

MILLBROOK HORSE TRIALS

August 5 - 8, 2021

Come Celebrate Our 20th Anniversary!



2019 Advanced Winner:

PFun

Owned by Sterling Silver Stable & Jennifer Mosing

Ridden by Will Faudree

**2021 Advertising &
Fence Sponsorship Opportunities**



Millbrook Horse Trials

August 5 - 8, 2021

Millbrook Horse Trials (MHT) has become one of the premier equestrian events on the east coast, attracting more than 3,000 spectators and world-class competitors from the United States and abroad. MHT is a tax-exempt, not-for-profit 501(c)(3) organization.

Sponsorship of a cross-country fence, a stadium jump, an online advertisement, or all three, is a great way to support the MHT.

MHT is the largest eventing competition in the northeast. 2019 had close to 450 horses competing. (The 2020 Horse Trials were cancelled due to COVID 19 restrictions.)

Over 250 volunteers help make MHT possible. Competitors and volunteers are keenly aware of our sponsors and are grateful, as are we, for their support.

Olympic riders, including Boyd Martin, Phillip Dutton and Buck Davidson, routinely prepare their U.S. Team horses at Millbrook Horse Trials.

Each of the more than 120 Cross Country fences is beautifully decorated and available for sponsorship. These fences are highly visible and are seen by spectators and riders alike.

The jumps on our spectacular Stadium Course are designed for impact and sponsor awareness. We can also help design jumps to your specific needs, creating greater visibility and awareness.

IN 2021 WE ARE GOING DIGITAL! In an effort to reduce paper waste and in recognition of the need to minimize shared physical materials, we shall not be producing a printed program this year. All ads will instead appear in splendid color on our website, www.millbrookhorsetrials.com with direct links to each advertiser's own website or Facebook page. This also means that ads posted in the coming months will benefit from all the pre-event traffic to the website as riders and their support teams plan their trips, book into hotels, etc., and will remain on the website for up to a year until March 31, 2022, when we start posting next year's ads.

In addition, we have active social media platforms, which generate interest, engagement and excitement about the horse trials, visibility for its sponsors and additional traffic to our website. This is complemented with additional PR opportunities, both national & local.

We hope you will join us by sponsoring a fence or by purchasing an advertisement. We thank you in advance for your support.

We could not do this without you!

Millbrook Horse Trials is a 501(c)(3), a not-for-profit organization.

2021 Online Advertising

All Ads are in Color & include a link to either your Website or Facebook page.
Your Ad will appear on the MHT website within days of receipt of
your artwork and will remain through March 30, 2022.

STANDARD Package (one ad)

- Small rectangle - 3.7" w x 2.5" h \$ 150
- Medium Rectangle - 3.7" w x 5" h \$ 250
- Tall Vertical - 3.7" w x 10" h \$ 500

Your Ad will appear in alphabetical order under the business category of your choice (select below) and will link directly to your Website or Facebook page.

FEATURED Package (two ads)

- Medium Rectangle - 3.7" w X 5" h \$ 550
- Tall Vertical - 3.7" w x 10" h \$ 750

Same as Standard Package above PLUS a second 4" x 4" ad under Featured Business banner at the top of business category page. Only 4 spots available per business category.

PREMIUM Package (three ads)

- Medium Rectangle - 3.7" w x 5" h \$800
- Tall Vertical - 3.7" w x 10" h \$1000

In addition to your Standard and Featured Ads above, your third placement will be a Banner Ad (8" x 3.5") at the top of a high-traffic page, such as the Schedule of Events, and will be the only ad on that page.

If you would like to discuss these advertising options, please contact Dani Nicholson: danicali483@gmail.com

Please submit a high-resolution PDF of your ad (to specified size) to program@millbrookhorsetrials.com.

Ads may be purchased online at millbrookhorsetrials.com/advertise

Alternatively, you may mail the form below, with your check, to

Anne Gillis • 4277 Route 44 • Millbrook, NY 12545.

Sponsor/Advertiser name _____

Contact name _____

Address _____

City, state, zip code _____

Telephone _____ Email _____

Signature _____

Ads will be placed in their Business Category. Please choose your preference from the following list (which may be amended to reflect ads received):

- | | | |
|---|---|--|
| <input type="checkbox"/> Animal Care & Services | <input type="checkbox"/> Food & Dining | <input type="checkbox"/> Organizations & Schools |
| <input type="checkbox"/> Auto Services | <input type="checkbox"/> Health & Beauty | <input type="checkbox"/> Professional Services |
| <input type="checkbox"/> Business Services | <input type="checkbox"/> Home & Garden | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Community | <input type="checkbox"/> Lodging & Travel | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Equestrian Life | | <input type="checkbox"/> Retail Shopping |

Please give us your Website Address or Facebook Address
so that we may create a link to your ad: (please print) _____

2021 Fence Sponsorship

Fence sponsorships are fully tax deductible.

| | Cross Country | Stadium Jumping |
|-----------------------|---------------------------------|---------------------------------|
| Beginner Novice Fence | <input type="checkbox"/> \$ 375 | <input type="checkbox"/> \$ 800 |
| Novice Fence | <input type="checkbox"/> \$ 500 | <input type="checkbox"/> \$ 800 |
| Training Fence | <input type="checkbox"/> \$1000 | <input type="checkbox"/> \$ 800 |
| Preliminary Fence | <input type="checkbox"/> \$1250 | <input type="checkbox"/> \$1500 |
| Intermediate Fence | <input type="checkbox"/> \$1500 | <input type="checkbox"/> \$1500 |
| Advanced Fence | <input type="checkbox"/> \$2000 | <input type="checkbox"/> \$1500 |

Fence sponsorships may be purchased online at millbrookhorsetrials.com/sponsor
Alternatively, you can mail this page, along with your check, to
Anne Gillis • 4277 Route 44 • Millbrook, NY 12545.

●● Bundle & Save ●●

Bundle an ad and a fence sponsorship and get 10% off.

Sponsor name _____
Name on fence _____
Contact name _____
Address _____
City, state, zip code _____
Telephone _____ Email _____
Signature _____

GOLD & SILVER Medal Sponsorship Packages

Details of Gold & Silver Medal Sponsorship Packages will
be available on our website shortly, as will details of a range
of corporate sponsorship options. If you wish to discuss
a customized corporate sponsorship package, please contact us at:
sponsorship@millbrookhorsetrials.com.
