

**GEORGIA DRESSAGE AND  
COMBINED TRAINING ASSOCIATION**

hosts the

**GREAT AMERICAN INSURANCE GROUP / USDF  
REGION 3 DRESSAGE CHAMPIONSHIPS  
OCTOBER 8 - 10, 2021**

**SPONSORSHIP OPPORTUNITIES**

- Largest GAIG/USDF Regional Championships held in the US
- Qualifier for the 2021 USDF Dressage Finals
- 3600 USDF competitors/ members in Region 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 provides access to estimated 400-500 participants per day during the event



- 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

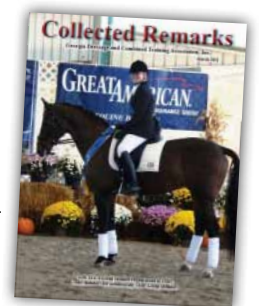
- E-newsletters are sent 2-3x per month
- 520+ newsletter subscribers
- 40.3% open rate (industry average is 23%)

### 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 \$ 10,000

- Sponsor Logo to be included in all major references to Region 3 Championships and Open Show
- 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."
- Name Titling of the National Open Show
- 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
- Color 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
- Saturday evening VIP Exhibitor's Party tickets with table for ten (10), reserved VIP seating for duration of competition
- Invitation to Welcome Wine and Cheese (Thursday), Vendor Walk (Friday) and Exhibitor's Party (Saturday)
- Gift six (6) GDCTA Championship canvas totes

(Sponsorship customized upon request)



# SIGNATURE PACKAGE SPONSORS

## GOLD SPONSOR \$5,000



- Sponsor logo to be included in all major references to Region 3 Championship and Open Show
- 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." 3-4 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 Championships and Open Show
- Sponsor recognition in PA announcements during competition
- Color 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
- Saturday evening VIP Exhibitor's Party tickets with table for ten, reserved VIP seating for duration of competition
- Invitation to Welcome Wine and Cheese (Thursday), Vendor Walk (Friday) and Exhibitor's Party (Saturday)
- Gift four (4) GDCTA Championship canvas totes

(Sponsorship customized upon request)



# SIGNATURE PACKAGE SPONSORS

## SILVER SPONSOR \$2,500

- *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 2,000 trainers, owners, competitors and other subscribers*
- *Sponsor recognition or logo in all print promotions created for the Championships and Open Show*
- *Sponsor recognition in PA announcements during competition*
- *Half-page color 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*
- *Four (4) ticket Saturday evening VIP Exhibitor's Party*
- *Invitation to Welcome Wine and Cheese (Thursday), Vendor Walk (Friday)*
- *Gift two (2) GDCTA Championship canvas totes*



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*(Sponsorship customized upon request)*

# SIGNATURE PACKAGE SPONSORS

## BRONZE SPONSOR \$ 1,500



- 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 color printed ad in GDCTA show program. Printed ads in color or 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
- Two (2) ticket Saturday evening VIP Exhibitor's Party
- Invitation to Wine and Cheese (Thursday), Vendor Walk (Friday)



(Sponsorship customized upon request)



## SIGNATURE PACKAGE SPONSORS

### COVERED ARENA \$2,000

- Sponsor ring name appears in program and show documents
- Covered Arena hosts Freestyle, Prix St. George and Grand Prix (upper level) classes
- Show grounds central to stadium seating, concessions, show office, vendor locations
- Covered Arena is site for Saturday Evening Exhibitor's Gala
- Banner at the ring with sponsor name (supplied by sponsor)
- Mention in GDCTA online magazine
- Mention as sponsor on the website



### OUTSIDE COMPETITION ARENAS \$1,000 8+ AVAILABLE

- Sponsor ring name appears in program and show documents
- PA Announcements refer to ring by sponsor name
- Banner at ring with sponsor name (supplied by sponsor)
- Mention as sponsor in the GDCTA online magazine
- Mention as sponsor on the website
- Listing in show program as a sponsor



### WARMUP ARENAS \$500 3+ AVAILABLE



- Sponsor name appears in program and show documents as sponsor
- Sponsor banner at ring (sponsor provides the banner)
- PA Announcements refer to the warmup arena by sponsor name
- Listing on website as a sponsor
- Listing in show program as a sponsor
- Mention in the GDCTA online newsletter as a sponsor



# SPONSORSHIP AGREEMENT

**THANK YOU FOR YOUR TAX-DEDUCTIBLE 501(C)(3)  
SPONSORSHIP  
PLEDGE AND SUPPORT OF THE GREAT AMERICAN INSURANCE  
GROUP / USDF REGION 3 DRESSAGE CHAMPIONSHIPS**

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 (\$10,000)	
GOLD SPONSORSHIP (\$5000)	
SILVER SPONSORSHIP (\$2500)	
BRONZE SPONSORSHIP (\$1500)	
RING/ARENA SPONSORSHIP (\$2000, \$1000, \$500)	
REQUESTED ARENA:	
<b>HOSPITALITY SPONSOR</b>	
THURSDAY'S WELCOME WINE AND CHEESE (\$1000)	
FRIDAY'S VENDOR WALK (\$1500)	
SATURDAY'S EXHIBITOR'S GALA (\$4000)	
BREAKFAST SPONSOR (FRIDAY - SUNDAY) (750)	
<b>CLASS SPONSORSHIP</b>	
CHAMPIONSHIP \$50	
OPEN SHOW \$25 PER CLASS	
\$60 PER DIVISION      REQUESTED CLASS:	
<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) by SEPTEMBER 23, 2021. At time of signing, fifty percent (50%) of the sponsor donation is due. Final payment is due no later than SEPTEMBER 23, 2021

