As a Horse Show Global Event Advertiser your brand name will be in front of the who’s who of the Reining Horse industry. In 2017 sponsor banners and logos were seen online by worldwide viewers of industry leading Brumley Management Group events. Add to that our extensive local, national and international media coverage, as well as publicity from numerous equestrian publications and web sites, covering all aspects of each event, and you have one of the best available returns on your investment.

As a sponsor there are five ways your brand identity will be seen:

- Live Internet Broadcast Advertising
- E-Newsletters in excess of 40,000 direct recipients, and shared by affiliate partners to over 100,000 additional recipients
- Social Media Marketing: Facebook, Twitter, Instagram, Pinterest
- Event Web Site Advertising
- Individual event program print advertising, 1000 distributed at each event
- National event advertising in print publications

Statistics from 2017 Brumley Management Group Events Internet Broadcasting

**Cactus Classic, March 22 – 26, 2017**
Total Views: 49,355  
Unique Visitors and Emails collected: 3,637  
Average watch time per view: 10 minutes  
29 countries. US, Canada, Germany, Italy, and Austria were the top 5

**Wild Card, May 23 – 27, 2017**
Total Views: 29,847  
Unique Visitors and Emails collected: 2,563  
Average watch time per view: 12 minutes, 45 seconds  
18 countries. US, Canada, Italy, Brazil, and Australia were the top 5

**Reining By The Bay, July 17 – 23, 2017**
Total Views: 24,835  
Unique Visitors and Emails collected: 2,386  
Average watch time per view: 9 minutes, 15 seconds  
25 countries. US, Canada, Italy, Germany, Australia, and United Kingdom were the top 5

**High Roller Reining Classic, September 8 – 16, 2017**
Total Views: 152,838 (125,660 Lucas Oil Arena, and 27,178 Priefert)  
Unique Visitors and emails collected: 14,572  
Average watch time per view: 10 minutes, 30 seconds  
37 countries. US, Canada, Italy, Germany, and Brazil were the top 5
2018 Advertising Media Kit

HorseShowGlobal.com is the exclusive online media broadcast partner of Brumley Management Group, LLC (BMG) Events. These annual events rank in the Top Ten National Reining Horse Association Leading events worldwide, with the High Roller Reining Classic listed at #4 annually. BMG Events pay out in excess of $1,000,000.00 in prize money each year drawing exhibitors internationally from such countries as Brazil, Germany, France, Italy, Canada and England. These events are known as the “Crown Jewels of Reining Competitions” due to their elite locations including Scottsdale, Arizona; Las Vegas, Nevada; and Woodside, California. There is no other reining circuit like this in the world!

Advertising space on HorseShowGlobal.com is limited and sells very quickly. It is advantageous to sign up at the beginning of the year to get the most benefit out of these four events. If you have questions, please contact the HSG Sale Representative in your area.

Horse Show Global, LLC Internet Broadcasting Advertising Rates

1. **Presenting Advertiser – Maximum of 1 Advertiser per show**
   $5,000 This Advertiser is the HSG Presenting Broadcast Advertising Partner of a BMG Event. Includes one Broadcast Roll Out Opener 15 second commercial *(video provided by advertiser)*, a 30 second video commercial *(video provided by advertiser)*, played during arena drags, which run approximately every hour during event competition. Banner Ad *(provided by advertiser)*, with hot link, located above the video screen. Social Media and E-Newsletter Announcement as Presenting Sponsor.

2. **All Shows Platinum Advertiser – Maximum of 5 Advertisers**
   $3,500 Includes one Static Button *(provided by advertiser)*, with hot link, under the video player, and one 60 second commercial *(video provided by advertiser)* played during arena drags, which run approximately every hour during event competition.

3. **All Shows Marquis Banner Advertiser – Maximum of 5 Advertisers**
   $2,500 Includes Banner Ad *(provided by advertiser)*, with hot link, at the top of the broadcast screen, during each event, and one 30 second commercial *(video provided by advertiser)* played during arena drags, which run approximately every hour during event competition.

