GMHA
Business Membership Sponsorship & Advertising

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

10,000 Visitors Per Year

GMHA is a non-profit organization

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

* 2010 Economic Impact Study by the Tuck School of Business

2,707 Event Participants in 2018
143 Event Days

Their horsey and non-horsey families, friends, & companions of all ages.
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 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
PA- 36
NJ- 40
Beyond the Northeast- 98

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
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>
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<tr>
<td>Season Program Directory</td>
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<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>
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<tr>
<td>E-News Logo</td>
<td>√</td>
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<tr>
<td>Banner Display</td>
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<tr>
<td>Calendar</td>
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<td>Featured Website Ad</td>
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</tbody>
</table>
GMHA Business Membership

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

<table>
<thead>
<tr>
<th>Business Name</th>
<th>Physical Address</th>
<th>Mailing Address</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Phone</th>
<th>Business Hours</th>
<th>Website</th>
<th>Email</th>
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</thead>
<tbody>
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</table>

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:

<table>
<thead>
<tr>
<th>Contact Person</th>
<th>Email</th>
<th>Phone</th>
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</tbody>
</table>

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**Choose Your Package**

<table>
<thead>
<tr>
<th>Package</th>
<th>Website</th>
<th>Season Program Directory</th>
<th>Magazine</th>
<th>E-news Logo</th>
<th>Seasonal Banner</th>
<th>Calendar 1.25&quot; x 1.25&quot; 300 dpi</th>
<th>Featured Website Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grand Champion: $5,000</td>
<td>From above:</td>
<td>Same as website Business Description—may be edited for length.</td>
<td>Full Page</td>
<td>Logo: 75 x 75 pixels, 72 dpi</td>
<td>Seasonal Banner: You provide: 4.5&quot; x 2.5&quot; flexible vinyl banner</td>
<td>5 squares</td>
<td>All event pages</td>
</tr>
<tr>
<td>Class Champion: $3,500</td>
<td>Contact Info &amp; Link</td>
<td>Full Page</td>
<td></td>
<td></td>
<td></td>
<td>3 squares</td>
<td></td>
</tr>
<tr>
<td>Reserve Champion: $2,100</td>
<td>Map of Your Location</td>
<td>Half Page</td>
<td></td>
<td></td>
<td></td>
<td>1 square</td>
<td></td>
</tr>
<tr>
<td>Blue Ribbon: $1,100</td>
<td>Please send:</td>
<td>Quarter Page</td>
<td></td>
<td></td>
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<td></td>
<td>Your logo</td>
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<td></td>
<td>Up to 5 photos</td>
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<tr>
<td></td>
<td>Business Description</td>
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<tr>
<td>Red Ribbon: $550</td>
<td></td>
<td>Bus Card</td>
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<td></td>
</tr>
<tr>
<td>Yellow Ribbon: $300</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)

<table>
<thead>
<tr>
<th>CC#</th>
<th>CCV</th>
<th>Exp. Date</th>
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Signature

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Green Mountain Horse Association • www.gmhainc.org    Bruce Perry, Executive Director
P.O. Box 8 • South Woodstock, VT 05071 • (802) 457-1509 • Bruce@gmhainc.org