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:

**WWW.GDCTA.ORG**



# GREAT AMERICAN INSURANCE GROUP / USDF REGION 3 DRESSAGE CHAMPIONSHIPS

**October 8-10, 2021  
Georgia International Horse Park, Conyers, GA**

## Vendor Application

**Business Name** \_\_\_\_\_  
**Contact** \_\_\_\_\_ **Type of Business** \_\_\_\_\_  
**Address** \_\_\_\_\_ **City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_  
**Email** \_\_\_\_\_ **Phone** \_\_\_\_\_  
**Website** \_\_\_\_\_

**Do you require electricity?** \_\_\_\_\_ **Yes** \_\_\_\_\_ (limited availability at extra charge through horse park)

**Description of booth or vendor space (please include anticipated arrival date and time):**

Please select type of vendor space

<input type="checkbox"/> <b>Outside Truck &amp; Trailer Location \$300</b> <ul style="list-style-type: none"> <li>• Roadside location for trucks/trailers only           <ul style="list-style-type: none"> <li>○ Roadway on either side of covered arena</li> <li>○ Roadway adjacent to Arenas 5, 6, 7 and by Barn 1</li> </ul> </li> </ul>	<input type="checkbox"/> <b>Inside Vendor &amp; Exhibitor Building \$550</b> <ul style="list-style-type: none"> <li>• 12 x 12 spaces available</li> <li>• Climate Controlled</li> <li>• Locked at Night</li> <li>• Electrical drop additional charge</li> <li>• Located near: Videographer, Photographer, USDF Awards, Ribbons, Tests and Scores</li> </ul>
<input type="checkbox"/> <b>Art Show Space</b> <ul style="list-style-type: none"> <li>• Designated space for art vendors</li> </ul>	<input type="checkbox"/> <b>Vendor Tents \$250</b> <ul style="list-style-type: none"> <li>• Located adjacent to the show office and inside the vendor building</li> <li>• 10' x 10 spaces</li> <li>• Must supply own tent.</li> <li>• No electricity included</li> </ul>
<input type="checkbox"/> <b>Outside Arena Table Top \$200</b> <ul style="list-style-type: none"> <li>• 8' table top</li> <li>• No electrical drop available</li> </ul>	<input type="checkbox"/> <b>Courtyard Trailer Parking \$200</b> <ul style="list-style-type: none"> <li>• Located in courtyard centered in main barn area</li> <li>• Adjacent to shavings ordering location</li> </ul>

Merchant vendors agree to release GDCTA and Georgia International Horse Park for personal liability, loss or damage to exhibit or goods in connection with this event. Vendors also agree to abide by Georgia International Horse Park rules and understand that management has the right to revoke vendor privileges for any infractions. By signing this application, vendor acknowledges that they have read this statement and agree to it.

**Signature** \_\_\_\_\_

Make check payable to <b>GDCTA</b> or pay by credit card and mail to: Peter West 20 Wild Turkey Lane, Jasper, GA 30143	Name on credit card _____ Card # _____ Exp Date _____ Security Code _____ Card type _____
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Contact Caren Caverly at 770-713-4025 or ccaverly@comcast.net for more information  
www.GDCTA.org

**Must be received by September 23rd to be included in the Program**



GREAT AMERICAN INSURANCE  
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CHAMPIONSHIPS  
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*Georgia International Horse  
Park*

You can help us support a stronger dressage community by competing, advertising in our program or being a class sponsor. As a class sponsor, your name will be announced at the time of the class and will be printed in a header above the class in the show program. Program advertising is available as well: See the price list below for ad sizes.

**Deadline for advertising is SEPTEMBER 23, 2021**

**Program Advertising**

Business Card	\$75
Quarter Page 3 ½ x 4 ¾	\$150
Half Page 4 ½ x 7 (horizontal)	\$250
Full Page 7 x 10	\$400
Inside Back Cover 7 x 10 (First paid basis)	\$500
Back Cover 7 x 10 (First paid basis)	\$550
Inside Front Cover 7 x 10 (First paid basis)	\$600
Center (Both Sides)	\$750

**Other Advertising/Sponsorships**

Competitor Welcome Bags	(call)
Competitor Party Sponsor	(call)
Class Ribbons	(call)

Ads need to be high resolution PDF and emailed with form to  
Caren Caverly ccaverly@comcast.net

**Name:**

**Address:**

**City:**

**State:**

**Zip:**

**Signature:**

**Date:**

Pay online [www.gdcta.org](http://www.gdcta.org) or submit Credit Card Information or mail a check

Card#: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

Advertisers assume liability for all content of printed advertisements and also assume responsibility for any claims arising thereof made against GDCTA. Merchant vendors agree to release GDCTA and Georgia International Horse Park for personal liability, loss or damage to exhibit or goods in connection with this event.

Make check to GDCTA or fill in credit card info and mail with a copy of the form to:

GDCTA Oct. Program  
c/o Peter West  
20 Wild Turkey Lane  
Jasper, GA 30143