

How To Find an Equestrian Sponsor – Steps and Strategies for Success

Speaker: Margaret Rizzo



Notes, Screenshots and Examples

Website Examples

<http://www.csquarefarm.com>

<http://locochee.com>

Press Kit Check List —



Courtney Cooper is a graduate of Rice University, as well as an advanced-level Three-Day Event rider. She has competed for the last 20+ years with different horses in most aspects of English riding competition. In recent years, Courtney has created a niche for herself in the industry by specializing in consignment sales, and making successful horse and rider matches.



As an active competitor, Courtney competes with both the event team horses and many of the horses for sale. She has competed through the Advanced level, including starting the Rolex Kentucky Three-Day Event.

Most recently, Courtney has been successfully competing at the Intermediate level with both The Four Star Group's talented Thoroughbred, "Havasu Canyon," and C Square Farm homebred, "Who's A Star." Following close on their heels is the second C Square Farm homebred, "Star Dazzler," who was recently named Reserve Champion 5-year-old at the 2009 Young Event Horse Championships.

Courtney has lived in southeastern Pennsylvania since 1996. She actively teaches, buys and sells horses, trains, and competes from her home farm in Nottingham. Like many eventers, Courtney heads south for the winter season, basing herself out of Full Gallop Farm in Aiken, South Carolina.



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April 2010

Waredaca 2010 Calendar Events

Quick Links

[Our Website](#)

[Boarding](#)

[Lessons](#)

[Pony Club](#)

Our Sponsors

Southern States

Black Country
Saddles

Blue Ridge Trailers

Foxden Equine

PH Drayer

Platinum Performance

Stablemates

**Coming to August's
Eastern Regional
Adult Team
Championships
sponsored by The
Chronicle of the
Horse??**

Take part in
Waredaca's Eventing
Extraspecial Week!

Tues., Aug. 10th
Afternoon/Evening
Clinic with Leslie Law

Wed., Aug. 11th
Afternoon/Evening
Clinic with Leslie Law

Thur., Aug. 12th
Dressage Fix-A-Test

Arrive anytime in the
week, take advantage
of these wonderful
riding options and
enjoy some great
sightseeing in the
area!

Details to follow!

[Join Our Mailing List!](#)

Ride!

Greetings!

Following are our upcoming events for the 2010 year ... mark your calendars!

May 28-30: Waredaca Horse Trials

(Beginner Novice - Intermediate, plus Future Event Horse and Young Event Horse)

June 20: Waredaca Starter Horse Trials

(Elementary - Novice/Training)

August 13-15: Waredaca Horse Trials

(Beginner Novice - Intermediate, plus Eastern Regional Adult Team Championships, Future Event Horse and Young Event Horse)

October 20-24: Waredaca Horse Trials

(Beginner Novice - Preliminary, plus Area II Adult Riders Training 3-Day)

October 31: Waredaca Starter Horse Trials

(Elementary - Novice)

Sponsor!

Become a Fence Sponsor \$200

- Name Recognition as a Fence Sponsor for Waredaca Events
- One Fence Sponsorship on either cross-country or in stadium (your choice!)
- Click [HERE](#) or [e-mail](#) to get your fence sponsorship form today

Show Your Appreciation!

Become a Volunteer Sponsor \$100-\$250

- Your name (\$100) or logo (\$250) on the Official Volunteer t-shirt
- Mention on the Volunteer page in each show program
- Mention and link on Waredaca.com's Volunteer page
- [E-mail](#) for more information

Questions??

Contact Sponsorship Coordinator, Margaret Rizzo
301.502.8929 or
margaret@mythiclandingevents.com





C Square Farm April Newsletter

April 2010

Greetings!

It took two days, but we got all the horses and people home to Nottingham. While Aiken was, as always, wonderful, it's definitely nice to be home again. Within a week of getting home, we added four new horses to the sales barn, so be sure to check them out. We took a few weeks off from competition and will kick off our Area II competition tour at [Plantation Field Spring Horse Trials](#) this weekend.

Stay tuned as we have an exciting spring planned!

Sincerely,

Courtney & Neal

C Square Team March Results

We had a full crew at [Sporting Days Farm HT](#) the first weekend in March. [Scout](#), [True Muse](#) (pictured below left) and [Water to Wine](#) (pictured right) competed at Training, and [Nevaeh](#) came along to compete at Novice. All four horses did great in dressage, and if nothing else, the scores were consistent—all four were between 32.2 and 33.6! All the horses continued the good day by jumping clear and under the time on cross country. [Scout](#) led the pack to WIN his division, [True Muse](#) was 4th, [Water to Wine](#) was 6th, and [Nevaeh](#) was 8th.



