

SEDA Cross Country Course Fundraising Initiative

The Southern Eventing and Dressage Association (SEDA) is in need of your help. In an effort to make a significant change to the cross country course hosted at Lagniappe Equestrian Center, the old tennis court field needs to be removed. The tennis courts back up against the existing water complex on the cross country course and have prevented us from refining and expanding that part of the course. Because of these limitations, the horse trials offered by SEDA do not attract as many competitors as it could. Competitors desire to present to their horses challenges that will prepare them for higher competition: the current limitations prevent us from offering that experience. It is the number one reason the shows do not receive more entries. Improving the complex will result in better turn out for the shows by making the course more challenging and will offer additional flexibility in opportunities we can offer in the future.

This course is an important asset to the local equestrian community. We have a vibrant horse community which is supportive of the local shows and which finds this course vital to their training and competition goals. SEDA offers the only cross country course and horse trials in the area. The next closest course and show opportunities are over five hours away. An improved course will draw more competitors from neighboring states and as far away as Alabama and Tennessee as riders seek new opportunities.

After numerous years of attempting to get permission to make this change, the landowner has granted SEDA permission, so we are excited to begin the process. This project will cost approximately \$20,000 to complete. The first phase, removal of the tennis court surface, is approximately \$7,000. The next phase will be to enhance the design of the water complex, which will require contracting a certified course designer – approximately \$3,500. The final implementation stage will cost close to \$9,500 for necessary materials for footing, jumps and landscaping the surrounding area.

We are reaching out to you for a financial donation to help us reach our goal. While you may not be directly involved with the club or equestrian sports, we feel it is important to point out that those who attend and support our shows make a tremendous impact on the local community. They purchase fuel, food, feed for their animals, tack items, groceries, require lodging, and attend local establishments while they are staying in the area. There is a tremendous economic impact which will only increase when we are able to attract a larger competitor base.

What is in it for you? Sponsors will receive recognition in all show promotions before, during, and after the events on social media platforms and on the club website, as well as inclusion in any show programs, plus specific incentives for each donor level. And, as a registered 501(c3) non-profit organization, all donations are tax-deductible.

We are offering a variety of donor levels to accommodate any budget:

- **Title Sponsor:** \$10,000 or greater will receive naming rights to the water complex and a banner with their information, plus an invitation to the club's annual Awards Banquet for a special presentation.
- **Platinum Sponsor:** \$5,001 up to \$10,000 will receive their name indicating their sponsorship on an all-weather plaque to be placed at a jump of choice at the complex and a banner with

their information, plus an invitation to the club's annual Awards Banquet for a special presentation.

- **Gold Sponsor:** \$2,501 up to \$5,000 will receive their information on an all-weather plaque displayed at the complex and a banner with their information, plus an invitation to the club's annual Awards Banquet for a special presentation.
- **Silver Sponsor:** \$1,001 up to \$2,500 will receive their information on an all-weather plaque displayed at the complex along with a sign or banner on the course.
- **Bronze Sponsor:** \$501 up to \$1,000 will receive their information on an all-weather plaque displayed at the complex.
- **Any amount is welcome and appreciated.** We welcome donations of any size to help us reach our goal. All sponsors will be recognized at our events.

Should we receive sufficient sponsorships within in the next 30 days, we will try to accomplish this renovation before the licensed competition in October.

Please act now by mailing your donation to SEDA fundraising manager, Sharon Londoño, at P.O. Box 839, Folsom, LA 70437, or via PayPal if you prefer (payments@sedariders.org). We would be delighted to discuss ways to make sure your donation is designated in a worthy way; your ideas are welcome and appreciated.

A sincere thank you in advance for helping SEDA accomplish their goal of upgrading the cross country course for our resident and visiting equestrian enthusiasts.

With Kind Regards,
Sharon A. Londoño
Fundraiser Manager