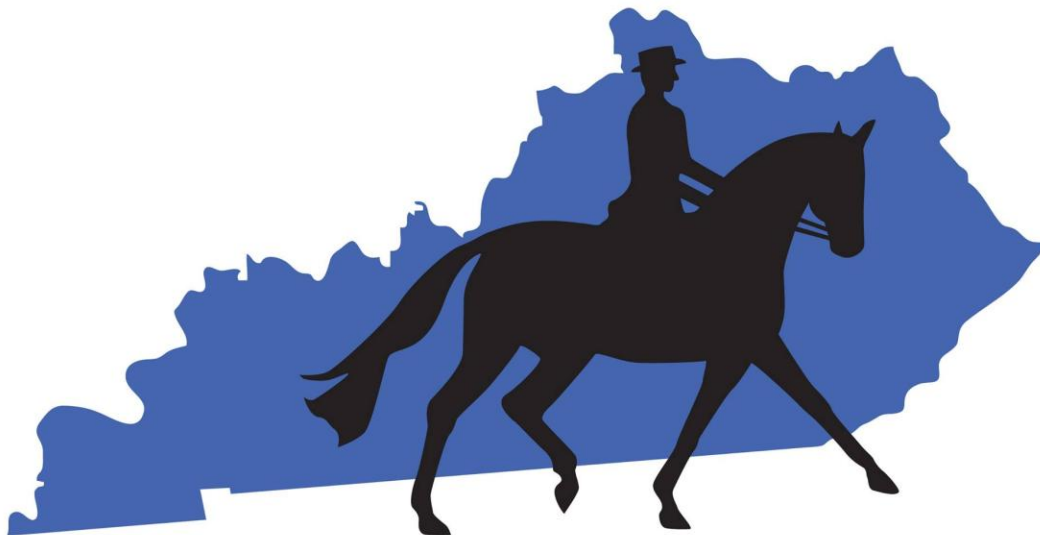


KENTUCKY DRESSAGE ASSOCIATION



SPONSORSHIP OPPORTUNITIES

Contact

Chelsea Smith, MBA

(859) 475-7709

Chelsea@smithequinemedia.com



Smith Equine Media

Why Sponsor?

Equestrian sports currently have more than 27 million active participants in the United States alone, with recent research showing that equestrian activities rank as the fourth most popular sport among women. The market for equestrian sports continues to grow each year as individuals take up the sport of riding and spectators flock to horse shows.

Fayette County has the privilege of being home to the Kentucky Horse Park, and is known as the Horse Capital of the World. Our concentration of top-level competitions draws competitors, spectators and supporters from near and far to our area. Visitors also spend their free time in surrounding community hotels and restaurants, shopping and visiting local attractions.

The equestrian audience is an upwardly mobile market segment, is very loyal to products and services that support its interests (spending a total of \$1.4 billion a year on equestrian-related products alone), and can be defined as “a rider, owner, trainer, groom or spectator.” While every target age group – from children to senior citizens – is attainable through equestrian sports sponsorship, annual research conducted by US Equestrian, the national governing body for horse sport, indicates the following statistics for its 90,000 members:

- Median age is 35-40 years old
- 85% are women
- 66% have a college degree
- Average income is \$185,000
- Average net worth is over \$1,340,000
- 80% make or influence purchasing decisions at work
- Average home market value is \$594,000
- 22% own two or more homes
- Average 30 nights per year in a hotel
- Own three vehicles
- 40% own a farm; 66% of those own 10 acres or more
- Own an average of four horses
- Compete at least six times per year

2017 KDA Competitions

KDA Spring Warm-up Show

May 26-27, 2017

KDA 31st Annual Dressage Show

May 28, 2017

KDA Summer Classic I, KDA Breed Show I, National Dressage Pony Cup, National Dressage Pony Cup Breed Show I

July 7-8, 2017

KDA Summer Classic II, KDA Breed Show II, National Dressage Pony Cup Breed Show II

July 9, 2017

KDA by the Numbers

2016

KDA Spring Warm-up Show, 30th Annual Dressage Show & KDA Breed Show,
KDA July Show & National Dressage Pony Cup
437 bridle numbers

2015

KDA Spring Warm-up Show & 29th Annual Dressage Show
245 bridle numbers

2014

KDA Spring Warm-up Show & 28th Annual Dressage Show
303 bridle numbers

KDA Online

Current Facebook page likes- 1,700+
Average monthly Facebook post engagement- 716
Average monthly website views- 7,500-9,000

Sponsorship Benefits

501(c)(3) non-profit organization and all sponsorships are tax deductible

Sponsor(s) will be introduced at the Competitors' Party & have an opportunity to speak to the guests about your company & products.

