

# 2017



## Great American Insurance Group/ USDF Region 1 Dressage Championships



Contacts:

Jennifer Flowers, NCDCTA Marketing Chair - [JenniferFlowersDressage@gmail.com](mailto:JenniferFlowersDressage@gmail.com)  
Janice Aquino, NCDCTA Competitions Chair - [Janice.L.Aquino@gmail.com](mailto:Janice.L.Aquino@gmail.com) Martie  
Healy, NCDCTA Show Manager - [ContactMartie@gmail.com](mailto>ContactMartie@gmail.com)

North Carolina Dressage &  
Combined Training Association

2017 Great American Insurance  
Group/USDF Region 1 Dressage  
Championships

Senator Bob Martin Ag. Center  
Williamston, NC



**NCDCTA**

**2017 GREAT AMERICAN INSURANCE GROUP/USDF  
REGION 1 DRESSAGE CHAMPIONSHIPS**

**NCDCTA Harvest Moon Dressage**

**Sponsor Opportunities**

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

**Region 1 Dressage Championships**

*Join industry leaders, Merial, Great American Insurance Group & SmartPak,  
in supporting the Region 1 Dressage Championships.*

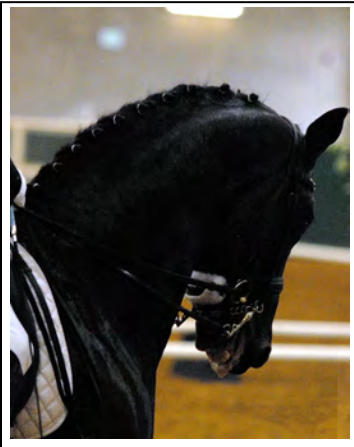
These championships recognize the outstanding efforts of riders in the USDF region and provide an excellent opportunity for spectators to view the top competitors in their respective regions.

Competitors qualify for Great American Group/USDF Regional Dressage Championships by competing in designated qualifying classes throughout the year at USDF-recognized competitions.

As a brand you are able to align yourself with top equestrian athletes competing for honors in their region. They arrive excited and receptive to the entire experience of high calibre competitions, shopping, and the energy and messages from the experience.

## USDF Region 1 Quick Facts

- North Carolina Dressage & Combined Training Association, host of the 2017 Region 1 Dressage Championships is one of the largest organization of its kind in the United States with 550 members.
- Membership diversity ranges from first-time riders to Olympians.
- The Region is home to 3600 United States Dressage Federation (USDF) members
- Regional Championship Sponsorship provides access to estimated 300-350 participants per day and with a total estimated attendance of 1000+ from across the US Eastern seaboard over four days.
- Sponsorship creates extended brand exposure into the homes and social media pages of families and associates of the NCDCTA members and participants during the event
- Sponsoring brands will reach outside of the North Carolina member base to competitors from Virginia, Florida, South Carolina, Maryland, Delaware, Pennsylvania and New Jersey.



## 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.



## Platinum Sponsor

***\$2,000 Support Donation - can be 1/2 and 1/2 product and dollars***

- Sponsor Logo to be included in all major references to Regional Championship and Open Show
- 4 Sponsor banners (provided by the sponsor) hung in Championship 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.” Three Championship competition rings available.
- Exclusivity in Category- provided no lesser sponsorships from same category in place prior to commitment.
- Name and logo inclusion and hotlink on the show website
- Two (2) 10 x 10 vendor space with choice of location option (indoor, trailer space, vendor tent, etc) or One double (20 x 20) vendor space.
- 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 Championships
- Sponsor recognition in PA announcements during competition
- Inside back cover ad in Championship electronic and print programs and prize lists (commitment prior to deadline). Online color. Print ads will be black and white.
- Full page ad in NCDCTA print newsletter (provided sponsorship effective prior to deadline)
- Inclusion or distribution of up to three pieces of Sponsor’s promotional materials (provided by Sponsor) at Championships
- 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**

***\$1,000 Support Donation - can be 1/2 and 1/2 product and dollars***

- Official Silver Sponsor Status
- Naming Rights to Warm Up Arena (first come first served – 3 available)
- Two Sponsor Banners (provided by sponsor) hung in Championship 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 Championship & Open Show
- Sponsor recognition in PA announcements during competition
- Half page ad in the electronic print Programs and Prize Lists.  
(commitment prior to deadline)
- Half page ad in the printed NCDCTA newsletter
- Inclusion or distribution of up to 2 pieces of Sponsor's promotional materials  
(provided by Sponsor) at competition.
- 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**

### ***\$500 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 color online ad in Championship electronic 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.

### ***Friday 'Raise A Glass' Competitor Event***

#### ***\$300 Support Donation***

### ***Saturday 'NCDCTA & Friends Southern Hospitality Dinner'***

#### ***\$250 Support Donation***

### ***Create your own Hospitality Event***

## **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***

## Class Sponsorships

Regular Class Sponsorships:

<b>GAIG Championship Class</b>	<b>\$75 for the class</b>
<b>Open Show Class at the GAIGs</b>	<b>\$50 for the Class</b>

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

Open Show Sponsored Classes will include a special prize to First Place and the Sponsor will be noted on the Awards Island as having sponsored the class.

**ENHANCED Class Sponsorships:**

<b>GAIG Championship Class</b>	<b>\$100 for the class</b>
<b>Open Show Class at the GAIGs</b>	<b>\$85 for the Class</b>

**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

Open Show Sponsored Classes will include a special prize to First Place and the Sponsor will be noted on the Awards Island as having sponsored the class.

# **ADVERTISING RATES**

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

<b>Full page</b>	<b>\$250</b>
<b>Half Page</b>	<b>\$150</b>
<b>Quarter Page</b>	<b>\$85</b>
<b>Business Card</b>	<b>\$50</b>

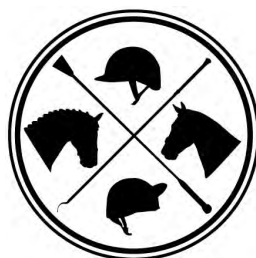
All ad copy must be camera-ready (pdf is preferred), black & white for print publications and sized for 8 ½ x 11 paper printed in 'portrait'. The ad deadline is Sept 18th and ads should be emailed to:

ContactMartie@gmail.com.

An online version of the Show Program will be published on the show website ([www.EquestrianSecretarialServices.com](http://www.EquestrianSecretarialServices.com)) and can include color ads at no additional charge. Simply email a color pdf and it will be included in the online publication and made into black & white (greyscale) for the printed publication.

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**NCDCTA**