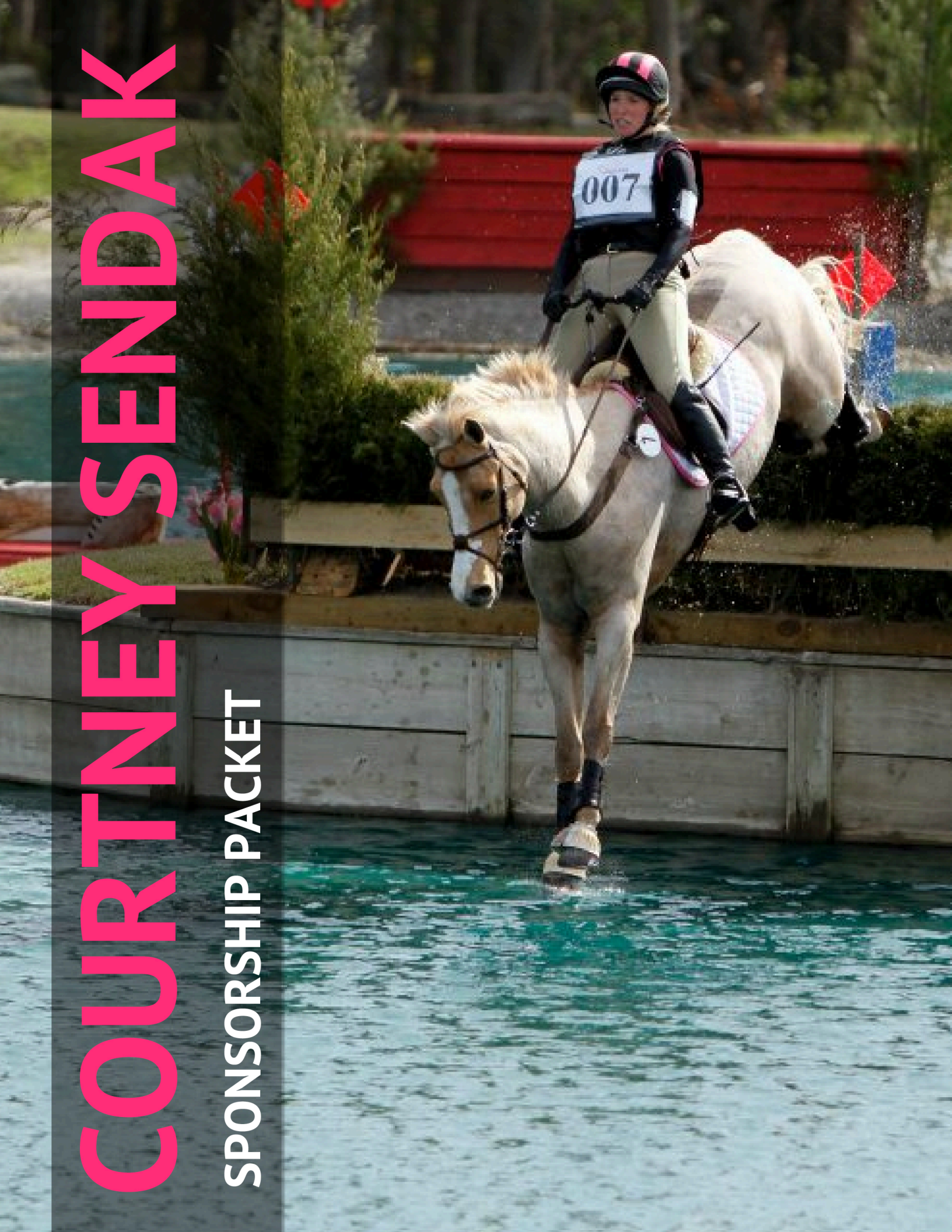


COURTNEY SENDAK

SPONSORSHIP PACKET



BIOGRAPHY

COURTNEY WAS BORN IN BALTIMORE MD. SHE ATTENDED NOTRE DAME PREPATORY SCHOOL AND GRADUATED FROM WAKE FOREST UNIVERSITY IN 2010. SHE RETURNED TO BALTIMORE TO DEVELOP HER BUSINESS AS A PROFESSIONAL RIDER AND HORSEMAN. SHE BEGAN RIDING IN THE HUNTER AND EQUITATION ARENA AT THE AGE OF 6, AND AFTER 7 YEARS OF SUCCESSFUL COMPETITION IN THE CHILDREN'S DIVISION, SHE DECIDED THAT SHE WAS READY FOR A GREATER CHALLENGE. SHE SWITCHED FROM THE HUNTER/JUMPER WORLD TO THE MOST CHALLENGING OF EQUESTRIAN SPORTS: THREE DAY EVENTING.