The second weekend in March found us at our last [Full Gallop Farm HT](#) of the year. Courtney rode Julia Wendall's Piper Cub in the mare's first horse trials at Beginner Novice. The mare was stellar and finished 2nd. Not a bad place to start! [Nevaeh](#) continued at Novice and improved over the previous weekend to finish 4th. [Scout](#) also competed, at Training, and did well in all three phases to finish 4th.

In the last event before heading home, Courtney took a few horses to [Southern Pines II HT](#). [Star Dazzler](#) ("Simon", pictured above right) competed at Preliminary and put in one of his most beautiful stadium rounds to date. He continued onto a clear cross country round to finish 8th in a large open division. [True Muse](#) and [Water to Wine](#) competed at Training where they each finished out of the ribbons in divisions that had over 20 horses in them.

Spring Simon Into Action!

As you've

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VISIT OUR SPONSORS

[The Four Star Group****](#)



[L'Apogée France](#)
World Class Saddlery™

Tip of the Month

To continue on with our tip from last month, we find that always having some sort of gymnastics incorporated into your jump school will continue to help with your horse's footwork and with their balance and adjustability. One of our favorites is: low vertical, 43' to a square oxer, another 43' to a low vertical. Keep the verticals to around 2', no bigger than 2'6". This exercise lets you have three quiet strides to the oxer and away from the oxer. You can build the oxer up to whatever height you like and the verticals act like placement poles.

Havasu's Corner



probably noticed by reading the monthly e-newsletter, Simon has really started to shine this spring while in



Aiken. While we've always thought very highly of Simon, he's always been a little bit in the shadow of his big brothers. But now with the Virginia CCI* in his future, it's time to spring Simon into action!

As the reigning Reserve Champion 5-year-old Young Event Horse, Simon has a chance at a top placing in his first international three-day competition. So what can you do to help?? Plenty!



As we get closer to the event, we'll be stepping up the game through more frequent lessons and training. Consider sponsoring a half (\$50) or whole lesson (\$100) with one of Courtney's regular instructors, eventer Phillip Dutton and dressage rider Silva Martin. Or sponsor Simon at one of his prep competitions (\$200) or even at the CCI* itself (\$500). Sponsors will receive personalized reports, complete with a video, of the sponsored lesson or competition. And be sure to meet us at either a lead up competition or Virginia so you can meet the Star Dazzler himself!

To learn more, visit the [web site](#) or [e-mail](#)!

C Square Alumni News

Kudos to ...

Nicholas Hansen and **Grand Cru** on their 4th place finish at their first Training of the season at Morven Park Spring Horse Trials.

Laura Roberts and **Galway Blazer** on their 3rd place finish in Intermediate at Full Gallop Farm Horse Trials.

Kerry Bosman and **Mango Bay** on moving up to Intermediate at Pine Top Horse Trials and finishing 4th.

Charlotte Collis and **Samson** on moving up to Intermediate at Full Gallop Farm Horse Trials and finishing 6th.



Congratulations to ...

Sheila Hunt on the purchase of **Eyore** (pictured above) for her daughter Katie to continue her eventing career in Washington State.

Leigh Ann Czigler of New Jersey on the purchase of **True Muse** to continue her showing and eventing career.

The **Henry Family** on the purchase of **Highlander**

Picture of Me Photo

I got to jump again! Okay, I just had to get that out of the way. AND I get to go out and eat grass, grass and more grass. Mom turned out that little pony Reilly with me, so I even have a buddy to play with. So yeah ... life is good.

I think the best part of coming home was getting to see little Bits again. Courtney picked her up the day after we got home and, boy, has she gotten big! She's also got a bit of attitude and spent the first day bucking and carrying on in her stall. I think I'm going to have to have a chat with her about proper behavior.

In other news, Simon is getting ready for his first international competition. I'll be sure to pass along a few words of wisdom before he goes.

Until then ... whinny at you later!

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facebook

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Join Our Mailing List

Did you know that donations to Courtney and C Square Farm can be tax deductible when made through the American Horse Trials Foundation, Inc.? The AHTF is a non-profit corporation established to assist event riders and organizers in raising tax-deductible financial support for national and international competition. To learn more, click [HERE](#) or just ask [Margaret](#) or [Courtney](#)!

for their daughter.



THREE-DAY EVENT

April 22-25, 2010
Kentucky Horse Park

**Going to Kentucky
this month?**

Visit VTO Saddlery!

While at the Rolex Kentucky Three-Day Event this April, be sure to stop by VTO Saddlery in the Sponsor Village and Trade Fair.

**Bring this coupon
and receive 5%
any purchase!**

Visit www.vtosaddlery.com to order TODAY!

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