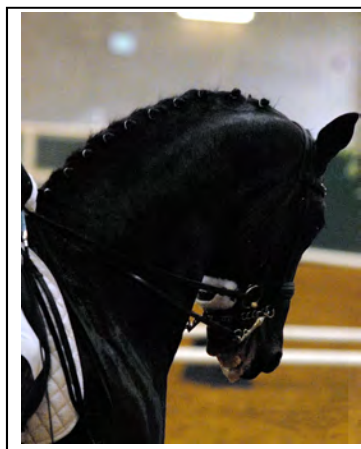


# 2017 NCDCTA Labor of Love Dressage Sponsorship Opportunities

Sept 2-3, 2017  
Senator Bob Martin Ag Center  
Williamston, NC

North Carolina Dressage Combined Training Association is a 501(c) (3) non-profit organization



## The Equestrian Consumer

- Competitors, their families, and their friends are well educated and have significant disposable income.
- Equestrian competitors and fans constitute a dynamic, high net worth demographic group for companies to target.
- As a group, this demographic spends significantly on travel, leisure, dining, luxury items and real estate

### ***PARTICIPANT AND SPECTATOR DEMOGRAPHIC PROFILE***

- Net Worth: \$995,400.00
- Average Household Income: \$134,000
- A majority are between 34-54 years of age
- 85% are women
- 63% are married
- 66% have a college degree or higher
- 56% are employed full-time
- 80% make or directly influence purchasing decisions at work
- The market value of the average home is \$594,000.
- 22% own two or more homes
- 43% take more than 16 airline trips per year
- On average, they spend 30 nights per year in a hotel & rent a vehicle four times per year.
- On average, they own three vehicles; 53% own a pick-up truck
- 94% own a pet besides a horse or pony. Average number of cats owned is two and average number of dogs owned is two.

Research compiled from the US Equestrian Federation (USEF) offers these indicators of the buying power and influence held by horse sport enthusiasts.



## **Platinum Sponsor**

***\$ 1000 Support Donation - can be 1/2 and 1/2 product and dollars***

- 4 Sponsor banners (provided by the sponsor) hung in Rings
- Sponsor named Ring reference and branding for the duration of the event– ie: Ring 3 would be referred to and branded, “The Land Rover Ring.”
- Name and logo inclusion and hotlink on the show website
- One double (20 x 20) vendor space with choice of location option (indoor, trailer space, vendor tent, etc)
- Name inclusion with hotlink in email blasts to approximately 2,000 trainers, owners, competitors and other subscribers.
- Banner Ad & Hotlink on show website (240 pixel x 100 pixel)
- Sponsor recognition or logo in all print promotions created for the Show
- Sponsor recognition in PA announcements during competition
- Inside back cover ad in show programs and prize lists (commitment prior to deadline). Print ads will be black and white.
- Full page ad in NCDCTA print newsletter (provided sponsorship effective prior to deadline)
- Six (6) Enhanced Class Sponsorships - logo prominently placed on every test sheet and on the public scoreboards at the show.
- Banner Ad & Link on ESS Live Scoring throughout show.



## **Gold Level Sponsorship**

### ***\$500 Support Donation***

- Official Gold Sponsor Status
- Naming Rights to Warm Up Arena
- Two Sponsor Banners (provided by sponsor) hung in Rings
- Name and logo inclusion and hotlink on the show website
- One (1) 10 x 10 vendor space in area of choice (trailer, indoors, large vendor tent)
- Name inclusion with hotlink in email blasts to approximately 2,000 trainers, owners, competitors and other subscribers.
- Sponsor recognition or logo in all print promotions created for the Show
- Sponsor recognition in PA announcements during competition
- Half page ad in the Show Program and Prize Lists. (commitment prior to deadline)
- Half page ad in the printed NCDCTA newsletter
- Banner Ad and Link on ESS Live Scoring throughout show.
- Four (4) Class Sponsorships - name on every test and on Public Scoreboards.