EVENTING

EVENTING CONSISTS OF THREE DISTINCT PHASES: DRESSAGE, CROSS-COUNTRY AND SHOW JUMPING. DRESSAGE IS AN EXACT SEQUENCE OF DIFFICULT MOVEMENTS, EACH MOVEMENT BEING SCORED BY A JUDGE(S) BASED ON RHYTHM, OBEDIENCE AND HARMONY BETWEEN HORSE AND RIDER. THE CROSS-COUNTRY PHASE TESTS THE HORSE'S COURAGE AND TRUST IN THEIR RIDER, REQUIRING THE HORSE TO NAVIGATE A SERIES OF SOLID OBSTACLES OVER VARIED TERRAIN. THE FINAL PHASE, SHOW JUMPING, REQUIRES FITNESS, PRECISION AND CONFIDENCE IN ORDER TO JUMP A SERIES OF FENCES SET IN A VERY CHALLENGING COURSE.

NATIONAL RECOGNITION

COURTNEY HAS COMPETED AT THE HIGHEST NATIONAL LEVEL IN EVENTING, ADVANCED, WITH HER OWN 14.3 HAND PALOMINO CONNEMARA PONY, "WILL YA LOVE ME" ALSO AFFECTIONATELY KNOWN AS "WILLY." COURTNEY PURCHASED WILLY AS A 2 YEAR OLD AND TOGETHER THEY CLIMBED UP THROUGH THE LEVELS OF EVENTING AND ACQUIRING A LARGE FAN BASE IN THE PROCESS. ALTHOUGH HIS FELLOW COMPETITORS OFTEN DWARFED WILLY, HE WAS VERY SUCCESSFUL WITH COURTNEY IN THE IRONS. HE PLACED 3RD IN THE ADVANCED DIVISION AT FAIR HILLS INTERNATIONAL AND HAS WON SEVERAL INTERMEDIATE LEVEL COMPETITIONS UP AND DOWN THE EAST COAST. COURTNEY HAS ALSO ACHIEVED NATIONAL RECOGNITION FOR HER WORK IN THE UNITED STATES PONY CLUB.



DEFYING GRAVITY EVENTING

UNITED STATES PONY CLUB (USPC)

