

# 2021 OFFICIAL SHOW ADVERTISING OPPORTUNITIES



## CARA CHAMPAGNE DRESSAGE SHOW I & II

### Reach our Attendees!

The CARA Champagne Dressage Show Official Program will be distributed FREE prior to and during both shows, with a total distribution of 150+ copies.

This full-color glossy cover, black & white interior page program will be a valuable resource to everyone attending the Champagne Dressage Shows. Attendees will find all the details they need to have a wonderful weekend! From maps to schedules to biographies, the CARA Champagne Dressage Show program will have it all -- including editorial pieces, interesting tidbits, and exciting facts for every equine enthusiast.

The Official Program is an outstanding and affordable way to advertise your local business or horse-related products, services, farm, stallion or training facility to hundreds of avid horse lovers!

### PROGRAM ADVERTISING MECHANICAL REQUIREMENTS

- Ads may be emailed to [pshightower@gmail.com](mailto:pshightower@gmail.com)
- Files should be press ready quality, Adobe PDF preferred. Files should be actual (100%) ad size.
- Other acceptable file types for ads may be .EPS or .TIFF, with resolution of 300 dpi or greater. All fonts and supported files (photos or artwork) should be included, embedded or outlined.
- Submit ads in CMYK color only (No spot colors or RGB files)

Revisions to an ad or ad design services are available for an additional fee. Contact 650-814-4889 or email [pshightower@gmail.com](mailto:pshightower@gmail.com) for more information.

### AD POSITION

Ad position within the program can only be guaranteed if reserved with an additional fee. Every effort will be made to accommodate other requests, as possible.

Champagne Dressage Show reserves the right to reject any advertising at any time. Each advertisement is accepted with the understanding that the advertiser and/or advertising agency are authorized to publish its contents and that they agree to indemnify Champagne Dressage Show against any loss or expense resulting from claims arising out of its publication.

### PROGRAM ADVERTISING DEADLINES:

Space Reservations	December 15, 2020
Completed Ad	December 17, 2020
Payment Due	December 17, 2020

Questions? Please contact Dorie Vlaten-Schmitz: Cell: 480-580-0634. Email: [dvschmitz@msn.com](mailto:dvschmitz@msn.com)

## 2021 OFFICIAL SHOW PROGRAM DISPLAY ADVERTISING

### Available Premium Ad Spaces

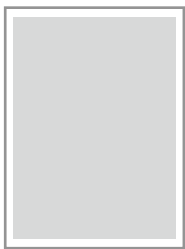
**Outside Back Cover Full Page Display Ad . . . \$250**  
**Full Color 8.5" x 11"**  
 (Add additional .125" on all sides for bleed)

**Inside Back Cover Full Page Display Ad . . . \$200**  
**Full Color 8.5" x 11"** trim size  
 (Add additional .125" on all sides for bleed)

**Inside Front Cover Full Page Display Ad . . . \$200**  
**Full Color 8.5" x 11"** trim size  
 (Add additional .125" on all sides for bleed)

**\*\*\*These full-color advertising pages sell quickly, so reserve your spot early!\*\*\***

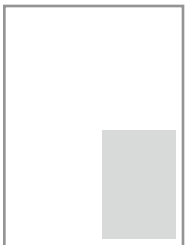
### Black & White Ad Sizes for interior pages



**Full-Page . . . . . \$150**  
 Black & White Ad  
 Artwork size: 7.5"w x 10"h  
 (no bleed)



**Half-Page . . . . . \$100**  
 Black & White Ad  
 Artwork size:  
 7.5"w x 5"h  
 (no bleed)



**Quarter-Page . . . . . \$50**  
 Black & White Ad  
 Artwork size:  
 3.75"w x 5"h  
 (no bleed)



**Eighth-Page . . . . . \$35**  
 (Business Card size)  
 Black & White Ad  
 Artwork size:  
 3.5" x 2" or 2" x 3.5"  
 (no bleed)

### Additional Advertising, Sponsorship & Vendor Options

**Arena Sponsorship . . . . . \$350 per day**  
**Class Sponsorship . . . . . \$50 per class**



**Arena and Class Sponsors will receive recognition of their sponsorship in the Show Program and from Show Announcer**

#### Banners / Flyers

Banner Display . . . . . \$50.00 per day (you provide banner)  
 Flyers in Show Packets . . . \$25.00 (you provide flyers - Est. 200 entries)

#### Vendor Booth Space . . . . . \$50 per day

Booth Size - 10' x 10' Location - Will vary based on space availibty.

Vendors are welcome to apply to exhibit at the CARA Champagne Dressage Show. If you would like to be apply for vending space, please provide us your company name, contact information and describe the typical services, products and brands you would sell at the show. If accepted, you will be sent a contract and more information. Space and vendor types will be limited.

> Vendor fees must be paid in full by December 17th.

# AD SPONSORSHIP & VENDOR SPACE ORDER FORM

## 2021 Official Show Program Advertising

Questions? Please contact Dorie Vlaten-Schmitz: Cell: 480-580-0634. Email: dvschmitz@msn.com

### Premium Cover Page Full-Color Ads (Space is limited; please contact for availability)

**Outside Back Cover**  
Full Page Display Ad . . . \$250

**Inside Front Cover**  
Full Page Display Ad . . . \$200

**inside Back Cover**  
Full Page Display Ad . . . \$200

### Program Deadlines

Space Reservations    December 15, 2020  
Completed Ad            December 17, 2020  
Payment Due             December 17, 2020

### Interior Page Black & White Ads

**Full Page** . . . . . \$150

**Half Page** . . . . . \$100

**Quarter Page** . . . \$50

**Eighth Page** . . . . \$35   
(Business Card)

### Sponsorships, Banner Display & Vendor Space

#### Ring Sponsorship

Per Day . . . . . \$350    Number of Ring Sponsorships: # \_\_\_\_\_    Total Fees: \$ \_\_\_\_\_

#### Class Sponsorship

Each Class . . . . \$50    Number of Class Sponsorships: # \_\_\_\_\_    Total Fees: \$ \_\_\_\_\_  
Special Request(s) (eg. Class, Level, Division, etc.) \_\_\_\_\_

#### Banners / Flyers

Banner Display (You Provide Banner) . . . \$50.00 each    # of Banners \_\_\_\_\_    Total Fees: \$ \_\_\_\_\_  
Single Page Flyers for Show Packets (You Provide Flyers) \$25.00    Total Fees: \$ \_\_\_\_\_

#### Vendor Space (check all that apply)

Per Day . . . . \$50    January 22 \_\_\_\_\_    January 23 \_\_\_\_\_    January 24 \_\_\_\_\_    All 3 Days \_\_\_\_\_    Total Fees: \$ \_\_\_\_\_

### Payable by check to Central Arizona Riding Academy (CARA) or by Credit Card

\*\*\* Please mail this page with payment to: D.V. Schmitz, 41655 N Kenworthy Rd, San Tan Valley, AZ 85140 \*\*\*

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

First \_\_\_\_\_ Last \_\_\_\_\_

Street Address \_\_\_\_\_ Address Line 2 \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Credit Card Type (Visa, MC, AM, etc.) \_\_\_\_\_ Card Number \_\_\_\_\_

Expiration Month/Year \_\_\_\_\_ Security Code \_\_\_\_\_ \*\* NOTE: Credit Card payments are subject to a 4% convenience fee\*\*