



North Carolina
Dressage and
Combined Training
Association

NCDCTA's Marketing Menu

Website

Average of 800 visits per week. Traffic and click thru data can be provided upon request.

Web Page Sponsorship – Quarterly Agreement

Top Feature Banner..... \$ 500

Side Feature Banner \$250

Footer Feature Banner \$100

Virtual Newsletter

Email list of 2500+ contacts. Traffic data can be provided upon request.

4 newsletters per year.

Per Issue Rate

Advertising (Non-Member):

Full Page \$150

1/2 Page \$100

1/4 Page \$60

Advertising (Member 10% Discount):

Full Page \$135

½ Page \$90

¼ Page \$54

Show Program

Four shows a year: Capitol Dressage Classic, Labor of Love, Harvest Moon, Autumn Leaves.

Per Show Rate

Full Page \$100

½ Page \$80

¼ Page \$50

Class Sponsorship \$25 *per class* or \$75 *for 4 classes*

For interest in advertising or additional media not listed here, including but not limited to social media, please contact secretary@ncdcta.org

Event Sponsorship

Platinum Sponsor - \$1,000

Can be a mix of product donation and dollars.

- ❖ 4 sponsor banners (provided by sponsor) hung in main rings
- ❖ Sponsor naming rights to the main ring for the duration of the event
- ❖ Name, logo, and link on NCDCTA show website
- ❖ One double (20 x 20) vendor space with a choice of location (indoor, outdoor, etc)
- ❖ Name, logo, and link on email blasts regarding horse show
- ❖ Sponsor recognition or logo on all print promotions created for horse show
- ❖ Sponsor recognition in PA announcements during competition
- ❖ Full-page ad in show program (in print, must be submitted prior to newsletter deadline)
- ❖ Full-page ad in NCDCTA newsletter (in print and online, must be submitted prior to newsletter deadline)
- ❖ 6 class sponsorships
- ❖ Product may include items in competitor packet, specialty prizes/awards, etc.

Gold Sponsor - \$500

Can be a mix of product donation and dollars.

- ❖ 2 sponsor banners (provided by sponsor) hung in main rings
- ❖ Sponsor naming rights to the main warm-up arena
- ❖ Name, logo, and link on NCDCTA show website
- ❖ One single (10 x 10) vendor space with a choice of location (indoor, outdoor, etc)
- ❖ Name, logo, and link on email blasts regarding horse show
- ❖ Sponsor recognition or logo on all print promotions created for horse show
- ❖ Sponsor recognition in PA announcements during competition
- ❖ Half-page ad in show program (in print, must be submitted prior to newsletter deadline)
- ❖ Half-page ad in NCDCTA newsletter (in print and online, must be submitted prior to newsletter deadline)
- ❖ 4 class sponsorships
- ❖ Product may include items in competitor packet, specialty prizes/awards, etc.

Bronze Sponsor - \$200

- ❖ 1 sponsor banner (provided by sponsor) hung in main rings
- ❖ Name, logo, and link on NCDCTA show website
- ❖ Name, logo, and link on email blasts regarding horse show
- ❖ Sponsor recognition in the show program
- ❖ Sponsor recognition in PA announcements during competition
- ❖ Quarter-page ad in show program (in print, must be submitted prior to newsletter deadline)
- ❖ Quarter-page ad in NCDCTA newsletter (in print and online, must be submitted prior to newsletter deadline)
- ❖ 2 class sponsorships

For interest in event sponsorships or other sponsorship opportunities, including hospitality, competitor parties, or special awards, please contact competition@ncdcta.org