



GMHA

Business Membership Sponsorship & Advertising

Why promote your business with GMHA?

5
Equestrian Disciplines

65
Events per Year

Dedicated to Preserving the area's
400 Miles of Equestrian Trails



Est. **1926**
as a key piece of
Equestrian history &
culture

10,000
Visitors Per Year

GMHA is a non-profit organization



www.EMSJUMPS.COM

GMHA contributes
\$4.2 Million
to the Local Economy Each Year*

* 2010 Economic Impact Study by the Tuck School of Business



2,712 + Their horsey and non-horsey families,
Event Participants in 2021 friends, & companions of all ages.

143
Event Days

About Our Customers

Our Visitors:

Stay an average of

 **3.5 Days**

at GMHA for each event

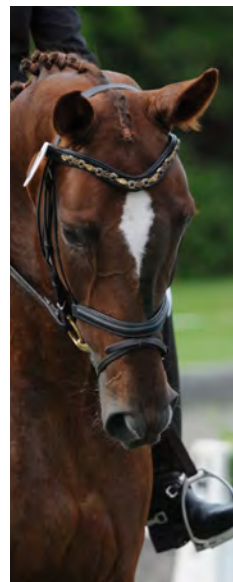
Spend an Average of

 **\$210**

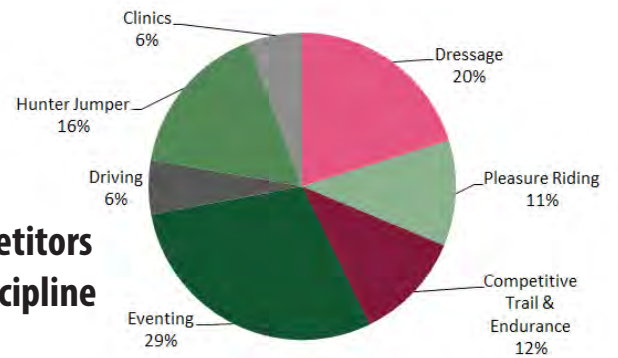
per day on food & lodging



GMHA creates an equestrian **community** surrounding our facility. People are moving to the area or purchasing second homes to be near GMHA.



Competitors by Discipline



There's Something Happening on

 **147 Days**

out of

186 Days in the Season



GMHA serves equestrians from **beginners to world-class competitors, Ages 5 to 85**

35,000

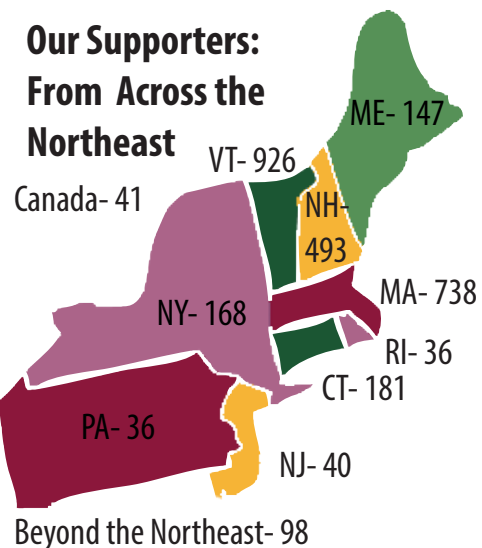
Unique Website Visitors per Year



50%

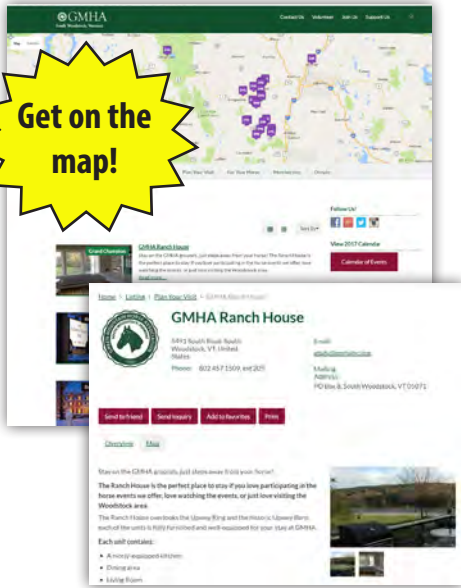
of our visitors plan to return to the greater Woodstock area for a reason other than visiting GMHA.

