

## Partner with one of the largest Equestrian Organizations in Colorado



The Rocky Mountain Dressage Society is one of the largest equestrian organizations in Colorado with over 700 members.

We have many advertising opportunities available throughout the year, and look forward to partnering with you and your business in 2019!

Our website, email blasts, monthly newsletter publications, yearly Omnibus, and Year-End Championship show reach an audience that is spread all over the state and Rocky Mountain region.



### RMDS Members are:

- Over 700 members strong across Colorado & the Rocky Mountain Region.
- Active competitors, trainers, and clinic riders that travel across the state and utilize local hotels and restaurants.
- 65% of our members own 2 or more horses and 48% of our members board their horses.
- 92% own 2 or more vehicles, while 58% own 3 or more vehicles.
- 82% own at least 1 horse trailer.
- 68% live on acreage, and 32% live in a home in a suburban area.
- 61% have a household income of \$100,000 or greater.
- Many utilize services for their home, equine, vehicle and other conveniences and services.
- Many of our members are planning on making a large purchase within the next 12 months.
- *See the last page of this packet for more demographic information.*

## RMDS Reach & Influence in 2019

**Website**  
8,541 Users  
59,895 Pageviews

**Facebook**  
1,487 likes  
and growing

**Twitter**  
total impressions for  
the year 3542

**Emails**  
1010 subscribers  
Average 40.8% Open  
Rate

## 2019 RMDS Championship Show Sponsorship Packages

	<b>\$5,000</b> <b>Title Sponsor</b> <b>(One Available)</b>	\$2,000 Platinum Sponsor	\$1,500 Gold Sponsor	\$1,000 Silver Sponsor	\$500 Bronze Sponsor
<b>SHOW VISIBILITY</b>					
Loudspeaker Announcements in Show Arena OR Barn for the full show	Announcements in all arenas and barns; all days (1 per hour minimum)	(2) Champ. Show Arenas OPEN & FEI CLASSES	(2) Champ. Show Arenas OPEN CLASSES	(1) Champ. Show Arena	Open Show Arena -or- Barns
Recognition in the RMDS Centaur Newsletter November issue with Championships Coverage	X	X	X	X	X
Ad in Championship Program	2 pages Color	2 pages Color	1 page Color	1 page Color	1 page BW
Company name included in all PR material (website, social media, program, etc.)	X	X	X	X	X
Complimentary 10' x 10' Product display as negotiated with mgmt..	X	X	X	X	X
Title Sponsorship in conjunction with RMDS for all show announcements over the 5 day show once per hour.	X				
Live interview/product plug on our Facebook Page during Championships.	1 per day				
<b>CONTINUED RMDS VISIBILITY</b>					
Sponsorship Acknowledgement on RMDS Website home page	1 year	6 months	3 months	3 months	3 months
Advertising in RMDS Marketplace	1 year	1 year	1 year	6 months	6 months
Ad for print issues of the Centaur (6 months available total)	6 months ¼ page	6 months business card	3 months business card		
Ad in 2019 Omnibus	1 page Color	1 page BW	½ page BW		
Monthly eblast to all RMDS members 1x per month for one year	X				
Quarter Page Ad for 6 print issues of the Centaur (full year)	X				

# Other Championship Sponsorship Opportunities

## Event Sponsorship

### Wednesday Evening “Welcome To USDF Region 5 and RMDS Championships Dinner” - \$500

- Your Company Name will be included as an official RMDS Sponsor
- Title Sponsorship of the Wednesday Evening Dinner on material printed in the Championships show program.
- Recognition in the printed RMDS Centaur that reaches approximately 1,000 people.
- Company logo banners (supplied by you) prominently displayed in the eating area and at prominent location on show grounds (will display up to 2 banners).
- Grayscale Full page ad in show program. Company name announced throughout show as the Wednesday Evening Dinner Sponsor.
- Company logo on RMDS web site.
- Write up in all event PR material as a sponsor.

### Thursday Evening “Enter at ‘A’ Dinner” - \$600

- Your Company Name will be included as an official RMDS Sponsor.
- Title Sponsorship of the Thursday Evening Dinner on material printed in the Championships show
- Recognition in the printed RMDS Centaur that reaches approximately 1,000 people.
- Company logo banners (supplied by you) prominently displayed in the eating area and at prominent location on show grounds (will display up to 2 banners).
- Grayscale Full page ad in show program.
- Company name announced throughout show as the Thursday Evening Dinner Sponsor.
- Company logo on RMDS web sites.
- Write up in all event PR material as a sponsor.

