

**THE SPOOKTACULAR HALLOWEEN  
DRESSAGE SHOW**

**Sponsorship Guide**

**OCT 27 & 28, 2018 • DEL MAR HORSE PARK  
DEL MAR CA 92014**



# GET YOUR SPOOK SPONSORSHIP ON!

**T**he Spooktacular is the most anticipated dressage show of the year! Last year was our biggest show yet with 4 rings of competition over the weekend!

As a business sponsor of the event, The Spooktacular offers a unique opportunity to market to and engage with a large equestrian community from San Diego and Los Angeles counties as well as the states of Arizona and Nevada.

**Our Customers:** California among the largest dressage communities in the nation with over 4000 competitive dressage riders that contribute over 1.6 billion annually to the state's economy. A large percentage live and compete in Southern California. Our competitors are 97% women above the age of 35. They are well-educated, successful and financially secure. 28% have an average yearly income of \$150,000. 8% have an average income of \$150,000 or more. A majority ride 4-5 times a week. 81% purchase tack and grooming products frequently. 31% choose horse-related items and clothing as gifts. The average dollars spent to compete at the Spooktacular is \$850. Total attendance for the event between spectators, competitors, owners and trainers will reach over 500 people. The Spooktacular offers pre-event and event (3 days) focused engagement of your brand. There are many levels of participation from our "Wickedly Awesome Sponsor" to Spooktacular Program Advertising and a Haunted Vendor Space.

**Become the Sponsor of Friends of Lisa or specifically towards a special event:** Our special events include:

Friday-The Rest in Peace Relay and Witchy Welcome Reception

Saturday-The Valor and Milo Costume Musical Freestyles

Saturday-The amazing and popular BOO-BASH Costumed Party!

Sunday-The HOWL'in Dog Costume Contest and wear your PINK day!

Have something unique you'd like to do? Let us know, we'd be happy to customize a package just for you!

**Come join us to make this year's Spooktacular one of the best events yet!**



*Thank you!*

FRIENDS OF LISA

Kim Stordahl

Show Manager/Sponsorship Coordinator

keenandressage@yahoo.com

858.518.4128

# GET YOUR SPOOK SPONSORSHIP ON!

## **Wickedly Awesome Sponsor \$2,500.00**

Special event sponsor, pre-event and event marketing as special event sponsor. Full page color ad in the show program, 1/2 page ad in the prize list, logo/website listing with link to your business, ring signage (up to 4 banners supplied by sponsor), 10x20 vendor space, Competitor packet inserts with flyers/product samples as supplied by company. Like your Facebook page. Social Media and PA announcements.

## **Fangtastic Sponsor \$1,500.00**

Special event sponsor, pre-event and event marketing as special event sponsor. Full page ad in the show program-inside back cover, sponsorship listing in prize list, logo/website listing with link to your business, ring signage (2 banners supplied by sponsor), 10x10 vendor space, Competitor packet inserts with flyers/product samples as supplied by company. Like your Facebook page. Social Media and PA announcements.

## **Boo-tiful Sponsor \$500.00**

Special event sponsor, pre-event and event marketing as special event sponsor. Half page ad in the show program, sponsorship listing in prize list, website listing and link to your business. Ring signage (1 banner supplied by sponsor), Like your Facebook page. Social Media and PA announcements.

## **Creep-it-Real Sponsor \$250.00**

Listing in prize list, show program and website with link. Ring signage (1 banner supplied by sponsor), Social Media and PA announcements.

## **Circle of Monsters Class Sponsor \$100.00**

Listing as class sponsor in Schedule and Program.

## **Spooktacular Show Program Advertising:**

Ads must have camera ready Art in black and white and provided by Advertiser/Sponsor. Resolution is minimum of 300 dpi. Accepted formats are PDF and JPEG. See form below for pricing tiers.

Ads are due to show management by October 15th, 2018.



# The Spooktacular Halloween Dressage Show

October 27-28, 2018 ▪ Del Mar Horsepark Del Mar CA 92014

<b>SPONSORSHIP AGREEMENT   ADVERTISING INSERTION ORDER</b>		Date
Sponsor/Advertiser Name (This is the name used on show materials)		Phone
Contact Name		
Website	Email	
Address		
City	State	Zip Code

SPONSORSHIP OPTIONS (check box)		ADVERTISING OPTIONS (check box)	
<input type="checkbox"/>	\$2500.00 ~ Wickedly Awesome Sponsor	<input type="checkbox"/>	Full Page Ad ~ \$500.00
<input type="checkbox"/>	\$1,500.00 ~ Fangtastic Sponsor	<input type="checkbox"/>	Half Page Ad ~ \$250.00
<input type="checkbox"/>	\$500.00 ~ Boo-tiful Sponsor	<input type="checkbox"/>	Quarter Page Ad ~ \$150.00
<input type="checkbox"/>	\$250.00~ Creep-it-Real Sponsor	<input type="checkbox"/>	
<input type="checkbox"/>	\$100.00 ~ Circle of Monsters Class Sponsor	<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	
<input type="checkbox"/>		<input type="checkbox"/>	

Ads must have camera-ready art. Ad Specs: 300 dpi minimum and in PDF or JPEG format. Sizing:  
 Full Page: 4.75" w x 7.5" h | Half Page: 4.75" w x 3.71" h | Quarter Page 2.37" x 3.71  
 Ad deadline for Show Program is **October 15th, 2018**

PAYMENT INFORMATION		
Payment in full due with signed order. <b>Checks made payable to: FRIENDS OF LISA   MasterCard and Visa accepted.</b>		
Name of Payor:	Check Number:	
Credit Card Number:	Billing Zip:	
Authorizing Signature:	CVV Code:	Expiration Date:

**Send form/payment to: FRIENDS OF LISA • 918 Sunset Dr. Vista CA 92081**