

# Deep South Dressage and Combined Training Association



**MEDIA KIT**

2015

Deep South Dressage and Combined Training Association (DSDCTA) is looking for sponsors for our 2015 Year-End Awards Banquet. This unique opportunity provides your business the power to directly advertise your products and/or services to equine enthusiasts in Florida, Alabama, Georgia, Mississippi, and Louisiana.

DSDCTA was formed in 1971 to promote the education and participation in the equestrian sport of dressage and combined training. The organization then became a Charter Group Member of the United States Dressage Federation (USDF) when it was founded in 1974. DSDCTA is a non-profit organization that is made up of multiple regional chapters: Emerald Coast, Northwest Florida, Florabama, First Coast, Suwannee Valley, and Horse County.

Members of DSDCTA have included: former USDF Region 3 President, United States Equestrian Federation (USDF) Judges (“r” through “O”) and Technical Delegates, Olympic Candidates, Young Rider Champions, USEF Dressage Committee Members, as well as multiple USDF bronze, silver, and gold medalist. With this being said, we would like to ask that you consider becoming one of our 2015 Sponsors. As a sponsor, your products and/or services will be broadcast to members, as well as non-members, via social media, DSDCTA newsletters, and the DSDCTA website. In addition, your help will introduce or reintroduce your products and/or services to equine enthusiast around the southeast.

Our organization thrives on providing its members and equestrian communities with educational opportunities. DSDCTA host clinics, USDF recognized shows, schooling shows, and scholarship programs.

We would like you to take a look at our equestrian demographics as well as our sponsorship options. Our members are well-educated, financially secure, and highly motivated in the pursuit of their passion, making them your ideal customers. Your generous donation helps provide awards worthy of our member’s dedication to their horse(s) and the sport they love. Your contribution is used to purchase awards, offset banquet cost, and provide a special event for our members and competitors.

**Whether you advertise equine supplements, grain, grooming products, equestrian appeal, tack, insurance, trailers, or farm equipment, our members are YOUR customers and clients.**

# Equestrian Demographics and Market Studies

96% of are women

90% are adults with 87% over the age of 35

66% have a college degree

Average income is \$185,000

Own an average of three vehicles

81% purchase tack/grooming products frequently

40% own a farm; 66% of those are ten acres or more

23% plan to purchase arena footing in the next five years

28% plan to purchase farm equipment in the next five years.

97% own at least one horse

Own an average of four horses

94% own a pet other than a horse or pony

78% compete with at least one horse

Top three breeds: 50% Warmblood, 26% Thoroughbred, 19% Quarter Horse

Average competitor competes six times per year

Average 30 nights per year in a hotel

**ON AVERAGE EQUESTRIANS SPEND \$16,000 ANNUALLY ON EQUINE RELATED PURCHASES**

*Statistics found at [stablewomanhabit.com](http://stablewomanhabit.com), [usdf.org](http://usdf.org), and [usef.org](http://usef.org)*

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# DSDCTA Sponsorship Options

Becoming a DSDCTA Sponsor provides your business, products, and/or services to be seen by equestrians in Florida, Alabama, Mississippi, Georgia, and, Louisiana.

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## **\$750 Presenting Sponsor**

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- Acknowledge during awards program with the opportunity to address the group
- Sponsor logo on awards banquet invitation and a full page ad in the program
- Brochure in goodie bags distributed to members
- 2 tickets to annual banquet and acknowledgement. May co-present awards or address membership (please keep presentation to a 5 minute maximum)
- 1 advertisement in the Classified Ads page of DSDCTA.org for one year
- Recognition on the DSDCTA Facebook page for one year
- Business Card sized ad on all banquet tables
- Sponsor logo, web link, and listing on sponsorship page at DSDCTA.org for one year

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## **\$500 Gold Medal Sponsor**

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- Acknowledge during awards program with the opportunity to address the group
- Sponsor logo on awards banquet invitation and a half page ad in the program
- Brochure in goodie bags distributed to members
- 2 tickets to annual banquet and acknowledgement.
- 1 advertisement in the Classified Ads page of DSDCTA.org for one year
- Recognition on the DSDCTA Facebook page for one year
- Business Card sized ad on all banquet tables
- Sponsor logo, web link, and listing on sponsorship page at DSDCTA.org for one year