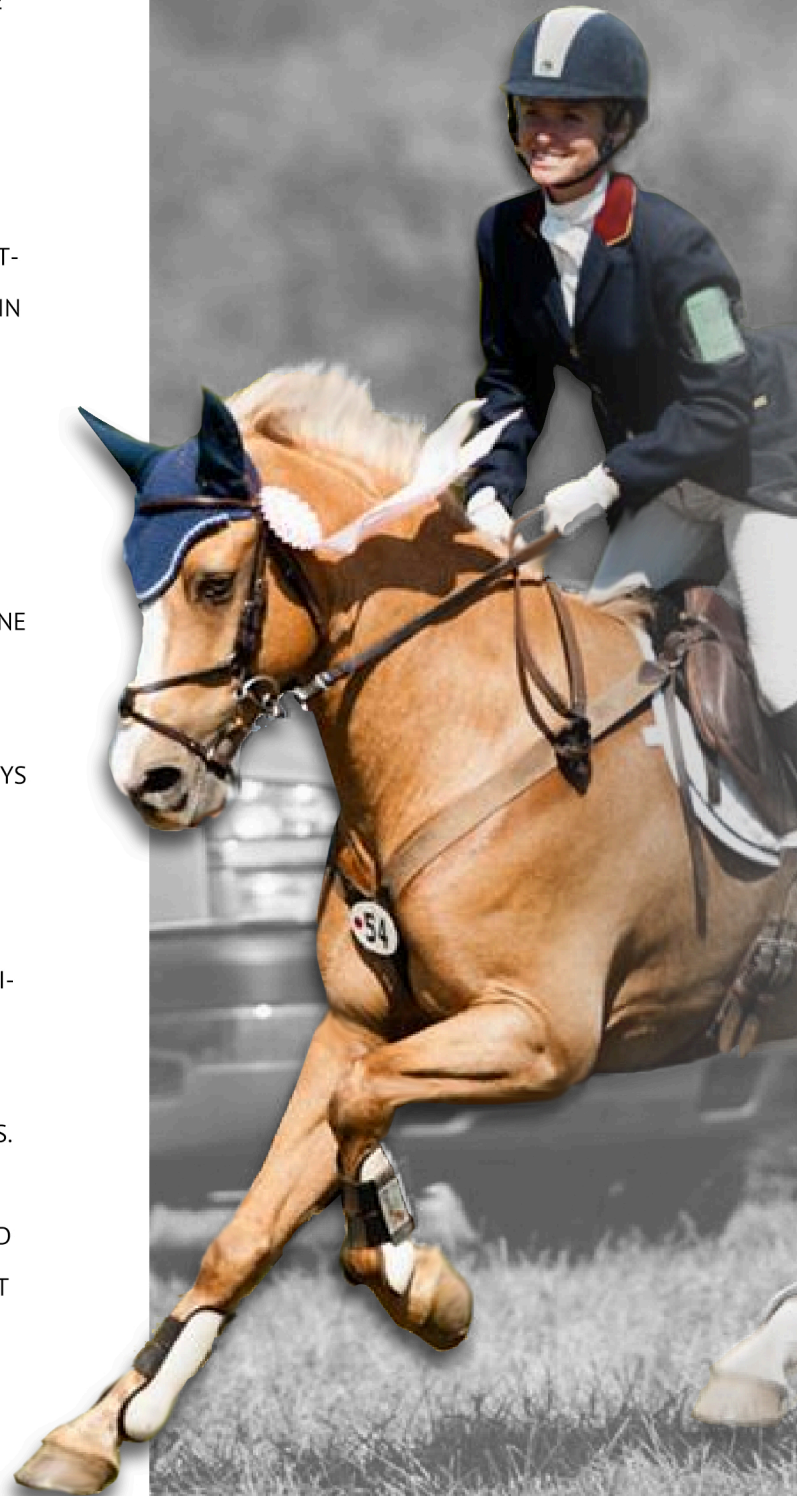
THE USPC IS A NATIONAL ORGANIZATION WITH OVER 9,000 MEMBERS AND 512 CLUBS IN 42 REGIONS ACROSS THE UNITED STATES. THIS ORGANIZATION BEGAN IN 1954 AND IS ONE OF THE MOST RESPECTED AND INFLUENTIAL ORGANIZATIONS IN EQUESTRIAN SPORTS. COURTNEY BECAME A MEMBER AT THE AGE OF 6 AND ROSE THROUGH THE LEVELS TO ACHIEVE THE ELITE "A" RATING, WHICH IS THE HIGHEST GIVEN, AND VERY FEW EVER ACHIEVE.

COURTNEY IS STILL VERY INVOLVED, AND IS CURRENTLY TRAINING THE GREENSPRING HOUNDS PONY CLUB IN MARYLAND. SHE RECENTLY COACHED THE MARYLAND/TRI-STATE AREA TO A FIRST PLACE WIN IN SHOW JUMPING AT THE 2013 NATIONAL CHAMPIONSHIPS.

DEFYING GRAVITY EVENTING

COURTNEY IS A TOP EVENT RIDER WHO HAS AS STRONG PRESENCE NOT ONLY IN THE NATIONAL COMPETITION ARENA, BUT ALSO AS ONE OF THE TOP TRAINERS IN THE SPORT. SHE HAS A NUMBER OF STUDENTS AND HORSES COMPETING AT ALL LEVELS OF EVENTING. WHETHER IT IS AT THE ADVANCED OR LOWER LEVELS, DGE IS ALWAYS WELL REPRESENTED. THE DGE TEAM COLORS AND THE CUSTOM RIDING APPAREL STAND OUT AMONGST THE OTHER COMPETITORS AND PRESENT A VERY PROFESSIONAL APPEARANCE. WHETHER COURTNEY IS COMPETING OR COACHING, SHE IS AT EVERY COMPETITION WHERE ANY OF HER STUDENTS ARE COMPETING. SHE IS A WELL-RESPECTED PROFESSIONAL WITH A FRIENDLY PERSONALITY AND IS ABLE TO CONNECT WITH PEOPLE IN ALL RIDING DISCIPLINES.

