

**GEORGIA DRESSAGE AND  
COMBINED TRAINING ASSOCIATION**

hosts the

Greater Atlanta Dressage Southern, May 15 & 16, 2021

Labor Day Classic, Sept. 4 & 5, 2021

**SPONSORSHIP OPPORTUNITIES**

- 2 Two day Shows at The Georgia International Horse Park in Conyers, GA

- Qualifier for the 2021 USEF/USDF Regional Championships

- 800 + members in the GDCTA which is the largest equestrian group member organization in the Southeast



[WWW.GDCTA.ORG](http://WWW.GDCTA.ORG)

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- Georgia Dressage & Combined Training Association is the largest organization of its kind in the Southeastern United States with 800+ members
- Membership diversity ranges from recreational riders to Olympic competitors



- Sponsorship creates extended brand exposure into the homes and social media pages of families and associates of the GDCTA members and participants during the event

## PARTICIPANT & SPECTATOR DEMOGRAPHIC PROFILE

- *Net Worth: \$995,400*
- *Average age 34-54 years*
- *85% are women*
- *63% are married*
- *66% have a college degree or higher*
- *56% are employed full-time*
- *80% 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 truck*
- *94% own a pet other than horses.*



# SPONSORSHIP BENEFITS

*Sponsorship marketing through the GDCTA is the ideal platform to promote your business, organization or brand. Through our marketing and promotional efforts sponsorship benefits include:*

- Multi-faceted and brand exposures to members and competitors
- High level of viral reach in a variety of media
- Access to an engaged audience
- Social media & e-newsletter exposure through GDCTA
- Opportunity to provide printed material for distribution
- Public address announcements
- Print and banner displays
- Inclusion in press releases
- Opportunity for additional publicity



## GDCTA SOCIAL MEDIA & WEBSITE METRICS

### WEBSITE STATISTICS

- Average of 6,259 visits per month
- Average time spent per visit: 3 minutes
- Average visitors per day: 213
- Average of 1448 unique visitors per month

### FACEBOOK METRICS

- 2433 fans growing at an average rate of 2+ fans per day
- Average of 330 weekly average active users
- 91% female 8% male fans
- 92% of engagement is with 18+ year old females (86% 25+ females)

### EBLAST STATISTICS

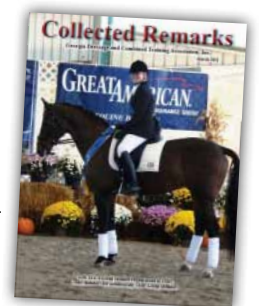
- E-newsletters are sent 2-3x per month
- 520+ newsletter subscribers
- 40.3% open rate (industry average is 23%)

### ONLINE NEWS MAGAZINE

- 10-12 Issues per year
- 630 subscribers
- 4-color, glossy, magazine weight

### MEMBERSHIP DIRECTORY

- Online membership directory, rules, bylaws, white pages, business directories
- Shelf-life of one year — Reference Book



# SIGNATURE PACKAGE SPONSORS

## PLATINUM SPONSOR \$ 5,000

- Sponsor Logo to be included in all major references to either the GADS or LDC
- Six (6) sponsor banners (provided by the sponsor - 3' x 8')
- Sponsor-named Covered Main Ring reference and branding for the duration of the event — i.e., Covered Main Ring would be referred to and branded, "The Land Rover Ring."
- Banner ad with hotlink on GDCTA website
- Two (2) 10 x 10 vendor spaces with choice of location option (indoor, trailer space, etc.)
- Name inclusion in email blasts to trainers, owners, competitors and other subscribers
- Sponsor recognition in PA announcements during competition
- Ad: Inside front cover or 2-page spread in print programs with commitment made prior to deadline: Online ads in color. Print interior ads will be black and white
- Full-page color ad (or 2-page spread) in GDCTA online magazine (provided sponsorship effective prior to deadline)
- Inclusion or distribution of up to four (4) pieces of Sponsor's promotional materials (provided by Sponsor) at show
- Social media postings on GDCTA Facebook
- Press announcements
- Sponsor-donated award and presentation opportunity

(Sponsorship customized upon request)



