

**Partner with one of the largest Equestrian Organizations in Colorado**



The Rocky Mountain Dressage Society is one of the largest equestrian organizations in Colorado with over 660+ members. We have many advertising opportunities available throughout the year and look forward to partnering with you and your business in 2021!

Our website, email blasts, monthly newsletter publications, yearly Omnibus, and Year-End Championship show reach an audience that is spread all over the state and Rocky Mountain region.



**RMDS Members are:**

- Over 660+ members strong across Colorado & the Rocky Mountain Region.
- Active competitors, trainers, and clinic riders that travel across the state and utilize local hotels and restaurants.
- 65% of our members own 2 or more horses and 48% of our members board their horses.
- 92% own 2 or more vehicles, while 58% own 3 or more vehicles.
- 82% own at least 1 horse trailer.
- 68% live on acreage, and 32% live in a home in a suburban area.
- 61% have a household income of \$100,000 or greater.
- Many utilize services for their home, equine, vehicle and other conveniences and services.
- Many of our members are planning on making a large purchase within the next 12 months.

▪ *See the last page of this packet for more demographic information.*

<b>RMDS REACH &amp; INFLUENCE IN 2021</b>		
<b>WEBSITE</b>	<b>FACEBOOK</b>	<b>EMAILS</b>
9,804 Users 22,289 Sessions 58, 917 Pageviews	1,750 likes & 1,932 follows (posts reach more than 500 people on average)	1,367 contacts & 1,183subscribers



Please keep in mind that if you purchase multiple packages bundled throughout the year, *you may be entitled to a 10% discount!* Reach out to [marketing@rmds.org](mailto:marketing@rmds.org) for details.

## EMAIL BLASTS

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Send an email blast to our membership base. The email will go out to over 880 potential clients and our list averages a 40.9% open rate.

### EMAIL BLASTS



**\$60-105** per equine-related announcement. **\$60 for RMDS Member. \$105 for non-members.**

Ideal for horse sales, coming events, equine facilities, businesses, products and services. Includes full-color photo and text (or HTML formatted) e-mailed to every RMDS member from RMDS Central Office via MailChimp.

**Our website marketplace had over 4,650 views in 2017.**

## WEBSITE MARKETPLACE

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**\$60** per listing for RMDS members. \$105 for non-members.

Ideal for events, trainers, instructors, and equine-related businesses. Exposure to the Rocky Mountain dressage community and beyond. Ad content of 20 words or less, image of 850 pixels wide x 300 pixels high, with link to advertiser e-mail and website. Posting price is for one year.

# OMNIBUS MAGAZINE



Annual rider, trainer, instructor show guide 8 x 10” approximately 110 pages delivered to every member in a gorgeous glossy color magazine. Black ink, black/one-color and full-color ads available. Published every January. Ad deadline Nov. 15.

**\$35-\$600**

PRINT		
RMDS Magazine   Omnibus Edition		
Sizes are width x height, see diagram on page 6 for visual reference		
Publication Size	8.5" x 11"	All ads are full color
Back Cover (includes bleed)	8.75" x 11.25"	\$500
Inside front Cover (includes bleed)	8.75" x 11.25"	\$400
Inside back Cover (includes bleed)	8.75" x 11.25"	\$400
Full Page (includes bleed)	8.75" x 11.25"	\$300
Full Spread  (or 2 Pages side-by-side,	17.25" x 11.25"	\$600
Full Page (non-bleed)	7.5" x 10"	\$300
Half Page	7.5" x 4.75"	\$150
Quarter page vertical	3.5" x 4.75"	\$75
Eighth page horizontal	3.5" x 2"	\$35
Directory of Services / Resource Guide	\$30 (text only)	2 lines/name + 10 words

**Open date** for reserving placement/payment: November 20, 2021 Open season for ad placement begins at 12:01am on November 20, if you want to be first in, stay up late and use the PayPal option on the RMDS website to reserve your spot! **Close date** or deadline for ad submission: January 15, 2022. All ads are sold on a first check in, first served basis. No exceptions. There will be a \$25.00 Fee (per change) for any changes to ads after they have been submitted.

