

# SPONSORSHIP & ADVERTISING OPPORTUNITIES

**2011** Sponsorship and advertising opportunities with the South West Christmas Equine Fair offer the perfect opportunity to align your brand and promote your business and its services & products to significant numbers of regional ABC1 adults.

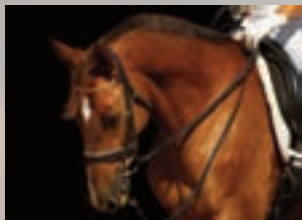


south west  
Christmas  
Equine Fair

THE REGION'S PREMIER EQUESTRIAN EVENT  
SATURDAY 3RD & SUNDAY 4TH DECEMBER 2011

Contour  
EXHIBITIONS & EVENTS

# 2011 – BUILDING UPON SUCCESS



The 16th annual South West Christmas Equine Fair will return to Westpoint Arena, Exeter on 3rd & 4th December 2011. With over 200 companies exhibiting and a full programme of entertainment in the supreme equine arena, including demonstrations by Olympic equestrian stars, this has become a major event within the equestrian calendar.

In 2011 there are a number of brand association and sponsorship opportunities that include valuable and exclusive benefits. With regional press coverage such as Western Morning News, Western Daily Press, Express & Echo, Western Gazette, Herald Express national magazine coverage including Horse and Hound regional radio coverage from Heart and Exeter FM and TV coverage from Spotlight, you could potentially be in front of thousands of regional consumers.

## NAMING RIGHTS £POA

Your opportunity to be directly associated with the region's premier Equestrian Event. We are offering one organisation the opportunity to have their name and brand linked with the 2011 event, featuring across 100 of all linked promotional, marketing and media activity.

The association will be evident through the use of the sponsorship name i.e. South West Christmas Equine Fair in Association with (sponsor name)

## GOODY BAG SPONSORSHIP £POA

company logo & literature

3,000 of these bags will be distributed to the first 1,500 visitors on each day of the show. They will receive these bags as they enter the show and with the average visitor staying upwards of 6 hours your company logo will receive significant exposure

## ON SITE BANNERS £200 (banners to be supplied, max size 4m x 1m)

Increase your company's brand awareness through this simple but effective medium.

## DIRECT MARKETING OPPORTUNITIES £POA

Reach over 15,000 ABC1 South West consumers through various mediums.

Reach over 1,000 national equestrian and associated companies through various mediums including e - newsletters.

## WEBSITE LINKS Cost per logo is £100

(all logos must be sent through in either j-peg or pdf format)

Include your company logo and website link on our popular event website which receives over 5,000 hits per month

## OTHER SPONSORSHIP OPPORTUNITIES INCLUDE

Features Arena, Demonstrations, Showing Classes

## INTERESTED?

We would like to explore with interested sponsors their additional requirements on a one to one basis. This will ensure that any association expressly meets the sponsor's strategic requirements.

Please contact Contour Exhibitions & Events Ltd  
01392 421 500 or email [sales@contour.uk.net](mailto:sales@contour.uk.net)

# PROGRAMME ADVERTISING £see rate card

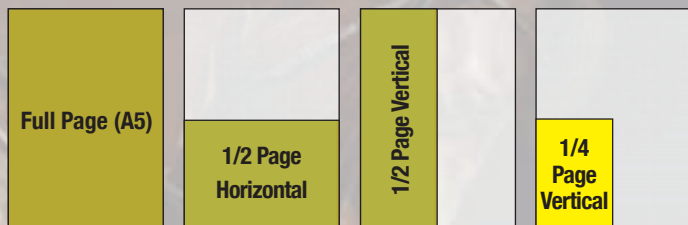
This will be a paid – for programme and provide an exclusive advertising opportunity to reach thousands of visitors

## 2011 RATES, DIMENSIONS AND PRODUCTION DETAILS

POSITION	PRICE + vat	PAGE SIZE (TRIM)	PAGE SIZE (BLEED)
OFFICIAL PROGRAMME SPONSOR INCLUDES FULL PAGE ADVERT AND FRONT COVER PRESENCE	£2000	Trim: 148mm x 210mm (wide) (deep)	Bleed: 154mm x 216mm (wide) (deep)
OBC (OUTSIDE BACK COVER)	£500	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
IFC (INSIDE FRONT COVER)	£400	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
IBC (INSIDE BACK COVER)	£400	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
A5 FULL PAGE PORTRAIT	£300	Trim: 148mm x 210mm	Bleed: 154mm x 216mm
1/2 PAGE HORIZONTAL	£175	Trim: 148mm x 105mm	Bleed: 154mm x 111mm
1/2 PAGE VERTICAL	£175	Trim: 68mm x 210mm	Bleed: 74mm x 216mm
1/4 PAGE VERTICAL	£100	Trim: 60mm x 87mm	Bleed: 66mm x 93mm

### Material Specifications:

- Print optimised high-resolution (300dpi) PDF or JPEG.
- The colour space must be CMYK or Grayscale. No RGB, LAB or embedded colour profiles.
- All fonts are to be embedded in the PDF
- **Include 3mm bleed on all sides**



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