



Green Mountain Horse Association *2012 Business Memberships*

Dear Local Business:

We heard you were interested in reaching our customers.

We are willing to share them through our web and print mediums which include:

- www.gmhainc.org – our website (over 75,000 visits per year)
- GMHA Newsletter – emailed to over 1500 3 times per year
- GMHA E-News – emailed over 12 times a year to over 2000
- GMHA Spring Magazine: Season Program Edition – mailed to 1500 and available to all who visit the GMHA (over 10,000)
- GMHA Fall Magazine – mailed to 1500 members
- GMHA 2013 Calendar of Events – mailed to 1500 members

Enclosed please find the details of our 2012 Business Memberships packages and sponsorship opportunities which can put you in front of the 10,000 visitors that come to the GMHA with their horses to participate in over 65 activities throughout the year.

Read the “Why Advertise with Us?” sheet for more information about the findings of the 2010 economic impact study done by the Dartmouth Tuck School which documents that GMHA brings over \$4.2 million dollars to the Woodstock region.

Please contact Molly Hutchins at 802 457 1509 or molly@gmhainc.org for more information on how you can connect with the equine community that comes to the Green Mountain Horse Association in South Woodstock.

Looking forward to talking with you soon.

Sincerely,

Marty Hunt
Executive Director

Green Mountain Horse Association • www.gmhainc.org

P.O. Box 8 • South Woodstock, VT 05071 • (802) 457-1509 • Fax: (802) 457-4471





Green Mountain Horse Association *2012 Business Memberships*

Why Advertise with Us?

GMHA is the leading equestrian competition and clinic site in the northeast in our 5 disciplines: Dressage, Eventing, Hunter/Jumper, Trail Riding, and Driving.

Based on our 2010 Economic Impact Study conducted by the Tuck Business School at Dartmouth College, we discovered:

- GMHA's annual economic impact on the greater Woodstock region is \$4.2 million dollars – 80% of which is visitors' spending.
- GMHA brings over 10,000 visitors to the area each year.
- Visitors to GMHA stay for an average of 3.35 days, spending an average of \$210 per day.
- 50% of GMHA's visitors say they plan a return visit to the Woodstock area for a reason other than attending a GMHA event.
- 99% of visitor spending on lodging, food, entertainment, and shopping is spent in GMHA's local area (within 30 miles of South Woodstock).

Web Opportunities

- Website Banner Ad – GMHA's website www.gmhainc.org is the source for planning a trip to GMHA for competitors and spectators. The website receives over 75,000 visits from approximately 28,000 individuals each year.
- GMHA Newsletter – distributed by email 3 times per year to 1500 members.
- GMHA E-News – GMHA's email updates are distributed to over 3500 people at a minimum of 12 times per year.

Print Opportunities

- GMHA Spring Magazine: *Season Program Edition* is the most widely distributed publication reaches all visitors to the grounds from April to November.
- GMHA Fall Magazine reaches all of our 1500 members and is also available to visitors during the season.
- GMHA Calendar – advertise in our full color calendar, distributed to all GMHA members.
- Seasonal Banners are posted in the most visible areas on grounds.
- Business Directory Listings are included in the GMHA Spring Magazine: *Season Program Edition*, which is the source of information on the local area for all of our visitors.



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Business Membership Packages

Champion Business Member: Fee: \$3000

- www.gmhainc.org - Website Banner Ad with link on our home page
- GMHA Newsletter - Logo ad with link emailed 3 times per year
- GMHA E-News - Logo ad with link emailed 12+ times per year
- Full page ad and listing in GMHA Spring Magazine: Season Program Edition
- Full page ad in the GMHA Fall Magazine
- Calendar advertising 6 locations
- Seasonal banner display on the GMHA grounds

Reserve Champion Business Member: Fee: \$2000

- www.gmhainc.org - Website Banner Ad with link on our home page
- GMHA Newsletter - Logo ad with link emailed 3 times per year
- GMHA E-News - Logo ad with link emailed 12+ times per year
- Half page ad and listing in GMHA Spring Magazine: Season Program Edition
- Half page ad in the GMHA Fall Magazine
- Calendar advertising 4 locations
- Seasonal Banner displayed on the GMHA grounds

Blue Ribbon Business Member: Fee: \$1000

- www.gmhainc.org - Website Banner Ad with link
- GMHA Newsletter - Logo ad with link emailed 3 times per year
- GMHA E-News - Logo ad with link emailed 12+ times per year
- 1/4 page ad and listing in GMHA Spring Magazine: Season Program Edition
- 1/4 page ad in the GMHA Fall Magazine
- Calendar advertising 2 locations
- Seasonal Banner display on the GMHA grounds

Red Ribbon Business Member: Fee: \$500

- www.gmhainc.org - Website Banner Ad with link
- GMHA Newsletter - Logo ad with link emailed 3 times per year
- Business card ad and listing in the GMHA Spring Magazine: Season Program Edition
- Business card size ad in the GMHA Fall Magazine

Yellow Ribbon Business Member Fee: \$300

- www.gmhainc.org - Web Banner Ad with link
- GMHA Newsletter - Logo ad with link emailed 3 times per year
- Business listing in the GMHA Spring Magazine: Season Program Edition

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High Visibility Sponsorships

Team Jumper Challenge

Sponsor a division for maximum exposure at the exciting Team Jumper Challenge, held on July 12, 2012. Last year over 90 riders turned out for the event to compete for the prize money with over 250 spectators watching the spectacle. We again expect a large turn out of teams. By becoming a naming sponsor of any of the three classes by donating prize money you will be highlighted in the program, by the announcer and your banners can be posted around the ring and you may give out the prizes.