### Friday Evening “Celebration of Dressage Dinner” - \$2500

(Dinner and Live Music)

- Your Company Name will be included as an official RMDS Sponsor.
- Title Sponsorship of the Saturday Night Competitors Party on all material printed and in Championship show program.
- Recognition in the printed RMDS Centaur that reaches approximately 1,000 people.
- Centaur business card ad for 6 printed issues.
- Company logo banners (supplied by you) prominently displayed in competitors party area and at prominent locations on show grounds (will display up to 4 banners).
- 2 Color Full page ads in show program.
- Company name announced throughout show as the Friday Evening Competitor Party sponsor.
- Sponsorship acknowledgement on the RMDS website.
- Advertisement in RMDS online Marketplace for a full year.
- Complimentary Trade Fair space in vendor alley (10’x10’ space, no water/elect included).
- Write up in all event PR material as Title sponsor.

### **Saturday Evening “Region 5 Meeting and Dinner” - \$1,200**

- Your Company Name will be included as an official RMDS Sponsor.
- Title Sponsorship of the Saturday Evening Dinner and on all material printed in the Championship show
- Recognition in the printed RMDS Centaur that reaches approximately 1,000 people.
- Company logo banners (supplied by you) prominently displayed in the eating area and at prominent location on show grounds (will display up to 2 banners).
- Grayscale Full page ad in show program.
- Company name announced throughout show as the Saturday Evening Dinner Sponsor.
- Company logo on RMDS web site.
- Write up in all event PR material as a sponsor.

### **Sunday Morning “Boots Off Mini-Brunch” - \$500**

- Your Company Name will be included as an official RMDS Sponsor
- Title Sponsorship of the Sunday Morning Mimosa Mini Brunch on material printed in the Championships
- Recognition in the printed RMDS Centaur that reaches approximately 1,000 people.
- Company logo banner(s) (supplied by you) prominently displayed in a Championship show arena and at prominent location on show grounds (will display up to 2 banners).
- Grayscale Full page ad in show program.
- Company name announced throughout show as the Sunday Morning Brunch Sponsor.
- Company logo on RMDS web site.
- Write up in all event PR material as a sponsor.

## **Class Sponsorships**

RMDS Championship Class - \$100 (add a business card ad in Championships Program for only \$15 more - \$25 savings)

RMDS Open (non-championship) Class - \$50

Special Award - \$75 (can be anything you'd like: Best Dressed, Best Braiding, Sportsmanship, etc.)

- Listed on RMDS website Sponsors page
- Listed in Championship Program
- Name announced as sponsor of class

## MORE Championship Opportunities

### Packet Inserts - \$50

- Company marketing literature inserted in competitor packets (provided by company)
- Listed on RMDS website Sponsors page

### Banner Space (2) - \$150

- Displayed on grounds for duration of event
- Listed on RMDS website Sponsors page
- Advertiser must supply banners (up to 2)

### Golf Cart - \$175

- Decorate a golf cart used throughout the show (Advertiser must provide decorations/banners)
- Listed on RMDS website Sponsors page
- These are golf carts used by show personnel – high visibility and use around the showgrounds

### T-Shirt Branding - \$250

- Print your company logo on the 2019 Championship Volunteer T-shirt

### Ad Space in the Championship Show Program - \$40-275

**Show Program Size: 8 5" x 11"** – All ads prices below are for Black and White unless otherwise stated. If you are interested in additional pricing for color ads not listed, please call Heather at 303-648-3164. **Ads must be formatted as PDF, or JPG and emailed by September 1, 2019 to [slush@drwgw.net](mailto:slush@drwgw.net).**

Ad sizes	Ad Dimensions Price
Inside Front Cover Color 7.5" x 10"	\$275 (limited availability)
Inside Back Cover Color 7.5" x 10"	\$275 (limited availability)
Outside Back Cover Color 7.5" x 10"	\$275 (limited availability)
Full Page Color 7.5" x 10"	\$190
Full Page BW 7.5" x 10"	\$130
Half Page BW 7.5" x 4.75"	\$ 90
Quarter Page BW (horiz. only) 3.75" x 4.75"	\$ 60
Business Card 3.5" x 2"	\$ 40
Center Page Color 7.5" x 10"	\$250 (limited availability)

RMDS 2019 Sponsorship Packet | [marketing@rmds.org](mailto:marketing@rmds.org) | [www.rmds.org](http://www.rmds.org)

Business Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Advertising Opportunities:  Omnibus  Centaur (Circle: Printed or eCentaur)  Website Marketplace  Championship Show

Package Details: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Payment Method:  Check Enclosed  PayPal (\$5 processing fee) Amount: \$ \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Other Advertising Information: \_\_\_\_\_

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