



**2018 ADA  
Advertising &  
Sponsorship  
Packages**  
[alldressageassociation.com](http://alldressageassociation.com)



## ADA Mission:

Our mission is to provide education, information and high quality shows to dressage enthusiasts in West Michigan

The ADA is a group member (GMO) of the US Dressage Federation with members residing all over West Michigan.

According to the Equestrian Channel, the **Horse Industry** (U.S.):

- Annual Income Impact: \$112.1B
- # of American involved: 7.1MM
- 2MM people own horses
- Median income: \$60,000/year



## The ADA:

- Aprox 100 members
- ADA Website:
  - Avg monthly visits: 1805
    - First time & Returning Visits
- ADA Facebook Page:
  - 1053 likes, 1024 followers
  - 57% are women 25-54 years old
- 8 shows in 2017
  - Attended by competitors, friends & family
- At least 4 ADA sponsored educational clinics in 2017
  - Attended by members & non-members

**Advertising/Sponsoring the ADA will get YOUR business EXPOSURE**

# 2018 Advertising/Sponsorship Programs

Levels	Benefits	Frequency	Cost
<b>Platinum</b> 1 per year	<ul style="list-style-type: none"> <li>Banner ad at top of website home page format size 1120 x 325</li> <li>Ad on ADA FB page</li> <li>Ad inclusion in monthly newsletter</li> <li>Omnibus (starting 2018)</li> <li>Logo inclusion banner displayed at shows (lg)</li> <li>Year end class/award sponsorship at annual banquet</li> </ul>	<ul style="list-style-type: none"> <li>Runs through year</li> <li>Monthly</li> <li>Monthly</li> <li>Annual</li> <li>All shows</li> <li>Nov Banquet</li> </ul>	\$250
<b>Gold</b> (up to 10/year)	<ul style="list-style-type: none"> <li>Ad appears at top of R column on web pages format 150 x 240</li> <li>Ad on ADA FB page</li> <li>Ad inclusion in monthly newsletter</li> <li>Omnibus (starting 2018)</li> <li>Logo inclusion banner displayed at shows (lg)</li> <li>Year end class/award sponsorship at annual banquet</li> </ul>	<ul style="list-style-type: none"> <li>Runs through year</li> <li>Quarterly</li> <li>Quarterly</li> <li>Annual</li> <li>All shows</li> <li>Nov Banquet</li> </ul>	\$150
<b>Silver</b> (unlimited)	<ul style="list-style-type: none"> <li>Ad appears on website 150 x 240 format size</li> <li>Ad on ADA FB page</li> <li>Ad inclusion in monthly newsletter</li> <li>Omnibus (starting 2018)</li> <li>Logo inclusion banner displayed at shows (small)</li> <li>Year end class/award sponsorship at annual banquet</li> </ul>	<ul style="list-style-type: none"> <li>Runs through year</li> <li>2x/year</li> <li>2x/year</li> <li>Annual</li> <li>All shows</li> <li>Nov Banquet</li> </ul>	\$75
<b>Bronze</b>	<ul style="list-style-type: none"> <li>2 line listing on Advertising/Sponsor page w/ link to website</li> <li>Annual FB &amp; newsletter ad</li> <li>Mention at annual Banquet</li> </ul>	<ul style="list-style-type: none"> <li>Runs through year</li> <li>1x/year</li> <li>Nov</li> </ul>	\$40
<b>Classified</b>	<ul style="list-style-type: none"> <li>Text only ads for non-business members on ADA website</li> <li>Text + picture ad (all advertisers, including members)</li> </ul>		<ul style="list-style-type: none"> <li>Free</li> <li>\$25</li> </ul>

Note: Banner displayed at shows will also be displayed at all ADA clinics & at annual banquet, size of logo on banner depends on sponsorship level

Additional sponsorships

of year end awards may be purchased for \$35.00 - will receive additional recognition

## Note/Instruction to ADA Members

- Find \$300 worth of sponsorships and/or advertisers, get \$30 off next year's membership
  - + Recognition at year end
- Sponsors/advertisers can be ANYONE – they do not need to be horse related businesses
- Please check with Fran Cilella prior to selling (616-283-6786 or cilella2@charter.net) advertising/sponsorships
  - We do **NOT** want multiple people hitting up the same businesses
- Use the previous 3 pages of this presentation to "sell" a business on supporting the ADA
- Checks should be made out to the ADA and mailed to: Fran Cilella, 6613 147<sup>th</sup> Ave, Holland, MI 49423 along with the Web Advertising Order Form
  - Ensure Platinum, Gold & Silver sponsors know to create and submit a high resolution ad and logo for publication (jpg file)
    - Emailed to: Communications@alldressageassociation.com