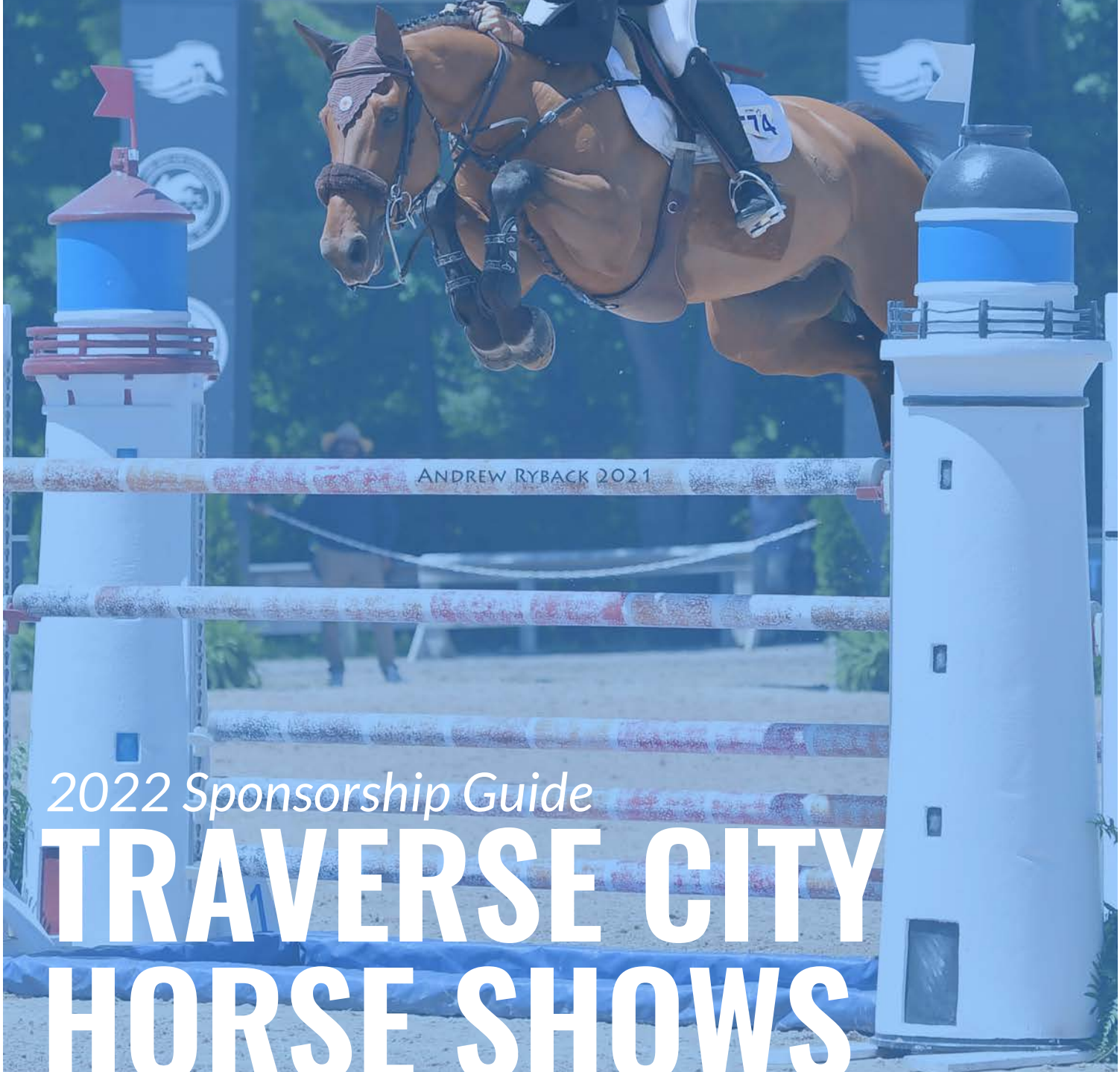


TRAVERSE CITY HORSE SHOWS
Turtle Creek Casino International Ring



ANDREW RYBACK 2021

2022 Sponsorship Guide

TRAVERSE CITY HORSE SHOWS

TRAVERSE CITY HORSE SHOWS

2022 Schedule of Events



TRAVERSE CITY SPRING HORSE SHOW (TC Spring)

Presented by Turtle Creek Casino & Hotel

- June 8 – 12 FEI 3* / Hunters / 6 Jumpers
- June 13 – 19 FEI 3*/ Hunters / 6 Jumpers
- June 22 – 26 FEI 3* / Hunters / 6 Jumpers / WCHR & \$100,000 Hunter Spectacular