Sponsors literature for competitors' packets must be received two weeks before the show

Platinum sponsor may have a display table at the Welcome Party

Platinum and Gold sponsors who commit by April 1st will be included in our professional marketing video

Ad Sizes

Full page ad size with bleed: 8.7639" x 11.2639 safe area 8.2639" x 10.7639"

Half page ad size ad size: bleed 8.75 x 5.75" safe 8.25 x 5.25"

Quarter page ad size: 3.6389 x 4.8889

Banner ads on the website 300 x 250

Vendor Information

Vendor spot includes electric, Platinum sponsor includes tent must reserve.

Camera ready ads are due one month before the show begins and must be emailed to:

maureenjohn@bellsouth.net

Sponsorship Contact

Chelsea Smith, MBA

Smith Equine Media, LLC

(859) 475-7709 | Chelsea@smithequinemedia.com



KDA Show Sponsorship Form

KDA Spring Warm-Up Show, KDA Annual Dressage Show and KDA Summer Classic I & II along with the National Dressage Pony Cup. The KDA Dressage recognized shows are held at the Kentucky Horse Park in Lexington, Kentucky and show dates are posted on our website.

The Kentucky Horse Park is an extremely popular venue for both competitors and spectators alike. **If you are interested in becoming a sponsor, please complete the form below.**

Sponsorship Program	Advertisements	Party Introduction & speaking Opportunity	Sponsorship announcements	Naming on competition ring	Banner at show	Competitors' Party Tickets	Sponsors literature in show packet	Impulsion advert	Vendor Spot**	Website banner advert
Platinum \$5,000	Full page color show program & prizelist	X*	X	X	3	6	2 pieces & piece with awards	Full page one year	X	12 months fixed
Gold \$3500	Full page color show program	X*	X	X	2	6	2 pieces	Full page color 6 issues	X	12 months rotating
Silver \$2000	Full page B&W show program		X	X	1	4	2 pieces	Full page color 4 issues	X	6 months rotating
Bronze \$1000	1/2 page B&W show program		X	X		2	2 pieces	1/2 page b/w 2 issues		3 months rotating
Blue Ribbon \$500	1/4 page B&W show program		X			1	1 piece	1/2 page b/w 1 issue		1 month rotating

Company Name _____

Signature Company Rep _____

Contact name and email _____

Contact phone number _____

Company address _____

***Sponsor(s) will be introduced at the Competitors' Party & have an opportunity to speak to the guests about your company & products. Platinum sponsor may have a display table at the Welcome Party**

****Vendor spot includes electric, Platinum sponsor includes tent must reserve. Camera ready ads are due one month before the show begins and must be emailed to: maureenjohn@bellsouth.net**

Ad sizes

Full page ad size with bleed: 8.7639" x 11.2639 safe area 8.2639" x 10.7639"

Half page ad size ad size: bleed 8.75 x 5.75" safe 8.25 x 5.25" Quarter page ad size: 3.6389 x 4.8889 Banner ads on the website 300 x 250

Sponsors literature for competitors packets must be received two weeks before the show coordinate with Michelle Morehead.

For questions please call Michelle Morehead 859-338-7497 or email ma.morehead@yahoo.com

KDA Referring Member Name _____

501(c)(3) non-profit organization and all sponsorships are tax deductible

PAYMENT INFORMATION <i>(You may pay by check or credit card.)</i>	
To pay by Credit Card: Name on Card _____ Credit Card Number _____ Expiration Date _____ Security Code _____ Name on Card _____ Signature _____ 3% processing fee applies	To pay by check:: Make check payable to KDA Please note: A returned deposit item fee of \$25 will be assessed for all returned deposit items
Send completed form and your payment information or check to: Michelle Morehead 1924 Blairmore Road Lexington KY 40502	