Our Supporters: From Across the Northeast



GMHA Business Membership Packages: Benefits

Get on the map!



Website Listing

GMHA maintains a busy, mobile friendly website that is a go-to source for our visitors. Our site draws 80,000 visits and 35,000 unique visitors each year. Full listing on your own page includes:

- ✓ Contact Info & Link
- ✓ Your Logo
- ✓ Business Description
- ✓ Up to 5 Photos
- ✓ Map of Your Location

Featured Website Ad

Our Grand Champion business members will see their name, photo, and website link prominently displayed on each event page of our website.

Season Program Advertising

GMHA produces a beautiful full-color magazine as a guide to the upcoming season. Ad sizes vary- *See chart below.*

Season Program Business Directory

A text listing and image (logo or photo) with your contact information will put your business in front of everyone visiting GMHA.

Calendar

A high visibility opportunity to advertise in our full-color calendar. *Ads: 300 ppi, 1.25" by 1.25"*.

E-News

GMHA sends E-News blasts every 2 weeks or more during the season. Your logo (75 by 75 pixels) will appear in each edition.



Banner Display

Seasonal banners are usually 4.5' by 2.5' made of flexible vinyl. GMHA is able to display banners around the show grounds. *Businesses provide their own banner.*



| | Grand Champion: \$5,000 | Class Champion: \$3,500 | Reserve Champion: \$2,100 | Blue Ribbon: \$1,100 | Red Ribbon: \$550 | Yellow Ribbon: \$300 |
|--------------------------|----------------------------|----------------------------|------------------------------|-------------------------|----------------------|-------------------------|
| Website Listing | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Season Program Directory | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Season Program Ads | Full Page | Full Page | 1/2 Page | 1/4 Page | Bus. Card | |
| E-News Logo | ✓ | ✓ | ✓ | ✓ | | |
| Banner Display | ✓ | ✓ | ✓ | ✓ | | |
| Calendar | ✓ | ✓ | ✓ | | | |
| Featured Website Ad | ✓ | | | | | |



Date: _____

GMHA Business Membership

All information below will be published in your new website listing page unless otherwise indicated:

Business Name _____

Physical Address _____

Mailing Address _____

Phone _____ Business Hours _____

Website _____ Email _____

Category (Select All that Apply):

- Accommodations
 Food & Dining
 Services
 Real Estate
 Tack & Horse Equip.
 Photographers
 Veterinarians
 Stables
 Shopping & Gifts
 Farm Supplies

For Office Use Only:

Contact Person _____ Email _____ Phone _____

| Choose Your Package | | Website | Season Program Directory | Magazine | E-news Logo | Seasonal Banner | Calendar 1.25" x 1.25" 300 dpi | Featured Website Ad |
|---------------------|--------------------------|---|---|--------------|---------------------------------|---|--------------------------------------|---------------------|
| | Grand Champion: \$5,000 | From above: <input checked="" type="checkbox"/> Contact Info & Link <input checked="" type="checkbox"/> Map of Your Location Please send: • Your logo • Up to 5 photos • Business Description | Same as website Business Description- may be edited for length. | Full Page | Logo: 75 x 75 pixels, 72 dpi | You provide: 4.5' x 2.5' flexible vinyl banner | 5 Squares | All event pages |
| | Class Champion: \$3500 | | | Full Page | | | 3 Squares | |
| | Reserve Champion: \$2100 | | | Half Page | | | 1 Square | |
| | Blue Ribbon: \$1100 | | | Quarter Page | | | | |
| | Red Ribbon: \$550 | | | Bus Card | | | | |
| | Yellow Ribbon: \$300 | | | | | | | |

*** By submitting this form, I understand that my business is responsible for submitting artwork in the correct format per GMHA specifications prior to deadlines to be included in GMHA publications.

Payment Information (Payment Terms: Net 30 days)

- Cash
 Check
 Credit Card (Visa/Mastercard ONLY)

CC# _____ CCV _____ Exp. Date _____

Signature _____