



## **BMG Events Sponsorship Proposal**

*As a Brumley Management Group Events Corporate Sponsor your brand name will be in front of the who's who of the Reining Horse industry. In 2017 sponsor banners and logos were seen online by worldwide viewers of industry leading Brumley Management Group events. Add to that our extensive local, national and international media coverage, as well as publicity from numerous equestrian publications and web sites, covering all aspects of each event, and you have one of the best available returns on your investment.*

### **As a sponsor there are five ways your brand identity will be seen:**

- Live Internet Broadcast Advertising
- E-Newsletters in excess of 40,000 direct recipients, and shared by affiliate partners to over 100,000 additional recipients
- Social Media Marketing: Facebook, Twitter, Instagram, Pinterest
- Event Web Site Advertising
- Individual event program print advertising, 1000 distributed at each event
- National event advertising in print publications

### **Statistics from 2017 Brumley Management Group Events Internet Broadcasting**

#### **Cactus Classic, March 22 – 26, 2017**

Total Views: 49,355

Unique Visitors and Emails collected: 3,637

Average watch time per view: 10 minutes

29 countries. US, Canada, Germany, Italy, and Austria were the top 5

#### **Wild Card, May 23 – 27, 2017**

Total Views: 29,847

Unique Visitors and Emails collected: 2,563

Average watch time per view: 12 minutes, 45 seconds

18 countries. US, Canada, Italy, Brazil, and Australia were the top 5

#### **Reining By The Bay, July 17 – 23, 2017**

Total Views: 24,835

Unique Visitors and Emails collected: 2,386

Average watch time per view: 9 minutes, 15 seconds

25 countries. US, Canada, Italy, Germany, Australia, and United Kingdom were the top 5

#### **High Roller Reining Classic, September 8 – 16, 2017**

Total Views: 152,838 (125,660 Lucas Oil Arena, and 27,178 Priefert)

Unique Visitors and emails collected: 14,572

Average watch time per view: 10 minutes, 30 seconds

37 countries. US, Canada, Italy, Germany, and Brazil were the top 5

**Cactus Reining Classic \* Wild Card Reining Challenge**

**Reining by the Bay \* High Roller Reining Classic**

Produced by Brumley Management Group, LLC



Sponsorship Level Recognition	Corporate National	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Buckle Sponsor	Contributing Sponsor
<b>Sponsorship Levels</b>	<b>\$20,000+</b>	<b>\$10,000+</b>	<b>\$5,000+</b>	<b>\$2,500+</b>	<b>\$1,000+</b>	<b>\$650+</b>	<b>up to 650</b>
Recognition of sponsor name on Maturity or Derby	Interested sponsors are encouraged to discuss this option with Sponsorship Coordinator						
Awards presentation participation for named event	Interested sponsors are encouraged to discuss this option with Sponsorship Coordinator						
Exhibitor Party Host, one per event	Interested sponsors are encouraged to discuss this option with Sponsorship Coordinator						
Sponsor info seminars	Interested sponsors are encouraged to discuss this option with Sponsorship Coordinator						
Sponsor included in national event press releases	X	X					
Sponsor logo included in national event advertising	X	X					
Sponsor included on BMG Events Cargo trailer	X	X					
Sponsor logo placed on event scoreboard	X	X					
Complimentary vendor space with prime location at event	10'X30'	10' X20'	10' X10'				
Sponsor Full Page Digital ad featured in all event E-Newsletters	X	X					
Sponsor logo recognized in all event E-Newsletters	X	X	X				
VIP Sponsor daily lunch for 8	X	X	X				
Sponsor digital ad/link included LIVE Broadcast Event coverage	Masthead	Masthead	Logo	Logo	Logo		
30 second video commercial spot aired on Live Broadcast	X	X					
Print ad in event program	2 full color	1 full color	1 full color	1 full color	1/2 B&W	1/4 B&W	program
<i>*see ad sizes listed below</i>	pages	page	page	page	page	page	listing
Sponsor banner in Lucas Oil arena	2	2	1	1			
Sponsor banner in Priefert arena	2	2	2	1	1	1	
Priority stabling in Barn A	X	X	X	X			
Priority stabling in Barn B					X	X	X
Social Media: Sponsor Facebook promotion on event page	X	X	X				
Distribution of sponsor furnished promotional materials at event	X	X	X				
Sponsor logo and hot link on event website	X	X	X	X	X	listing	listing
Daily PA announcements at event	X	X	X	X	X	X	