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## **\$250 Silver Medal Sponsor**

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- Sponsor logo on awards banquet invitation and a quarter page ad in the program
- Brochure in goodie bags distributed to members
- 2 tickets to annual banquet and acknowledgement.
- Recognition on the DSDCTA Facebook page for six months

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## **\$150 Bronze Medal Sponsor**

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- Brochure in goodie bags distributed to members
- Sponsor Acknowledge in banquet program
- Business Card ad on banquet table

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## **Advertising in Awards Program**

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- \$100 Half page ad in program
  - \$50 Quarter page ad in program
  - \$35 Business card ad in program
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## DSDCTA Sponsorship Agreement

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*Please provide all information below exactly as you would like it advertised*

\_\_\_\_\_ **Presenting** \_\_\_\_\_ **Gold** \_\_\_\_\_ **Silver** \_\_\_\_\_ **Bronze** \_\_\_\_\_ **Other**

Indicate your sponsorship level by placing a mark by the appropriate option

Name/Business/Company: \_\_\_\_\_

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Alt. Phone No.: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

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

*Fifty percent of the Sponsor's donation is due with sponsorship agreement.*

Checks should be made to DSDCTA and mailed to:

Tashina Heiser (DSDCTA Sponsorship Chairman)

5519 Joggers Lane Pace, FL 32571

**FULL PAYMENT DEADLINE IS DECEMBER 1, 2015**

**Promotions will not run without full payment and/or artwork submittal by the deadline date.** Any camera ready ads/logos/photos must be submitted in electronic format as .jpg, .gif, or .png. Please indicate any special request with the submission of your design. Banners must not exceed 3' x 6' and must have a grommet every two feet top and bottom. The organizers reserve the right to determine placement of all banners.

**Thank you so much for your generous contribution!**

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## **OH YEAH, Deep South Dressage and Combined Training Association also have opportunities to sponsor awards!**

The DSDCTA provides awards for: competition, service, achievement, as well as special awards that have been established in honor of or as a contribution. We, as an organization, are proud to honor the hard work and dedication of our members. With the help and support of generous donors and sponsors we can provide our members with awards that are worthy of their devotion to the sport they love. Please take a moment to review the Awards Sponsorship options that are available.

**\$200 Grand Champion Award Sponsor:** Listed as a Grand Champion Sponsor in the Awards Program (located on the inside front or back cover), Business card will be displayed on the banquet tables, and you will be announced as a Grand Champion Sponsor during awards ceremony.

**\$100 Reserve Champion Award Sponsor:** Listed as a Reserve Champion Sponsor in the Awards Program (located on the inside front or back cover), and you will be announced as a Reserve Champion Sponsor during awards ceremony.

**\$85 Blue Ribbon Awards Sponsor:** Listed as a Blue Ribbon Sponsor in the Awards Program (located on the inside front or back cover), and you will be announced as a Blue Ribbon Sponsor during awards ceremony.

**\$60 Red Ribbon Sponsor:** Listed as a Red Ribbon Sponsor in the Awards Program (located on the inside front or back cover), and you will be announced as a Red Ribbon Sponsor during awards ceremony.

**\$35 Yellow Ribbon Sponsor:** Listed as a Yellow Ribbon Sponsor in the Awards Program (located on the inside front or back cover), and you will be announced as a Yellow Ribbon Sponsor during awards ceremony.

**\$15 White Ribbon Sponsor:** Listed as a White Ribbon Sponsor in the Awards Program (located on the inside front or back cover), and you will be announced as a White Ribbon Sponsor during awards ceremony.

*If you would like to be an awards sponsor please use the Sponsorship Agreement form and indicate the Award type that you wish to sponsor in the "Other" space.*

The DSDCTA and its members would like to thank you for reviewing the 2015 Media Kit.

If you have any questions about the many sponsorship options that DSDCTA has to offer please contact Tashina Heiser (DSDCTA Sponsorship Chairman) at [Basiliorhf@gmail.com](mailto:Basiliorhf@gmail.com).

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