- Naming Sponsor of \$800 - 3'6" Team Jumper Challenge: \$500
- Naming Sponsor of \$800 - 3' Team Jumper Challenge: \$500
- Naming Sponsor of \$500 - 2'6" Team Jumper Challenge: \$350

Hunter Derby

GMHA's second annual Hunter Derby will take place on August 16, 2012 immediately before our August Hunter/Jumper Show. GMHA provides an ideal location for this type of competition, which is rapidly growing in popularity. Naming sponsors will be highlighted in the program and by the announcer, and may present the awards for their classes.

- Naming Sponsor of \$500 3' Hunter Derby: \$350
- Naming Sponsor for \$500 2'6" Hunter Derby: \$350

Junior Horsemanship Clinic T-Shirts for 60 Kids and 15 Instructors

What could be better than having the Junior Horsemanship Clinic kids spread your message here in Woodstock and then back home? Place your logo on the back of this year's t-shirt.

- Your logo on Clinic T-shirts: \$750

Jump Display

A great way to gain exposure for your company to the many exhibitors and spectators at the GMHA, display your company's message on stadium jumps. We will help you build your own fence according to our specifications and we will guarantee use of your jump during 5 events.

- Customized Stadium Jump: \$950

Volunteer Gifts

GMHA is grateful for the many volunteers who spend countless hours supporting the vast disciplines and activities. We could not produce the number of events we do without them. Expose hundreds of GMHA supporters to your products and services by sponsoring the Volunteer gifts for 2012.

Please contact Molly Hutchins to discuss each of these special opportunities.



Green Mountain Horse Association 2012 Business Memberships

Print Advertising Rates & Info

GMHA Spring Magazine: Season Program Edition & GMHA Fall Magazine

The GMHA Magazines are mailed to each of our nearly 2,000 members twice a year, in the spring and fall. Advertising is revisited by readers throughout the year, creating a very cost effective way of putting your business in the forefront of the GMHA equine community. The spring magazine is the most widely distributed publication which is a terrific way to reach the over 10,000 visitors to the GMHA during the season with your advertising message! The spring magazine will also be distributed at the Woodstock Visitors Center, local retail businesses and lodging establishments. A full season calendar, a grounds map, event descriptions, membership information and local color in “While you are here” section, it is the source for equine and visitor information in the Woodstock, Vermont area for 2012. The magazine has been published continuously for over 50 years. Our members come from across New York and New England, and most visit GMHA at least once each season.

Publication	Spring	Fall
Editorial Deadline	March 1	October 15
Mail Date	April 9	November 17

Space	Dimensions (width x height)	Rate
Back Cover (if available)	6.75 x 9.25”	\$600
Inside Cover (if available)	6.75 x 9.25”	\$500
Full Page	6.75 x 9.25”	\$400
Half Page Vertical	3.25 x 9.25”	\$275
Horizontal	6.75 x 4.5”	\$275
Quarter Page Vertical	3.25 x 4.5”	\$175
Horizontal	6.75 x 2.125”	\$175
Business Card	3.25 x 2.125”	\$125

Business Members may upgrade advertising size and receive %25 off published rates.

Business Directory Listings are free to Business Members

They are arranged by category in the *GMHA Spring Magazine: Season Program Edition* and on the GMHA website. The listing will include your business’s name, brief description (no more than 30 words), address, phone number, email address, and website. They serve as a guide for the many visitors GMHA brings to the area – don’t miss out on your opportunity to be included.



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Business Name _____
Contact Person _____
Address _____
Phone _____ Fax _____
Website _____ Email _____

I would like to become a:

- Champion Business Member: \$3,000
- Reserve Champion Business Member: \$2,000
- Blue Ribbon Business Member: \$1,000
- Red Ribbon Business Member: \$500
- Yellow Ribbon Business Member: \$300
- Print Advertising Only: Fee: _____ Publication: _____

I will provide graphics and information to GMHA to meet March 1 and October 15 deadlines according to specifications:

- ___ (Full, 1/2, 1/4, Business Card) ad in GMHA Spring Magazine: Season Program Edition & Fall Magazine
- ___ GMHA Newsletter - Ad with link (300ppi, 2.5" x 1.25")
- ___ Web Banner Advertisement for www.gmhainc.org (GMHA will convert your Newsletter ad to banner)
- ___ GMHA 2013 Calendar square (300ppi, 1.25" x 1.25")
- ___ GMHA E-News - Logo with link (300ppi, 75 px x 75 px)
- ___ Seasonal Banner displayed on the GMHA grounds (3' x 5' or smaller)
- ___ Sponsorship Opportunity: _____
- ___ Business Directory Listing: Business Name, brief description (30 words maximum), address, phone, email address and website

Payment Information:

Cash Check Credit Card (Visa/Mastercard ONLY)

CC# _____ Exp. Date _____

Signature _____

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