

# YOUTH SPORT DEVELOPMENT

Sponsorship/Partnership Proposal: My Journey to the Global Amateur Tour 2025



*Dolly*  
**LEHNE**

EQUESTRIAN YOUNG RIDER



# Dolly LEHNE

EQUESTRIAN YOUNG RIDER

## INTERNATIONAL TOUR

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Dear Friend and Supporter of Youth Development,

My name is Ainsley Lehne (most call me Dolly), and I am excited to share an incredible opportunity with you!

In 2025, I will represent Canada in the Global Amateur Tour (GAT), an invitation-only event that gathers top amateur riders from around the world. This is a dream come true for me, and I am reaching out to ask for your support in making it a reality.

## ABOUT ME

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I'm a 17-year-old equestrian from rural Alberta, and I've been passionate about riding since I was 4 years old. I live on a farm in Alberta, halfway between Vermilion and Wainwright. Currently, I:

- Maintain high academic standing while completing Grade 12
- Work full-time as a laboratory technician for a feed consultation company
- Train extensively to become a certified Equestrian Canada coach
- Lead multiple youth development initiatives across Alberta.

My journey hasn't been without challenges, but I've been fortunate to receive mentorship from incredible coaches and the support of my barn family. I'm dedicated to paying that support forward through the Love Dolls Equestrian Society, which I started when I was 14 to mentor other young riders and promote sportsmanship.

I also co-host the Good Horse Podcast. My friend Layla and I started the Good Horse Podcast with a simple goal: to create a space that makes connecting with others who share their interests and passions easy. We're like those friends who always have a good time riding their horses. We tell awesome stories about our horses and the cool things other equestrians have learned, focusing on living the equestrian life.

In 2023, I was honoured to represent Canada in the Global Amateur Tour in France, where I competed with a young stallion and earned first place in my class. This experience was life-changing, and I'm thrilled to have been selected again for the 2025 tour, this time in Portugal.

## FRANCE '23



## CONNECT

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Ainsley (Dolly) Lehne  
**EMAIL:** all.eq.life@gmail.com  
**PHONE:** +1-780-581-8623



## THE GLOBAL AMATEUR TOUR 2025

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The Global Amateur Tour is a prestigious event that offers amateur riders the chance to train and compete at some of the best equestrian facilities in the world.

In 2025, I'll train and compete at the Clube Hípico do Norte, an elite training and competition stable in Portugal. The invitation to train at Portugal's elite Clube Hípico do Norte represents more than personal achievement. My goals include:

### **Knowledge Exchange**

- Learn advanced training techniques from international experts
- Document and share learning through structured workshops
- Create educational content for Canadian youth riders

### **Leadership Development**

- Expand youth mentorship program with international perspectives
- Build global connections for future opportunities
- Enhance coaching capabilities through exposure to diverse methods

### **Community Impact**

- Implement new training methods in local programs
- Create pathways for other rural riders to access riding opportunities



**CLUBE HIPICO**

**DO NORTE**



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## SPONSORSHIP/PARTNERSHIP OPPORTUNITIES

SUMMER '24

I've put together a few sponsorship packages that offer unique ways for us to work together. Each package includes recognition for your support on my social media channels, through my Good Horse Podcast, and in any media coverage of my journey.

### **Travel Partner: \$2,500**

- Includes: Sponsorship of my flight to Portugal and daily transportation while on tour.
- Benefits: Your logo will appear on all my travel-related social media posts and in my travel vlogs.

### **Meal Partner: \$1,000**

- Includes: Sponsorship of my meals for ten days while on tour.
- Benefits: I'll feature your brand in posts related to my daily activities, including meal times, and give you shout-outs during my Good Horse Podcast episodes.

### **Horse Lease Partner: \$1,500**

- Includes: Sponsorship of the horse I'll be riding at the GAT location.
- Benefits: Your brand will be featured in posts related to my training sessions with the horse, including behind-the-scenes content.

### **Coaching Partner: \$1,320**

- Includes: Sponsorship of two lessons per day with international coaches.
- Benefits: Your brand will be highlighted in all coaching-related content, including training session videos and coaching tips I'll share with my followers.

### **Facility Partner: \$500**

- Includes: Sponsorship of the arena rental for my lessons.
- Benefits: Your brand will be featured in posts about my training environment, including facility tours and setup.

### **Show Partner: \$500**

- Includes: Sponsorship of my competition fees during the GAT Tour.
- Benefits: I'll highlight your brand in all my competition-related posts, including results updates and celebrations.

### **General Partner: Amount of Your Choosing (\$50+)**

- Includes: Support for additional expenses like sessions with industry professionals, equipment, or other unforeseen costs.
- Benefits: Flexible recognition based on the level of support, with opportunities for custom partnerships that align with your business goals.



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# Dolly LEHNE

EQUESTRIAN YOUNG RIDER

## COMMUNITY GIVEBACK AND VOLUNTEER HOURS

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Giving back to my community is something I'm deeply passionate about. In gratitude for your support, I'm committed to volunteering my time at a community organization of your choice between now and January 2026. This could involve speaking at youth organizations, visiting schools, or assisting at non-profit events. During these activities, I'll proudly wear your branded apparel, showcasing my support for your business. In 2023, I volunteered over 80 hours for my Tour Partners, and I'm eager to exceed that in 2024 and 2025.