## SILENT AUCTION

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**Year-end Awards Banquet Silent Auction** Every year, during our year end awards banquet in January (2022), we host a silent auction. The proceeds of this silent auction go towards our yearly scholarships for dressage education.



### *With a donation*

- Your product will be advertised to the over 150 attendees
- You will receive recognition on social media leading up to the event
- During the silent auction, your product/donation will be shared on social media via video and photos
- You will receive recognition on social media following the event

## eCENTAUR

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### **e-Centaur**

Online full-color newsletter e-mailed to more than 880 members at beginning of even months. Image ads linking to advertiser website, products and services; price per insertion. Contact [centaur@rmds.org](mailto:centaur@rmds.org) for details and with artwork.

**\$50 - 80** per advertisement

Half-page Ad 600 x 300 - \$80 monthly (Limited to 1 per month)

Square Ad 250 x 250 - \$50 monthly (Limited to 2 per month)

*Click-through ads must include url to landing page they will be directed to.*

## 2021 RMDS Championship Show Sponsorship Packages

	<b>\$5,000</b> <b>Title Sponsor</b> <b>(One Available)</b>	\$2,000 Platinum Sponsor	\$1,500 Gold Sponsor	\$1,000 Silver Sponsor	\$500 Bronze Sponsor
<b>SHOW VISIBILITY</b>					
Loudspeaker Announcements in Show Arena OR Barn for the full show	Announcements in all arenas and barns; all days (1 per hour minimum)	(2) Champ. Show Arenas OPEN & FEI CLASSES	(2) Champ. Show Arenas OPEN CLASSES	(1) Champ. Show Arena	Open Show Arena -or- Barns
Recognition in the RMDS Centaur Newsletter November issue with Championships Coverage	X	X	X	X	X
Ad in Championship Program	2 pages Color	2 pages Color	1 page Color	1 page Color	1 page BW
Company name included in all PR material (website, social media, program, etc.)	X	X	X	X	X
Complimentary 10' x 10' Trade Fair space or other product display as negotiated with mgmt..	X	X	X	X	
Title Sponsorship in conjunction with RMDS for all show announcements over the 5 day show once per hour.	X				
Live interview/product plug on our Facebook Page during Championships.	1 per day	4 posts	3 posts	2 posts	1 post
<b>CONTINUED RMDS VISIBILITY</b>					
Sponsorship Acknowledgement on RMDS Website home page	1 year	6 months	3 months	3 months	3 months
Advertising in RMDS Marketplace	1 year	1 year	1 year	6 months	6 months
Ad for issues of the eCentaur (6 months available total)	6 months ¼ page	6 months business card	3 months business card		
Ad in 2022 Omnibus Magazine	1 page Color	1 page BW	½ page BW		
Monthly e-blast to all RMDS members 1x per month for one year	X				
Quarter Page Ad for 6 issues of the eCentaur	X				

# Other Championship Sponsorship Opportunities

## Event Sponsorship

### ~~Thursday Evening “Enter at ‘A’ Dinner”~~ - \$600 **SOLD**

- Your Company Name will be included as an official RMDS Sponsor.
- Title Sponsorship of the Thursday Evening Dinner on material printed in the Championships show
- Recognition in the printed RMDS eCentaur that reaches approximately 1,000 people.
- Company logo banners (supplied by you) prominently displayed in the eating area and at prominent location on show grounds (will display up to 2 banners).
- Grayscale Full page ad in show program.
- Company name announced throughout show as the Thursday Evening Dinner Sponsor.
- Company logo on RMDS web sites.
- Write up in all event PR material as a sponsor.