GREAT LAKES EQUESTRIAN FESTIVAL (GLEF)

- July 6 – 10 FEI 3* / Hunters / 6 Jumpers
- July 13 – 17 FEI 2* / Hunters / 6 Jumpers / WCHR
- July 20 – 24 FEI 2* / Hunters / 6 Jumpers
- July 27 – 31 FEI 2* / Hunters / 6 Jumper / \$25,000 Int. Derby / Dudley B. Smith Equitation
- Aug. 3 – 7 **Major League Show Jumping**
USHJA Zone 5 Team/Platinum Jumper Championship
FEI 5* & 2* / Hunters / 6 Jumper
- Aug. 9 – 14 **FEI North American Youth Championship (NAYC)**
FEI 3* / Hunters / 6 Jumper

TRAVERSE CITY FALL HORSE SHOW

- Aug. 31 – Sept. 4 FEI 3* / Hunters / 6 Jumpers
- Sept. 7 – 11 **Silver Oak Jumper Tournament (SOJT)**
USHJA Young Jumper Championship
FEI 3* / Hunters / 6 Jumpers
- Sept. 14 – 18 **American Gold Cup (AGC)**
Major League Show Jumping (MLSJ)
FEI 5* & 2* / Hunters / 6 Jumpers / \$275,000 Traverse City Hunter Finals /
Maclay Regional Championship

TRAVERSE CITY HORSE SHOWS

Sponsorship Deliverables | Due Dates



Please note, sponsorship agreements are customized, and benefits may vary. This is a general guide so not all deliverables and due dates will apply to each sponsor. Please refer to Exhibit A of your sponsorship agreement for details specific to your package.

ASAP	Logos
2/1	TC Spring Prize List Ads Due
2/15	GLEF Prize List Ads Due
3/1	Deadline for to Guarantee Priority Camper Reservations
4/1	Vector logos due for banner artwork
5/1	TC Spring Banner Art Due TC Spring + GLEF Program Ads & Editorial Due
5/6	TC Fall/SOJT/AGC Prize List Ads Due
6/1	TC Spring Public Address Scripts Due TC Spring Video Spots Due TC Spring Certificate of Insurance Due for Vendor Set-ups/Displays TC Spring Prizes, Materials for Distribution Due
7/1	GLEF Public Address Scripts Due GLEF Video Spots Due GLEF Certificate of Insurance Due for Vendor Set-ups/Displays GLEF Prizes, Materials for Distribution Due
7/29	TC Fall Program Ad & Editorial Due
8/1	TC Fall Banner Art Due
8/12	TC Fall Public Address Scripts Due TC Fall Video Spots Due TC Fall Certificate of Insurance Due for Vendor Set-ups/Displays TC Fall Prizes, Materials for Distribution Due

TRAVERSE CITY HORSE SHOWS

Sponsorship Deliverables | Specs



LOGOS

Due Date: ASAP

Email to: rachel@traversecityhorseshow.com

Specs: .eps or vector file preferred or high res png, jpeg or pdf file

PRIZE LIST ADS

TC Spring – February 1

GLEF – February 15

TC Fall – May 6

Email to: rachel@traversecityhorseshow.com and mary@mmg.management

Specs: See below

PROGRAM ADS

TC Spring + GLEF - May 1

TC Fall /SOJT/AGC – July 29

Email to: rachel@traversecityhorseshow.com and mary@mmg.management

Specs: See below

BANNERS

All banners shall be a white logo on a dark blue background. Sponsor to provide a vector logo file for the artwork, preferably a white logo with no background. Please send by 4/1.

Email logo to: rachel@traversecityhorseshow.com

JUMPS

Per FEI and USEF rules, to be used in competition, jumps must be in excellent condition. Sponsors are responsible for pick-up and delivery of their jump. Limited storage may be available throughout the year if coordinated in advance.

Contact: rachel@traversecityhorseshow.com

TRAVERSE CITY HORSE SHOWS

Sponsorship Deliverables | Specs



PUBLIC ADDRESS ANNOUNCEMENTS

Traverse City Spring Horse Show – Due June 1
Great Lakes Equestrian Festival – Due July 1
Traverse City Fall Horse Show – Due August 12
Email to: rachel@traversecityhorseshows.com

VIDEO SPOTS

Traverse City Spring Horse Show – Due June 1
Great Lakes Equestrian Festival – Due July 1
Traverse City Fall Horse Show – Due August 12

Email to: rachel@traversecityhorseshows.com
Specs: MP4 file; 720p; 16:9 ratio; -3dB to -6dB

CERTIFICATE OF INSURANCE

All vendors will be required to have a certificate of insurance (Acord Form #25-S) showing that coverage is in effect from set up to take down. The following are named as Specially Designated Additional Insureds: Flintfields Horse Park, Morrissey Management Group, LLC, and Traverse City Horse Shows, LLC.

