GMHA is a non-profit organization

Why promote your business with GMHA?

5 Equestrian Disciplines
65 Events per Year

Dedicated to Preserving the area’s 400 Miles of Equestrian Trails

Est. 1926 as a key piece of Equestrian history & culture

GMHA contributes $4.2 Million to the Local Economy Each Year*

* 2010 Economic Impact Study by the Tuck School of Business

10,000 Visitors Per Year

2,715 Event Participants in 2018 + Their horsey and non-horsey families, friends, & companions of all ages.

143 Event Days
About Our Customers

Our Visitors:
Stay an average of
3.5 Days
at GMHA for each event

Spend an Average of
$210
per day on food & lodging

There’s Something Happening on
147 Days
out of
186 Days in the Season

35,000
Unique Website Visitors per Year

50%
of our visitors plan to return to the greater Woodstock area for a reason other than visiting GMHA.

GMHA creates an equestrian community surrounding our facility. People are moving to the area or purchasing second homes to be near GMHA.

Competitors by Discipline
- Dressage: 20%
- Competitive Trail & Endurance: 12%
- Pleasure Riding: 11%
- Driving: 6%
- Eventing: 29%
- Hunter Jumper: 16%
- Clinics: 6%

GMHA serves equestrians from beginners to world-class competitors, Ages 5 to 85

Our Supporters:
From Across the Northeast

Canada: 41
VT: 926
NH: 493
MA: 738
RI: 36
CT: 181
NY: 168
PA: 36
NJ: 40
Beyond the Northeast: 98
Website Listing
GMHA maintains a busy, mobile friendly website that is a go-to source for our visitors. Our site draws 80,000 visits and 35,000 unique visitors each year. Full listing on your own page includes:

✓ Contact Info & Link  ✓ Your Logo
✓ Business Description  ✓ Up to 5 Photos
✓ Map of Your Location

Featured Website Ad
Our Grand Champion business members will see their name, photo, and website link prominently displayed on each event page of our website.

Season Program Advertising
GMHA produces a beautiful full-color magazine as a guide to the upcoming season. Ad sizes vary- See chart below.

Season Program Business Directory
A text listing and image (logo or photo) with your contact information will put your business in front of everyone visiting GMHA.

Calendar
A high visibility opportunity to advertise in our full-color calendar. Ads: 300 ppi, 1.25" by 1.25".

E-News
GMHA sends E-News blasts every 2 weeks or more during the season. Your logo (75 by 75 pixels) will appear in each edition.

Banner Display
Seasonal banners are usually 4.5’ by 2.5’ made of flexible vinyl. GMHA is able to display banners around the show grounds. Businesses provide their own banner.

<table>
<thead>
<tr>
<th></th>
<th>Grand Champion: $5,000</th>
<th>Class Champion: $3,500</th>
<th>Reserve Champion: $2,100</th>
<th>Blue Ribbon: $1,100</th>
<th>Red Ribbon: $550</th>
<th>Yellow Ribbon: $300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Listing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Season Program Directory</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Season Program Ads</td>
<td>Full Page</td>
<td>Full Page</td>
<td>1/2 Page</td>
<td>1/4 Page</td>
<td>Bus. Card</td>
<td></td>
</tr>
<tr>
<td>E-News Logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Banner Display</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Calendar</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Featured Website Ad</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Sponsorship of our prestigious events provides many benefits:

**Visibility & Name Recognition**
Visitors to GMHA cannot fail to hear about you! Your company name will be everywhere. By the end of the event everyone will know what you offer!

**Targeted Marketing**
By sponsoring a specific type of event you reach the people most relevant to your business.

**Direct Marketing**
Through event sponsorship, you put your company literature straight into the hands and minds of potential customers.

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### 2019 GMHA Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Team Jumper Challenge:</strong> July 11</td>
<td>$1,200</td>
</tr>
<tr>
<td>Combined with our new Tailgating &amp; Pizza Truck options, this competition draws crowds of spectators. Teams of riders compete to bring home prize money!</td>
<td></td>
</tr>
<tr>
<td><strong>Hunter Derby: September 7</strong></td>
<td>$800</td>
</tr>
<tr>
<td>This unique event attracts a wide range of people to watch horses and riders compete over a mix of cross-country and stadium jumping obstacles.</td>
<td></td>
</tr>
<tr>
<td><strong>Distance Days &amp; 83rd Annual 100-Mile Ride:</strong> Aug 31–Sept 2</td>
<td>See website</td>
</tr>
<tr>
<td>Sponsorship is a chance to be a part of this historic event while promoting present-day competitive trail riding at its highest level.</td>
<td></td>
</tr>
<tr>
<td><strong>Dressage Days: July 26-28</strong></td>
<td>$1,000</td>
</tr>
<tr>
<td>Dressage has been compared to ballet and ice dancing and forms the basis for classical training of the horse. Dressage Days attracts top trainers and riders.</td>
<td></td>
</tr>
<tr>
<td><strong>Volunteer Appreciation</strong></td>
<td>$250+</td>
</tr>
<tr>
<td>Without our volunteers, GMHA could not function. They are at the heart of the industry and sponsoring them supports the whole GMHA community.</td>
<td></td>
</tr>
<tr>
<td><strong>Junior Horsemanship Clinic T-Shirt:</strong> June 23–July 3</td>
<td>$300</td>
</tr>
<tr>
<td>Now in its 63rd year, JHC has educated generations of horsemen. A great way to support and reach out to young equestrians. Four opportunities will be sold.</td>
<td></td>
</tr>
<tr>
<td><strong>Festival of Eventing:</strong> August 9–11</td>
<td>See website</td>
</tr>
<tr>
<td>Many exciting opportunities are available for this featured event. See our website for details.</td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Your Sponsorship Includes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Website Business Listing Page</td>
</tr>
<tr>
<td>✓ Title sponsor headline, prominently featured in all event materials</td>
</tr>
<tr>
<td>✓ Full page color ad in Event Program</td>
</tr>
<tr>
<td>✓ Your marketing collateral distributed directly to competitors in packets</td>
</tr>
<tr>
<td>✓ Banners and publicity materials displayed during the event</td>
</tr>
<tr>
<td>✓ Opportunity to participate in awards ceremonies or other gatherings</td>
</tr>
</tbody>
</table>
GMHA Business Membership

