use by local riders for training and hosts events, free of charge, for not-for profit organizations, such as 4-H and the local chapter of the Canadian Pony Club.

### **What is a Horse Trial?**

A horse trial (commonly known as “eventing”) is one of three Olympic equestrian disciplines. It is the triathlon of equestrian sport where horse and rider teams compete in three phases: dressage, show jumping and cross-country jumping. To win, a team must complete all three phases and earn the best overall cumulative score. Eventing is an accessible and popular sport in Canada and can be enjoyed, at the entry levels, with an average backyard horse and some good coaching. Each year, competitions at SCF typically attract over 300 horse and rider teams from Quebec, Ontario and New York State.

### **The facilities**

The facilities at SCF provide state-of-the-art training opportunities to local riders at all levels. They include a large all-weather outdoor sand ring, an indoor arena, a full set of stadium jumps, three dressage rings, and a five-level cross-country course – from pre-entry to preliminary. The cross-country course now includes a water complex, banks, ditches, and over 80 jumps. Maintaining the safety and integrity of these facilities involves countless hours of work and resources.

### **Sponsoring success**

The development of these kinds of facilities contributes immensely to the success of local riders in Canada and on the international stage. For example, Selena O’Hanlon, now a National Team member whose horse was named top American event horse in 2017, competes and trains at SCF regularly. Other local Young Riders have consistently competed successfully on the Ontario Provincial Team and at the North American Championships.

# Program and Banner Advertising



Programs for SCF competitions are printed on high-quality photo paper in full colour and distributed to all riders and spectators.

Sponsors also have the option of displaying a large banner on site. These can be affixed to most surfaces including cross-country and show jumps and alongside dressage rings. Where banners are affixed to jumps, sponsors can request a print of a horse and rider team jumping the obstacle that displays their sign. We will work with you to ensure maximum visibility of your signage.

## Advertising rates

Full-page (4.5" x 8")	\$150
Half-page (4.5" x 4")	\$100
Business card (3.5" x 2")	\$50
Banner	\$200

Artwork is the responsibility of the sponsor.  
Please send your advertisement or artwork via e-mail  
in high resolution, 300 dpi jpeg format to:  
[contactstevenscreek@gmail.com](mailto:contactstevenscreek@gmail.com)

## Divisional Sponsors (horse trials)

Stevens Creek Farm Horse Trials offer pre-entry through preliminary level competition divided by rider age and experience. Individuals and businesses are asked to consider supporting individual divisions.

At this level of support, sponsors will be invited to participate in the awards ceremony, and to meet the riders at an end-of-the-day reception.

All divisional sponsors will also receive an ad in the program (as specified below) and the chance to display a large banner (supplied by the sponsor) at the event.

Open Preliminary:	Interior front cover
Junior Training:	First page
Open Training:	Interior back cover

Each remaining divisional sponsor will receive a half page ad in the program.

Open Preliminary	\$1000
Junior Training	\$500
Open Training	\$500
Junior Pre-training	\$350
Open Pre-training	\$350
Junior Entry	\$250
Open Entry	\$250
Junior Pre-Entry	\$250
Open Pre-Entry	\$250



## Other Sponsorship Opportunities



### Cash donations

Cash donations in any amount are encouraged and allow SCF to allocate resources most efficiently on a priority basis. SCF also leads the way by offering cash prizes to several of its top-placing competitors.



### Title sponsor

For maximum visibility and association with this exciting and popular sport, sponsors are invited to purchase the naming rights to the horse trial. Additional benefits include priority banner placement and advertising on the back cover of the program.



### Prizes

SCF is famous for its great variety of prizes awarded at all levels. Popular prizes include anything from bridles for horses to massages for humans. Prizes are always hugely popular with the riders and help to make the day memorable.



### Donations in kind

SCF maintains and improves its show equipment on an annual basis. Lumber, logs, paint and stain, gravel, hardware, plants, and heavy machinery services are typical of previous donations and are always greatly appreciated.

## Benefits of Sponsorship

- ✓ Recognition as a supporter of youth and amateur sport
- ✓ Recognition in press releases and local reporting
- ✓ Ad placement in the official program
- ✓ PA advertisements throughout the day of the event
- ✓ Admission to sponsorship tent with refreshments
- ✓ Official guided tour of the jumping courses
- ✓ Participation in the awards ceremony and reception



## Stevens Creek Farm

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