# SIGNATURE PACKAGE SPONSORS

## GOLD SPONSOR \$2,500



- Sponsor logo to be included in all major references to either GADS or LDC
- Four (4) sponsor banners (provided by the sponsor - 3' x 8')
- Sponsor-named Ring reference and branding for the duration of the event – i.e., Ring 3 would be referred to and branded, "The Land Rover Ring." 2 competition rings available
- Name and logo inclusion on the GDCTA website
- Banner ad with hotlink on GDCTA website
- Two (2) 10 x 10 vendor spaces with choice of location option (indoor, trailer space, etc.)
- Name inclusion in email blasts to trainers, owners, competitors and other subscribers
- Sponsor recognition or logo in all print promotions created for the Shows
- Sponsor recognition in PA announcements during competition
- Ad: Inside back cover in print programs with commitment made prior to deadline: Online ads in color. Print interior ads will be black and white
- Full-page color ad in GDCTA online magazine (provided sponsorship effective prior to deadline)
- Inclusion or distribution of up to three (3) pieces of sponsor's promotional materials (provided by sponsor) at competition
- Social media postings on GDCTA Facebook
- Press announcements
- Sponsor-donated award and presentation opportunity
- (Sponsorship customized upon request)



# SIGNATURE PACKAGE SPONSORS

## SILVER SPONSOR \$1,500

- *Naming rights to Warm Up Arena*
- *Two (2) sponsor banners (provided by sponsor 3' x 8')*
- *Name and logo inclusion on the GDCTA website*
- *One (1) 10 x 10 vendor space in area of choice (trailer, indoors, vendor area)*
- *Name inclusion in email blasts to approximately trainers, owners, competitors and other subscribers*
- *Sponsor recognition or logo in all print promotions created for the Shows*
- *Sponsor recognition in PA announcements during competition*
- *Half-page ad in the print programs (commitment prior to deadline)*
- *Half-page color ad in the online GDCTA magazine (with a commitment prior to deadline)*
- *Inclusion or distribution of up to two (2) pieces of sponsor's promotional materials (provided by Sponsor) at competition*
- *Press announcements*

- *Social media postings GDCTA Facebook page*



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*(Sponsorship customized upon request)*

# SIGNATURE PACKAGE SPONSORS

## BRONZE SPONSOR \$ 1,000



- Name inclusion and hotlink on the GDCTA website as sponsor
- Name listing in GDCTA magazine as sponsor
- One (1) sponsor banner placed on grounds (provided by sponsor, 3' x 8' in size)
- Name inclusion as sponsor with hotlink in email blasts to trainers, owners, competitors and other subscribers
- Bronze sponsor recognition in show program
- Bronze sponsor recognition in PA announcements during competition
- Quarter page printed ad in GDCTA show program. Printed ads in b/w
- Quarter page color ad in GDCTA online magazine
- Inclusion or distribution of one piece of sponsor's promotional materials (provided by sponsor) at competitions
- Social media postings on GDCTA Facebook
- Press announcements



(Sponsorship customized upon request)

# SPONSORSHIP AGREEMENT

**THANK YOU FOR YOUR TAX-DEDUCTIBLE 501(C)(3)  
SPONSORSHIP  
PLEDGE AND SUPPORT OF THE GEORGIA DRESSAGE AND COMBINED TRAINING  
ASSOCIATION**

Please indicate your level of Sponsorship/Participation below. Please provide all information exactly as you want it advertised in print and public address announcements for this show:

Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_ Zip Code: \_\_\_\_\_

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

Website: \_\_\_\_\_

SPONSORSHIP LEVEL	SELECTION
PLATINUM SPONSORSHIP (\$5,000)	
GOLD SPONSORSHIP (\$2,500)	
SILVER SPONSORSHIP (\$1,500)	
BRONZE SPONSORSHIP (\$1000)	
RIBBON SPONSORSHIP (\$1500)	
<b>SPONSOR</b>	
1ST PLACE AWARDS (\$500.00)	
VOLUNTEER & OFFICAL HOSPITALITY (\$1500)	
RIDER'S WELCOME BAGS (\$500)	
<b>CLASS SPONSORSHIP</b>	
DIVISION (3 CLASSES) (\$60)	
INDIVIDUAL CLASS (\$25)	
<b>REQUESTED CLASS:</b>	
<b>PRODUCT DONATION</b>	
<b>DESCRIPTION:</b>	<b>RETAIL VALUE:</b>

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

Sponsors at \$2500 and above please provide a short company and/or product biography for public address announcements at the show. Please email to Caren Caverly at [ccaverly@comcast.net](mailto:ccaverly@comcast.net).

At time of signing, fifty percent (50%) of the sponsor donation is due. Final payment is due no later than 1 month before the show.

Make check payable to GDCTA  
or pay by credit card and mail to:  
Peter West 20 Wild Turkey Lane,  
Jasper, GA 30143

card type:	
cc#:	
name on cc:	
exp. date:	security code:

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