



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*

If you are interested in media we do not have here, please reach out to discuss further opportunities, including but not limited to social media, and more.

## **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