Traverse City Spring Horse Show – Due June 1
Great Lakes Equestrian Festival – Due July 1
Traverse City Fall Horse Show – Due August 12

Email to: rachel@traversecityhorseshows.com

MATERIALS FOR DISTRIBUTION, PRIZES & ITEMS FOR SPONSOR BAGS

Traverse City Spring Horse Show – Due June 1
Great Lakes Equestrian Festival – Due July 1
Traverse City Fall Festival/American Gold Cup – Due August 12
See shipping address for Flintfields Horse Park

CAMPER SPOTS

Camper spots are based on availability and sponsors shall have the first opportunity to reserve their spots before they are open to all exhibitors. Camper spots shall be confirmed by management once the camper form and payment are received. Due to high demand, sponsors are encouraged to return their forms and payment as early as possible to guarantee their spots. The deadline for priority reservations for sponsors is March 1, 2022.

SHIPPING ADDRESS FOR FLINTFIELDS HORSE PARK

Traverse City Horse Show
Attn: Rachel Klion
6535 Bates Road
Williamsburg, MI 49690

TRAVERSE CITY HORSE SHOWS

Sponsorship Deliverables | Program & Prize List Specs

DEADLINES

TC Spring Prize List: February 1
GLEF Prize List: February 15
TC Fall Prize List: May 6
TC Spring + GLEF Program: July 1
TC Fall Program: July 29

DIMENSIONS

Size	Width" x Depth
Trim Size	8.500 x 11.000
Full Page Bleed	8.625 x 11.125
Full Page Live Area	7.250 x 9.750
Half Page (H)	7.250 x 4.750
Half Page (V)	3.500 x 9.750
Quarter Page (V)	3.500 x 4.500
Quarter Page (H)	7.250 x 2.250
Eighth Page	3.500 x 2.000

PRODUCTION CHARGES

Advertisers must supply electronic digital files of advertisement materials or a charge will apply. Advertiser may be charged for any of the following: design, layout, art, scans of logos, photographs, line drawings, artwork, retouching due to the poor condition of supplied artwork (ad), typography, and/or client alterations. Special design services based on evaluation.

SEND ARTWORK TO:

Mary Silcox
mary@mmg.management
941.744.5465

Rachel Klion
rachel@Traverscityhorseshow.com
914.844.8326

DIGITAL PRE-PRESS REQUIREMENTS

- PDF file preferred (PDF/X-1a:2001) or set to press quality; compression settings to none and embed all fonts
- Native files are acceptable (i.e. Photoshop, Xpress) Prefer conversion to high resolution PDF (PDF/Z-1a:2001 setting)
- All color ads should indicate trims and bleeds where applicable
- Please eliminate all unused data and supply only the files to be output

LAYOUT/SCANS/IMAGES

- Build pages to trim size and extend bleed .125" beyond page edge; keep live area matter to .25" from final trim
- Scanned images should not be enlarged beyond 110% or reduced below 50% in the layout application
- Do NOT nest EPS files within other EPS files
- Color scan images should be CMYK (RGB mode is not supported); Image density should be 280% maximum
- Duotones must be in CMYK mode
- Image file format should be TIF or EPS
- JPG, GIF, PICT, BMP and WORD formats are NOT acceptable and are not supported
- Delete all extraneous alpha channels, pasteboard items, styles, etc not needed for final output



TRAVERSE CITY HORSE SHOWS

Contact Information

MATT MORRISSEY

Event Director

matt@mmg.management

941.915.3457

NICKY MEYER

Sponsorship & Hospitality

nicky@mmg.management

440.258.5099

RACHEL KLION

Sponsorship

rachel@traversecityhorseshow.com

914.844.8326

AUDRA JACKSON

Community Relations

audra@greatlakeesequestrianfestival.com

231.835.1650

MARY SILCOX

Advertising & Publications

mary@mmg.management

941.744.5465

ADDITIONAL CONTACTS

SUSIE MORRISSEY

Show Office

susie@mmg.management

941.527.6602

TOM BLANKENSHIP

Stable Manager

tom@threeshipsllc.com

843.495.3011

STEPHEN KARAS

Lodging & Accommodations (Winterwood Properties)

stephen@sckaras.com

231.342.4686