### Friday Evening “50 Years Celebration of Rocky Mountain Dressage Society Dinner” - \$2500

(Dinner and Music)

- Your Company Name will be included as an official RMDS Sponsor.
- Title Sponsorship of the Saturday Night Competitors Party on all material printed and in Championship show program.
- Recognition in the printed RMDS Centaur that reaches approximately 1,000 people.
- eCentaur business card ad for 6 issues.
- Company logo banners (supplied by you) prominently displayed in competitors party area and at prominent locations on show grounds (will display up to 4 banners).
- 2 Color Full page ads in show program.
- Company name announced throughout show as the Friday Evening Competitor Party sponsor.
- Sponsorship acknowledgement on the RMDS website.
- Advertisement in RMDS online Marketplace for a full year.
- Complimentary Trade Fair space in vendor alley (10'x10' space, no water/elect included).
- Write up in all event PR material as Title sponsor.

### Saturday Evening “RMDS Meeting and Dinner” - \$1,200 (Pizza)

- Your Company Name will be included as an official RMDS Sponsor.
- Title Sponsorship of the Saturday Evening Dinner and on all material printed in the Championship show
- Recognition in the printed RMDS eCentaur that reaches approximately 1,000 people.
- Company logo banners (supplied by you) prominently displayed in the eating area and at prominent location on show grounds (will display up to 2 banners).
- Grayscale Full page ad in show program.
- Company name announced throughout show as the Saturday Evening Dinner Sponsor.
- Company logo on RMDS web site.

## RMDS 2021 Sponsorship Packet | [marketing@rmds.org](mailto:marketing@rmds.org) | [www.rmds.org](http://www.rmds.org)

- Write up in all event PR material as a sponsor.

### **Sunday Morning “Boots Off Mini-Brunch” - \$500**

- Your Company Name will be included as an official RMDS Sponsor
- Title Sponsorship of the Sunday Morning Mimosa Mini Brunch on material printed in the Championships
- Recognition in the printed RMDS eCentaur that reaches approximately 1,000 people.
- Company logo banner(s) (supplied by you) prominently displayed in a Championship show arena and at prominent location on show grounds (will display up to 2 banners).
- Grayscale Full page ad in show program.
- Company name announced throughout show as the Sunday Morning Brunch Sponsor.
- Company logo on RMDS web site.
- Write up in all event PR material as a sponsor.

## **Class Sponsorships**

RMDS Championship Class - \$100 (add a business card ad in Championships Program for only \$15 more - \$25 savings)

RMDS Open (non-championship) Class - \$50

Special Award - \$75 (can be anything you'd like: Best Dressed, Best Braiding, Sportsmanship, etc.)

- Listed on RMDS website Sponsors' page
- Listed in Championship Program
- Name announced as sponsor of class

## MORE Championship Opportunities

### Packet Inserts - \$50

- Company marketing literature inserted in competitor packets (provided by company)
- Listed on RMDS website Sponsors' page

### Banner Space (2) - \$150

- Displayed on grounds for duration of event
- Listed on RMDS website Sponsors' page
- Advertiser must supply banners (up to 2)

### Golf Cart - \$175

- Decorate a golf cart used throughout the show (Advertiser must provide decorations/banners)
- Listed on RMDS website Sponsors' page
- These are golf carts used by show personnel – high visibility and use around the showgrounds

### T-Shirt Branding - \$250

- Print your company logo on the 2021 Championship Volunteer T-shirt

### Ad Space in the Championship Show Program - \$40-275

**Show Program Size: 8 5" x 11"** – All ad prices below are for Black and White unless otherwise stated. If you are interested in additional pricing for color ads not listed, please call Heather at 303-648-3164. **Ads must be formatted as PDF, or JPG and emailed by August 18, 2021 to [slush@drwg.net](mailto:slush@drwg.net).**

Ad sizes	Ad Dimensions Price
Inside Front Cover Color 7.5" x 10"	\$275 (limited availability)
Inside Back Cover Color 7.5" x 10"	\$275 (limited availability)
Outside Back Cover Color 7.5" x 10"	\$275 (limited availability)
Full Page Color 7.5" x 10"	\$190
Full Page BW 7.5" x 10"	\$130
Half Page BW 7.5" x 4.75"	\$ 90
Quarter Page BW (horiz. only) 3.75" x 4.75"	\$ 60
Business Card 3.5" x 2"	\$ 40
Center Page Color 7.5" x 10"	\$250 (limited availability)