



NEDA

Demographics

Dressage

In the U.S., Dressage is the largest FEI (Federation Equestre Internationale) discipline within the sport horse category. It has been an Olympic sport since 1912, dressage focuses on the unity between horse and rider, with horses competing at top levels well into their late teen years. Competitions offer opportunities for every level including juniors/young riders, adult amateurs as well as professional riders and trainers.



DRESSAGE

About Us

New England Dressage Association (NEDA) is a volunteer, 501C-3 non-profit organization that began in the late 1960s. With nearly 2,000 members, NEDA is the largest single chapter American Dressage Organization, offering its members top quality educational, competitive and scholarship opportunities, as well as participation in team competitions, exhibitions, and social events.



SPORT HORSE

Our mission is to promote and support the art and sport of dressage to the equestrian community for the purpose of fostering individual and collective growth by providing leadership, education, exhibitions, publications, competitions and to enhance greater public awareness, understanding, and appreciation for the discipline of dressage.



VOLUNTEERS

NEDA members are well educated, successful and financially secure. Nearly half have annual incomes greater than \$100,000. The majority are women between 35-49 years of age and own a horse. They spend over \$10,000 annually on horse related products.

Historically NEDA activities have been centered in eastern Massachusetts. Now significant events are held in western Massachusetts, eastern New York, and southern Connecticut. This has led to an increase in membership throughout the Northeast which is generally retained for five years.

Sponsorship

In addition to the exciting dressage shows and clinics, we offer sponsors and patrons many opportunities for presenting their products and services to their target market of affluent equestrians. NEDA's many levels of participation range from sponsorships to program advertising and vendor space.

Photos by Carole MacDonald (01242012)