



May 8 - 10, 2020



# Sponsors & Advertising



*Thank you for your support!*

[www.SargentCDE.com](http://www.SargentCDE.com)



# SPONSORSHIPS & ADVERTISING

## 2020

	TITANIUM \$3,000	PLATINUM \$1,000	GOLD \$500	HAZARD \$400	SILVER \$300	BRONZE \$200	DIVISION \$100	VENDOR \$100
Top billing at all 2020 SEC events	◆							
Top Billing at the 2020 SECDE		◆						
Sponsor Logo on 2020 SECDE Newsletters, Banner, T-Shirts & other promotional materials	◆	◆						
Sponsor name on T-Shirts, Banner and other 2020 SECDE promotional materials	◆	◆	◆					
Prime booth space to present or display your product/service during the SECDE	◆	◆	◆					◆
One Full page photo ad for advertising in 2020 SECDE Program	◆	◆						
One Half page photo ad for advertising in 2020 SECDE Program			◆					
Business Card size ad in 2020 SECDE Program				◆	◆	◆		
Honorable Mention in 2020 SECDE Program							◆	◆
Hang your own banner for 1 year inside the SEC arena	◆	◆	◆					
VIP Passes includes SECDE All Food during event	6	4	2	2	1			
Hospitality & seating in VIP Sponsor area at SECDE	◆	4	4	2				
SECDE T-shirts or hats	4	4	2	2	1	1	1	
Listing on 2020 SECDE website with logo, photo ad & link www. sargentcde.com	◆	◆	◆	◆	◆	◆	◆	◆
Help Sponsor a Junior Driver for the weekend					◆			
Your name associated with your chosen Division at the SECDE Competition							◆	
Sponsor's name announced during the 2020 SECDE Driving Show	◆	◆	◆	◆	◆	◆		
Sponsor's name announced during ALL 2020 SEC Events & Awards Ceremony	◆	◆	◆					
Opportunity to participate in Awards Ceremony	◆	◆	◆	◆	◆	◆	◆	
Complimentary 2020 SECDE Program	◆	◆	◆	◆	◆	◆	◆	
Hang your banner @ SEC for 1 year on your chosen Hazard				◆				

**\*\* If you would like to Sponsor a "Special Award" for a Class or Division, contact Jeanne Williams: [jeanne@sargentequest.com](mailto:jeanne@sargentequest.com)**



# SPONSOR ORDER FORM

Thank you for your Sponsorship!

COMPANY NAME:	CONTACT:
COMPLETE ADDRESS:	
PHONE:	CELL:
EMAIL:	FAX:
COMMENTS:	

Photo-ready art to be supplied by advertiser. See last page for Ad Specs. Ad Deadline: April 26, 2020

SPONSOR PACKAGES:	COST	AMOUNT
Titanium Sponsor	\$3,000	
Platinum Sponsor	\$1,000	
Gold Sponsor	\$500	
Hazard Sponsor	\$400	
Silver Sponsor	\$300	
Bronze Sponsor	\$200	
Division Sponsor: Choose One		
Training    Preliminary    Intermediate    ADS Advanced (Int II)	\$100	
Vendor Space	\$100	
Other—describe:		
<b>TOTAL:</b>		

Please complete this form and send to:

**Sargent Equestrian Center CDE**  
**15757 E. Sargent Road**  
**Lodi, CA 95240**

*For questions regarding Sponsorship, contact:*

*Jeanne Williams: [jeanne@sargentequest.com](mailto:jeanne@sargentequest.com)  
 209-727-0200*

Make check payable to: **Sargent Equestrian Center**

**\*\* If you would like to Sponsor a "Special Award" for a Class or Division, contact:**

**Jeanne Williams: [jeanne@sargentequest.com](mailto:jeanne@sargentequest.com) 209-727-0200**

**Award ideas: Navigator Award, Best Junior Driver, Best Morgan, Best Marathon Turnout, Best Conditioned**



# ADVERTISER ORDER FORM

Thank you for your support!

COMPANY NAME:	CONTACT:
COMPLETE ADDRESS:	
PHONE:	CELL:
EMAIL:	FAX:
COMMENTS:	

**Color ads are limited, order early! Photo-ready art to be supplied by advertiser.\*  
Ad Deadline: April 26, 2020**

Program Advertising	Color	B&W	Amount
Full Page Inside Front Cover or Inside Rear Cover	\$250		
Full Page (7-1/2 inches wide x 10 inches tall)	\$175	\$125	
Half Page (7-1/2 inches wide x 5 inches tall)	\$90	\$75	
Quarter Page (3-1/2 inches wide x 5 inches tall)	\$75	\$50	
Business Card (3-1/2 inches wide x 2 inches tall)	\$30	\$20	
Centerfold Special! 2 Color pages on Centerfold, and 1 B&W Full Page	\$400		
<b>TOTAL:</b>			

*\*Program Ad Specs are listed on the next page.*

*Ad design services are available contact Jenni Haas, Program Designer [jennihaas@gmail.com](mailto:jennihaas@gmail.com).*

Please complete this form and send to:

Make check payable to: **Sargent Equestrian Center**

**Sargent Equestrian Center CDE  
15757 E. Sargent Road  
Lodi, CA 95240**

*For questions regarding Program Advertising, contact:*

*Jeanne Williams - [jeanne@sargentequest.com](mailto:jeanne@sargentequest.com) or 209-727-0200*

**\*\* If you would like to Sponsor a "Special Award" for a Class or Division, contact:**

**Jeanne Williams: [jeanne@sargentequest.com](mailto:jeanne@sargentequest.com) 209-727-0200**

**Award ideas: Navigator Award, Best Junior Driver, Best Morgan, Best Marathon Turnout, Best Conditioned**



## PROGRAM AD SPECS

Ads to be supplied photo-ready.\*

Give your ad a Professional Touch!  
**AD DESIGN SERVICES** are available for a nominal fee. For more information contact Program Designer Jenni Haas at [jennihaas@gmail.com](mailto:jennihaas@gmail.com)

**Ad Deadline for Program: April 26, 2020**

### Program Ad Specs:

- Full Page 7-1/2 inches wide x 10 inches tall
- Half Page 7-1/2 inches wide x 5 inches tall
- Quarter Page 3-1/2 inches wide x 5 inches tall
- Business Card 3-1/2 inches wide x 2 inches tall

Color ads are limited, and will be first-come, first-served.

Ads to be supplied photo-ready.\*

### \*File Specs:

- **PDF:** (preferred!)
- Can be saved/exported from most Page Layout programs
- We prefer PDF files, must be saved in "Print Quality" mode
- "Smallest File Size" or "Web" will be poor quality images, and are not acceptable
- Embed your fonts in PDF files.

### Adobe Photoshop:

- **JPEG** or **TIFF** (TIFF is better) file format
- Resolution: 300 dpi
- Outline your fonts (type>rasterize type layer)
- Color files should be saved in **CMYK** mode.

### Adobe Illustrator:

- **EPS** file format
- all graphic files embedded and fonts outlined
- Color files should be saved in **CMYK** mode.

If you need more information, or for Ad Design Services, contact Program Designer Jenni Haas at [jennihaas@gmail.com](mailto:jennihaas@gmail.com)