

Seeking 2022 Sponsors



The Northern Kettle Moraine Horse Trail Association (NKMHTA) is gearing up for their annual **SADDLE UP FOR THE KETTLES** event and is looking for sponsors to support this year's ride. This event will attract over a hundred equine and outdoor enthusiasts to visit the Kettle Moraine Bridle Trails. Protecting, preserving and maintaining the 41 miles of scenic bridle trails is an ongoing effort that requires a small army of volunteers and donors. This event's registration and sponsorship fees will be dedicated to the NKMHTA for trail maintenance and horseriders campground improvements. Not only will your sponsorship support continual conservation efforts of the bridle trails, but you will also be able to reach and connect with over 10,000 equine and outdoor enthusiasts through targeted marketing efforts.

SILVER	GOLD	PLATINUM
\$250.00	\$500.00	\$1,000.00
<ul style="list-style-type: none"> • Logo on T-shirt • Logo on NKMHTA website and backlink to your website • Tags on pre-event social posts • Recognition on Social Media Event Page • Option to set up outdoor table/booth at event <p>Estimated Promotional Reach and Targeted Audience: 3,000 – 5,000</p>	<p>All items listed in silver package, PLUS:</p> <ul style="list-style-type: none"> • Logo twice as large on T-shirt, Website and Social Posts • Flyer insert for participant packets* <p>Only four (5) gold sponsorships available</p> <p>Estimated Promotional Reach and Targeted Audience: 4,000 – 8,000</p>	<p>All items listed in silver and gold packages, PLUS:</p> <ul style="list-style-type: none"> • Largest spotlight logo on T-shirt, Website and Social Posts • Logo on pre-event email blasts • Logo on event trail signage • Banner displayed at event* <p>Only one (1) platinum sponsorships available</p> <p>Estimated Promotional Reach and Targeted Audience: 5,000 – 10,000</p>

*Items marked with asterisk indicate that the sponsor is responsible for printing and providing to NKMHTA in ready to insert/hang format.

AUDIENCE DEMOGRAPHICS

- Men & Women ages 30 – 65+ years old
- Annual household income \$65,000 - \$200,000
- Central Wisconsin counties including, Fond du Lac, Dodge, Sheboygan, Waukesha, Calumet, Jefferson, Washington and Ozaukee.
- Horse & Outdoor enthusiasts
- Interests may include trucks, trailers, farm, agriculture, animal care, and lawn & garden
- Estimated Total Audience Size (Pre-Event Marketing): 67.3K - 79.2K
- Estimated day of event participation: 75 – 125 participants

SPONSORSHIP TIMELINE & DEADLINES

April 15, 2022	Deadline for Sponsorships sign-up
April 15, 2022	Full sponsorship payment and sponsor logos due
May 1, 2022	Flyers and packet inserts due*
June 1, 2022	Platinum sponsor banner due*
June 4, 2022	Optional table day of event (set-up and manned by sponsor)

*Mail or hand deliver to: Katie Bachhuber, N10103 County Road YY, Mayville, WI, 53050

LOGO SPECIFICATIONS

Silver, Gold and Platinum sponsors will have their logo added onto promotional material and online marketing efforts. Logos should be emailed to mercedestucker714@gmail.com by April 15, 2022, to be included on pre-event marketing initiatives. Preferred logo formats: vector .ai or .eps file. If logo not available in vector format, a transparent .png file will suffice.

FLYER SPECIFICATIONS

Each participant will be mailed a packet one week prior the event. Gold and Platinum sponsors have the opportunity to create promotional flat inserts for event packets that will be mailed to all event participants. Promotional inserts should be no larger than standard letter size 8.5" x 11" flyers to fit in manila envelopes. Promotional flyers can be black and white or in color, printed single sided or double. Sponsors are responsible for designing, printing and delivering packet inserts before May 1, 2022. Any expenses incurred for the designing, printing and delivery of inserts are also the responsibility of the sponsors.

BANNER SPECIFICATIONS

The Platinum sponsor has the opportunity to create a promotional banner that will be hung and displayed during the event at the Horseriders Campground in a high traffic area. The banner should be a standard 6' x 3' (72" x 36") vinyl banner with grommets for hanging. The Platinum Sponsors is responsible for designing, printing and delivering the banner before June 1, 2022. Any expenses incurred for the designing, printing and delivery of the banner is the responsibility of the Platinum sponsor.