## WHY PARTNER WITH ME?

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- **Inspire the Next Generation:** By supporting me, you'll help inspire and empower young athletes in Alberta and beyond.
- **Positive Brand Exposure:** Align your brand with values of hard work, dedication, and community involvement.
- **Unique Marketing Opportunities:** Benefit from my growing influence in the equestrian community, with tailored content and engagement across multiple platforms.

## JOIN ME ON THIS JOURNEY

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Supporting my journey to the Global Amateur Tour isn't just a sponsorship—it's a partnership to help a young athlete achieve her dreams while making a positive impact on her community. Your support will make a huge difference in my ability to compete at the highest levels of my sport and continue mentoring other young riders.

If you're interested in partnering with me, please reach out so we can discuss how to create a partnership that works for both of us. I'm looking forward to the possibility of working together and thank you so much for considering this unique opportunity.



## CONNECT

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# LETTER OF AGREEMENT FOR PARTNERSHIP SERVICES

This letter describes the terms under which Dolly (Ainsley Lehne) will provide blogger relations services to:

(referred to as TOUR PARTNER), and serves as the contract between the two parties.

## SERVICES

Dolly will provide TOUR PARTNER services as an independent contractor and not as an employee or agent of TOUR PARTNER, as follows:

Dolly will provide the TOUR PARTNER blog/social media posts while in her International Tour time, to take place in 2024/2025

## COMMUNITY SPIRIT

TOUR PARTNER has chosen \_\_\_\_\_ as the community organization in which they would like Dolly to donate her time. Dolly agrees to complete her giving back by January 1, 2025 unless otherwise stated here.

## SPONSORSHIP

TOUR PARTNER has agreed sponsorship to apply to Dolly's expenses during her time on tour, for a total of \_\_\_\_\_

Payment shall be made to an account held for Tour Expenses in Dolly's name. Dolly agrees to supply account reports should TOUR PARTNERS request upon completion of the International Tour. Tour Partners and Dolly will agree on a community organization to receive the leftover funds if any funds are left over. Payments to be made to: AINSLEY LEHNE

## TERMS

This agreement is effective as of the signing date included here. This agreement supersedes any agreements, either oral or written, between the parties hereto and contains all the covenants and agreements between the parties hereto. Any modification of this agreement will be effective only if it is in writing by the parties to be charged. This agreement is executed in Vermilion, Alberta, on the day and year mentioned below.

## CONFIDENTIALITY

Dolly agrees not to disseminate or use for its purpose, either during or after the termination of the contract, any confidential information imparted by TOUR PARTNER. Dolly agrees to use reasonable controls to restrict the dissemination of such information. Dolly understands that TOUR PARTNER's information shall be considered sensitive and confidential unless expressly declared otherwise.

## OTHER

Terms and requests:

\_\_\_\_\_/\_\_\_\_\_  
Signature (Guardian)                      Date

\_\_\_\_\_/\_\_\_\_\_  
TOUR PARTNER                                      Date



## COMPETITION EXCELLENCE & ACHIEVEMENTS

### 2023-2024 Highlights:

SUMMER '24

Selected representative for the 2025 Global Amateur Tour in Portugal

#### 2023 Global Amateur Tour France:

- First and third place in my classes. I rode a 4-year-old stallion and a 3-year-old.
- Social Media Award recipient
- Offered a position to stay and train young horses in France. (I declined because of my age)

#### Alberta North Region Pony Club Achievements:

- Senior Showjumping Champion
- Senior Dressage Champion
- Stable Management Team Captain (Champion Team - Regional Showjumping and Dressage)
- Best Achievement Award (Riders 13-17 Years)
- Overall Horse Award recipient (Mare: Opal)

#### Canadian Pony Club National Recognition:

- Team Alberta Showjumping National Groom (Langley, BC)
- National Showjumping Top Groom Award
- Team Alberta Quiz Member (2023 Abbotsford, BC and 2024 Halifax, NS)
- 5th Place National Dressage Championships (2024)
- 5th Place National Rally Team Championships (2024)

#### Leadership & Community Impact

As a passionate advocate for youth development in equestrian sport, I've established:

##### *Love Dolls Equestrian Society*

- Founded at age 14 to mentor young riders
- Weekly training sessions reaching 15 dedicated students
- Seasonal camps impacting 60+ youth participants
- Focus on technical skills and sportsmanship development

##### *Regional Leadership*

- Youth Representative for Alberta North Region
- Created and manage an ambassador program engaging 200 members across 17 branches
- Selected to develop a National Youth Leadership Program for Canadian Pony Club
- Regular volunteer instructor at spring and fall training camps and weekly riding instructor for my local branch.
- Leadership Theory Camp junior instructor
- Awarded the Provincial Excellence in Sportsmanship Award from the Alberta Equestrian Federation

#### Media & Education

- Co-host of the Good Horse Podcast
- Focus on making equestrian knowledge accessible to rural communities
- Create educational content for aspiring riders
- Develop resources for youth leadership development



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