SHE IS ALSO KNOWN FOR HER SKILL IN TRAINING BOTH YOUNG AND DIFFICULT HORSES. SHE BRINGS THE SAME LEVEL OF COMMITMENT AND PROFESSIONALISM IN TRAINING HORSES AS SHE DOES TO HER STUDENTS.



SPONSOR BENEFITS & OPPORTUNITIES

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FOR HER SUCCESS BOTH IN AND OUT OF THE COMPETITION ARENA, COURTNEY, HER HORSES AND HER STUDENTS HAVE BEEN HIGHLIGHTED IN MAGAZINES INCLUDING: CHRONICLE OF THE HORSE, MARYLAND EQUIERY (COVER), USEA, BOTH THE MAGAZINE AND THE 2013 CALENDAR, EVENTING USA, AMERICAN CONNEMARA PONY SOCIETY NEWSLETTER USPC PONY CLUB MAGAZINE AND THE SIDELINES MAGAZINE. SHE HAS ALSO BEEN A FEATURED SPEAKER AT NUMEROUS EVENTS, AND IS OFTEN INTERVIEWED BY ONLINE PUBLICATIONS AND NEWSLETTERS.

SPONSOR BENEFITS:

- LINK TO YOUR BUSINESS PAGE ON DEFYING GRAVITY EVENTING'S WEBSITE.
- BUSINESS OR PRODUCT BANNER TO BE ON DISPLAY BOTH AT HOME AND COMPETITIONS.
- LOGO ON SADDLE PADS, DGE'S BEAUTIFUL TRAILER (WITH PINK/BLACK STRIPES), CLOTHING, ETC.
- COURTNEY WILL BE EXCITED TO PROMOTE YOUR PRODUCT IN ADVERTISEMENTS, COMMERCIALS, OR TRADE SHOWS.
- USE OF ANY PICTURES FEATURING COURTNEY OR A DGE TEAM MEMBER

MEDIA AND MARKETING:

FACEBOOK: 3 PAGES, OVER 4,100 FOLLOWERS AND GROWING.

TWITTER: 230 FOLLOWERS AND GROWING

INSTAGRAM: 200 FOLLOWERS AND GROWING

BLOG:

UPDATED ON THE TEAM'S FACEBOOK PAGE, SPONSOR HIGHLIGHTS, SHARING SPONSOR POSTS, PICTURES, UPDATES, DISPLAY LOGOS , TESTIMONIALS.

WEBSITE:

SPONSOR LOGOS DISPLAYED COMPLETE WITH LINKS TO ALL OTHER MEDIA SOURCES.

VIDEOS AND PICTURES:

VIDEOS AND PICTURES TO PROMOTE PRODUCTS.

SYNDICATION OPPORTUNITIES:

LISTED AS OWNERS

INVITED TO ALL COMPETITIONS

USAGE OF ALL IMAGES IN ADVERTISING AND MARKETING



CAREER HIGHLIGHTS

GRADUATE "A" UNITED STATES PONY CLUB

2006

NAYRC CCI* TEAM SILVER MEDAL

2007

SOUTHERN PINES CIC* 11TH PLACE

2009

POPLAR PLACE FARM CIC 2* 11TH

2009

FAIR HILL INTERNATIONAL CIC2* 22ND

2010

PLANTATION FIELD H.T. CIC 2* 5TH PLACE

2012

FAIR HILL ADVANCED HORSE TRIALS 3RD PLACE

2012

LOUDOUN HUNT PC INTERMEDIATE 1ST PLACE

2013

KELLY'S FORD PRELIMINARY 1ST PLACE

2013

TRAINER OF THE USPC MARYLAND/TRI-STATE
TEAM 1ST PLACE IN SHOW JUMPING

