

The Maryland Combined Training Association
Growing and connecting the Maryland Eventing community

- 2021 -

SPONSORSHIP OPPORTUNITIES



Maryland's local Eventing association since 1972



What We're About

Founded in 1972, the Maryland Combined Training Association is one of the oldest local combined training organizations in the United States with one of the longest, continuously running horse trials in the country. Governed and run solely by volunteers, MCTA is passionate about running first class events and providing channels for eventing amateurs and professionals to connect.

MCTA runs a USEA-recognized event in May at Shawan Downs, which attracts the interest of hundreds of eventers wanting to experience the thrill of riding on the storied grounds of the Legacy Chase. In addition, we offer two well-respected unrecognized events for those looking for a more relaxed yet professional competitive environment and a popular Year End Awards Banquet and Silent Auction.

**New in 2021* -- Unrecognized event added at Shawan Downs!*

We are dedicated to providing value with our sponsor services, including an online presence on our active Facebook page and website, as well as customized email services that reach 1000's of loyal followers year-round. Our Chair of PR, Advertising, and Sponsorships is a product and marketing professional with over 10 years of experience in digital and content marketing.

In short, MCTA offers sponsors, competitors, and members a wide range of opportunities to gain exposure. It's a win-win situation!

It comes down to providing a

REAL CONNECTION.

Here's what one of our amazing sponsors had to say about the results of his email campaign:

"I just saw the email blast you sent about my Working Equitation clinics and wanted to write to thank you for the fantastic job. We've already had a couple of contacts." - Barry Dornon, AOPF Stables

What is Eventing?

Eventing is often described as the “equestrian triathlon.” It is a three-phase horse sport designed to test the training, ability, and strength of a horse as well as the connection between horse and rider. From its roots as the ultimate test of military horses, eventing has since evolved into a modern sport enjoyed by amateurs of all ages as well as professional riders at the Olympic and international level.



Dressage begins every eventing competition. In French, the word dressage means “training.” Originally designed to show the military horse’s ability to perform intricate movements on the parade route and in formation, today the dressage test comprises a series of complicated movements performed in an enclosed arena. Ideally the horse appears to perform the test movements of its own accord, working in harmony with his rider.



Cross country tests the horse’s speed, endurance, and jumping ability over varied terrain and imposing obstacles. To accomplish this, the horse and rider need to be at peak condition, the horse must be bold, yet still respond immediately to a rider’s requests, and the rider must take care to find the best route to each obstacle. Ideally the pair expend only as much energy as necessary so that they can successfully tackle the show jumping phase.



Show jumping ends the event. The course is comprised of a series of lightweight rails that are easily knocked down. The courses are designed to test the horse and rider’s ability to negotiate a variety of fences that differ in height, width, and appearance. For spectators, this phase offers some breathtaking moments, as just a single dropped rail can change the final standings dramatically.



Sponsorship Overview

An MCTA sponsorship means you will receive a variety of benefits. However, if your interests lie in certain offerings, we're more than happy to accommodate with a customized package just for you.

The following gives you an idea of how a sponsorship with MCTA provides value to your business:

Online Presence

- Our **website** offers options to highlight your company, from logos on our homepage linking to your website to a **Sponsor page** complete with bios and photos
- Highlight your events, specials, and more on our **Facebook page** (1,400+ followers)

Digital Presence

- **Emails** customized with your messaging to **6,500+ loyal readers** in MD, VA, DC, NJ and PA
- Sponsor highlight complete with logo, paragraph, and links in our bi-weekly **Member Activities E-newsletter**

Event Presence

- **Signage at high traffic areas** such as event entrances, parking, and cross country fences
- **Product placement**, such as vehicles beside competition rings, throughout cross country field, or parking areas
- **Advertising and special acknowledgment** in our Event Program
- Public acknowledgment over the PA system at our events
- Your **logo on volunteer shirts**



Sponsor Levels

Friends of MCTA — \$300

- Plaque at high traffic location (i.e. jump, road crossing)
- Special acknowledgment in Event Program
- 1/4 page ad in Event Program
- Public announcement at Shawan Downs HT
- Your name/logo on back of Volunteer Shirts
- Facebook shout-out
- Logo with direct link on website
- 1 fully customized email to our entire database
- Sponsor highlight complete with logo and description at the top of coveted MCTA E-newsletter
- Fulfill another member's "volunteer hours" eligibility requirement (you have the ability to pick who)

Friends of MCTA Plus — \$500

- 2 additional customized emails or additional presence on our website.

Bronze Sponsor — \$1,000

- Banner by main crossing or cross country jump
- Special acknowledgment in Event Program and Year End Awards Program
- 1/2 page color ad in Event Program
- Public announcement at Shawan Downs HT
- Your name/logo large on back of volunteer t-shirts
- 2 fully customized emails to our entire database
- Sponsor highlight complete with logo, description, and links in coveted MCTA E-newsletter
- Bio complete with photos and link on website
- *New* Sponsor a webinar!
- Complimentary drinks at Year End Awards banquet

Featured Sponsor: Loch Moy Farm

Carolyn Mackintosh and her amazing team have worked tirelessly to turn Loch Moy Farm into a premiere equestrian venue for not only eventing, but dressage and showjumping as well. From international, 3-Day, and Young Horse events to schooling shows and clinics galore, there is always something going on at Loch Moy Farm, and chances are you'll see Carolyn's smiling face right in the mix making sure all is going according to plan.

[Check out an article on USEA's website about Carolyn's secret sauce.](#)

The Secret to Success at Maryland Horse Trials: Carolyn Mackintosh



MCTA Webinar

Equine First Aid

with Dr. Essie Rogers from Hess Equine Veterinary Services.

Held August 6, 2020

Great tips from Dr. Essie Rogers on knowing when to call the vet and basic equine first aid until the vet arrives. Topics include colic, choke, eye injuries, wound care, and much more.

[Watch Video](#) [Get the Slides](#)




Dressage Sponsor — \$3,000

- *Branded giveaways at secretary trailer
- Product placement by each dressage ring
- *Your vendor tent located in the dressage area
- Full page ad in Event Program
- Logo in prominent location on volunteer t-shirts
- 4 dedicated emails to entire MCTA database
- Logo at bottom of MCTA Activities E-Newsletter
- Interview highlight on website and social media channels
- Special recognition from speaker at Year End Awards banquet



Your product
takes front
row



*Provided by sponsor

Cross Country Sponsor — \$3,000

- *Branded giveaways at secretary trailer
- Product placement by major xc element
- *Your vendor tent located in the main thruway
- Logo in prominent location on volunteer t-shirts
- Logo at top of MCTA Activities E-Newsletter
- Full page ad in Event Program

Title Sponsor — \$5,000

- Shawan Downs event entrance all to yourself
(That's 60k viewers in 3 days!)
- Event division in your name
- *Banners/signage at secretary stand
- Logo in prime location on volunteer t-shirts
- Headline first page and full back cover ad in Event Program
- *Signage over silent auction tables at Year End Awards Banquet

Dressage, Cross Country and Title sponsors are customizable based on your interests, so let's talk!

Next Steps

Please be in touch if you're ready to move forward or if you have any questions or ideas on how to make your sponsorship the most effective it can be.

Contact Alicia Davis, MCTA Chair of Marketing & Sponsorships

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