All information below will be published in your new website listing page unless otherwise indicated:

Business Name ________________________________________________________________

Physical Address ______________________________________________________________

Mailing Address ________________________________________________________________

Phone ___________________________ Business Hours ________________________________

Website ___________________________ Email ________________________________

Category (Select All that Apply):

- Accommodations
- Food & Dining
- Services
- Real Estate
- Tack & Horse Equip.
- Photographers
- Veterinarians
- Stables
- Shopping & Gifts
- Farm Supplies

For Office Use Only:

Contact Person ___________________________ Email ___________________________ Phone ___________________________

<table>
<thead>
<tr>
<th>Choose Your Package</th>
<th>Website</th>
<th>Season Program Directory</th>
<th>Magazine</th>
<th>E-news</th>
<th>Seasonal Banner</th>
<th>Calendar</th>
<th>Featured Website Ad</th>
</tr>
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<tbody>
<tr>
<td>Grand Champion: $5,000</td>
<td>From above: ✓ Contact Info &amp; Link ✓ Map of Your Location Please send: • Your logo • Up to 5 photos • Business Description Same as website Business Description—may be edited for length.</td>
<td>Full Page</td>
<td>Full Page</td>
<td>Logo: 75 x 75 pixels, 72 dpi</td>
<td>You provide: 4.5” x 2.5” flexible vinyl banner</td>
<td>5 Squares</td>
<td>All event pages</td>
</tr>
<tr>
<td>Class Champion: $3500</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3 Squares</td>
<td></td>
</tr>
<tr>
<td>Reserve Champion: $2100</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1 Square</td>
<td></td>
</tr>
<tr>
<td>Blue Ribbon: $1100</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Ribbon: $550</td>
<td>☑</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
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<td></td>
<td></td>
<td></td>
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*** By submitting this form, I understand that my business is responsible for submitting artwork in the correct format per GMHA specifications prior to deadlines to be included in GMHA publications.

Payment Information (Payment Terms: Net 30 days)

- Cash
- Check
- Credit Card (Visa/Mastercard ONLY)

CC# ___________________________ CVC ________ Exp. Date __________

Signature ___________________________

Green Mountain Horse Association • www.gmhainc.org • Tracy Ostler, Executive Director
P.O. Box 8 • South Woodstock, VT 05071 • (802) 457-1509 • Tracy@gmhainc.org
GMHA Sponsorship & Advertising

Business Name__________________________________________________________
Physical Address______________________________________________________________________________
Mailing Address______________________________________________________________________________
Phone_________________________________________________________________________________________
Business Hours_________________________________________________________________________________
Website_________________________________________________________ Email______________________________________

Category (Select All that Apply):

- Accommodations
- Food & Dining
- Services
- Real Estate
- Tack & Horse Equip.
- Photographers
- Veterinarians
- Stables
- Shopping & Gifts
- Farm Supplies

For Office Use Only:
Contact Person_________________________Email__________________________ Phone_________________

Please select the packages you are interested in below.

Please send all artwork and questions to Tracy Ostler, Tracy@gmhainc.org.

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Select Your Ad Size:
- Full Color Ads (300 dpi)

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<tr>
<th>Publication</th>
<th>Season Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deadline</td>
<td>March 1</td>
</tr>
<tr>
<td>Back Cover</td>
<td>8 x 10.5&quot;</td>
</tr>
<tr>
<td>Inside Cover</td>
<td>8 x 10.5&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 x 10.5&quot;</td>
</tr>
<tr>
<td>Half Page Vertical Horizontal</td>
<td>3.9375 x 10.5&quot;</td>
</tr>
<tr>
<td>Quarter Page Vertical Horizontal</td>
<td>3.9375 x 5.1875&quot;</td>
</tr>
<tr>
<td>Business Card</td>
<td>3.9375 x 2.5313&quot;</td>
</tr>
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Signature____________________________________________________________________________________

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