**Logos and print advertising must be emailed to your sponsorship coordinator by the required deadlines to be included in the event publicity!**

**Full Page Color Only (restricted placements available)**

- Full page non Bleed** . . . . . 8.0 x 10.5
- 1/2 page horizontal** . . . . . 8.0 x 5.0
- 1/4 page vertical** . . . . . 3.75 x 4.75

**30 second video commercial: Quick Time, MPEG, AVI formats (high resolution required)**

Sponsor donations of product or services that exceed \$2500 in retail value will not be accepted without a minimum of 50% of that amount contributed in cash. For example: Bobbie Jeans wants to sponsor all three shows. They offer 25 gift certificates for each show in the amount of \$100 each, a \$2500 value. Bobbie Jeans is required to contribute an additional cash amount of \$1250 for each show. At each event, the sponsorship level this sponsor will receive is Silver (\$2500 Level), as it is based on the retail value of the product donated.

*Management reserves the right to make changes to the event and its conditions at any time. Management also reserves the right to refuse service to anyone.*

**Cactus Reining Classic \* Wild Card Reining Challenge  
Reining by the Bay \* High Roller Reining Classic**

Produced by Brumley Management Group, LLC



**Sponsorship Level Recognition**

Corporate National Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Buckle Sponsor	Contributing Sponsor
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<b>Sponsorship Levels</b>	\$20,000+	\$10,000+	\$5,000+	\$2,500+	\$1,000+	\$650+	up to \$650
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**2018 Sponsorship Commitment**

*Please input your sponsorship amount in the boxes below for each show. Thank you!*

**Cactus Reining Classic, Scottsdale, AZ ~ MAKE SPONSOR CHECKS PAYABLE TO CRC, INC**

Special Sponsorship Opportunity

March 21 - 25, 2018

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**Logo and print advertising deadline: February 15th. Banners must be received by March 15th!**

**Wild Card Reining Challenge, Las Vegas, NV ~ MAKE SPONSOR CHECKS PAYABLE TO Wild Card Reining Challenge**

Special Sponsorship Opportunity

May 19 - 26, 2018

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**Logo and print advertising deadline: April 10th. Banners must be received by May 15th!**

**Reining by the Bay, Woodside, CA ~ MAKE SPONSOR CHECKS PAYABLE TO RBB, Inc.**

Special Sponsorship Opportunity

July 23 - 29, 2018

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**Logo and print advertising deadline: June 10th. Banners must be received by July 15th!**

**High Roller Reining Classic, Las Vegas, NV ~ MAKE SPONSOR CHECKS PAYABLE TO HRRC, Inc.**

Special Sponsorship Opportunity

September 7 - 15, 2018

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**Logo and print advertising deadline: August 1st. Banners must be received by August 30th!**

**Sponsor Contact Information**

Business Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Email \_\_\_\_\_

Phone Number(s) \_\_\_\_\_

*Please submit Sponsorship Commitment to:*

Amanda Brumley  
28150 N Alma School Pkwy, Suite 103, Box 619  
Scottsdale, AZ 85262  
Fax: 623-670-5905  
Email: [brumleymanagementgroup@gmail.com](mailto:brumleymanagementgroup@gmail.com)

Product and banners shipping address:  
Brumley Management Group LLC  
c/o 137 Club Dr  
San Carlos, CA 94070  
602-316-6782

*Sponsor invoices will be emailed 30 days prior to each show or you can mail checks with commitment form.*

*Thank You!*