## **Bronze Level Sponsorship**

### ***\$200 Support Donation***

- Official Bronze Sponsor Status
- Name inclusion and hotlink on the show website as sponsor
- Name listing in NCDCTA newsletter as sponsor
- 1 Sponsor banner placed on grounds (provided by sponsor)
- Name inclusion as sponsor with hotlink in email blasts to approximately 2,000 trainers, owners, competitors and other subscribers.
- Bronze Sponsor recognition in show program
- Bronze Sponsor recognition in PA announcements during competition
- Quarter page show program and prize list. Printed ads black & white
- Inclusion or distribution of one piece of Sponsor's promotional materials (provided by Sponsor) at competition
- Banner Ad and Link on ESS Live Scoring throughout show.
- Two (2) Class Sponsorships - name on every test and on Public Scoreboards.

## **Hospitality Sponsor**

Food and Drink are the classic great conversation starters, giving a sponsor unique opportunity for networking, bonding and relationship building chats over delicious food and drinks. These sponsorships are easy and a great chance to build that terrific connection with existing clients or cement new ones. These opportunities are easy – The Filling Station handles all the catering, presentation, bar and wait staff. The Filling Station makes delicious food, provides professional staff, and creates themed presentations of the service with many options and price points to select from.

### ***Saturday 'Competitor Happy Hour!'*** ***\$250 Support Donation***

## **Create Your Own Sponsorship!**

*Have something special you'd like to promote? Have a special High Score Award in mind? Just give us a call and we will customize a sponsorship just for you in your price range. **ContactMartie@gmail.com or 352 363 0085***

## **YOUTH TEAM SPONSORSHIP**

*\$100 Donation*

*Help support and encourage our Juniors in the great sport of Dressage!*

## Class Sponsorships

Regular Class Sponsorships:

**\$50 for the Class**

Class sponsorships will feature a separate header in the Class Schedule and Program and in Live Scoring titling each Sponsored Class by Sponsor Name.

Class sponsorships will be prominently noted on every test score sheet at the show.

Class sponsorships will also be noted on the Public Scoreboards at the Show.

Class sponsorships will also be indicated in a rotational basis on the Mobile Live Scoring App.

Sponsorship also includes listing as a Sponsor in the Program and PA announcements of Class Sponsorships

**ENHANCED Class Sponsorships:**

**\$75 for the Class**

**ENHANCED Class Sponsorships** will display the sponsor logo on every test score sheet at the show.

**ENHANCED Class Sponsorship Logos** will also be displayed on the Public Scoreboards at the Show.

**ENHANCED Class sponsorships** will feature a separate header in the Class Schedule and Program and in Live Scoring titling each Sponsored Class by Sponsor Name.

Sponsorships will also be indicated in a rotational basis on the Mobile Live Scoring App.

Sponsorship also includes listing as a Sponsor in the Program and PA announcements of Class Sponsorships

# **ADVERTISING RATES**

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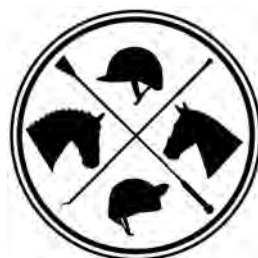
## **Printed Event Program & Prize Lists**

<b>Full page</b>	<b>\$150</b>
<b>Half Page</b>	<b>\$100</b>
<b>Quarter Page</b>	<b>\$75</b>
<b>Business Card</b>	<b>\$40</b>

All ad copy must be camera-ready (pdf is preferred), black & white for print publications and sized for 8 ½ x 11 paper printed in 'portrait'. The ad deadline is Sept 18th and ads should be emailed to: [ContactMartie@gmail.com](mailto:ContactMartie@gmail.com).

————— **Contacts:** —————

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Healy, NCDCTA Show Manager - [ContactMartie@gmail.com](mailto:ContactMartie@gmail.com)**



**NCDCTA**