4. **All Shows Advertiser**
   $2,000 Includes one Rotating Banner Ad *(provided by advertiser)*, with hot link, to the right of the video screen, on rotation with other sponsors with a minimum appearance every fifteen minutes per arena and one 30 second commercial *(video provided by advertiser)* played during arena drags, which run approximately every hour during event competition.

5. **All Shows Rotating Banner Advertiser**
   $1,500 Includes one Rotating Banner Ad *(provided by advertiser)*, with hot link, to the right of the video screen, on rotation with other sponsors with a minimum appearance every fifteen minutes per arena.

6. **All Shows Video Commercial Advertiser**
   $1,500 Includes one 30 second video commercial *(video provided by advertiser)*, played during arena drags, which run approximately every hour during event competition.

7. **Rotating Banner Advertiser – by show**
   $750 per show. Includes one Rotating Banner Ad *(provided by advertiser)*, with hot link, to the right of the video screen, on rotation with other sponsors with a minimum appearance every fifteen minutes per arena.

*Advertising must be paid in full, and in advance of event advertising. Graphics may be switched out at Advertiser’s request. All prices are US Funds.*
Horse Show Global, LLC E-Newsletters Advertising Rates

Horse Show Global’s list includes over 40,000 direct emails. Our list includes enthusiasts, exhibitors, trainers, sponsors, advertisers, vendors and manufacturing companies coast to coast, Canada, Mexico, Brazil and Europe. You can target a specific demographic or all of them. We are offering budget friendly packages to secure your brand marketing.

1. **Single E-Newsletter - $300**
   Single advertisement (provided by sponsor) and 15 second commercial *(video provided by advertiser)* Plus shared on Horse Show Global Social Media Facebook page. Scheduling based on availability.

2. **Package of 4 E-Newsletters - $1000**
   Single advertisement (provided by sponsor) and 15 second commercial *(video provided by advertiser)* Plus shared on Horse Show Global Social Media Facebook page. Scheduling based on availability.

3. **Package of 8 E-Newsletters - $1750**
   Single advertisement (provided by sponsor) and 15 second commercial *(video provided by advertiser)* Plus shared on Horse Show Global Social Media Facebook page. Scheduling based on availability.

_E-Newsletter advertising must be paid in full, in advance of scheduling. All prices are US Funds._

Horse Show Global, LLC E-Social Media Advertising Rates

1. **Single Post - $100**
   Single advertisement (provided by sponsor) with hotlink to Advertisers web site. Shared on BMG Event Facebook Page of choice. Scheduling based on availability.

2. **Package of 4 Posts - $250**
   Single advertisement (provided by sponsor) with hotlink to Advertisers web site. Shared on BMG Event Facebook Page of choice. Scheduling based on availability.

3. **Package of 8 posts - $500**
   Single advertisement (provided by sponsor) with hotlink to Advertisers web site. Shared on BMG Event Facebook Page of choice. Scheduling based on availability.

_E-Newsletter advertising must be paid in full, and in advance of scheduling. All prices are US Funds._

Horse Show Global, LLC E-BMG Event Web Site Advertising Rates

1. **Advertisement on BMG Event home page - $650 (Limited availability)**
   Single advertisement (provided by sponsor) with hotlink to Advertisers web site located on the home page of the BMG Event of choice for the duration of one calendar year. Scheduling based on availability.

2. **Advertisement on BMG Event home page - $300 (Limited availability)**
   Single advertisement (provided by sponsor) with hotlink to Advertisers web site located on the home page of the BMG Event of choice for the duration of 3 months. Scheduling based on availability.

_Web Site advertising must be paid in full, and in advance of scheduling. All prices are US Funds._
ADVERTISING AGREEMENT

Advertiser ________________________________________________________________

Mailing Address _________________________________________________________________________
__________________________________________________________________________________
City _______________________________________ State _____ Zip __________________________

Contact Person ____________________________________ Phone _____________________________

Email _____________________________________________________________________________

Horse Show Global Advertising Sale Representative ________________________________________

Horse Show Global, LLC Internet Broadcasting Advertising Rates (check choice)
  o Presenting Advertiser – $5,000
    BMG Event Name(s): ________________________________
  o All Shows Platinum Advertiser – $3,500
  o All Shows Marquis Banner Advertiser – $2,500
  o All Shows Advertiser - $2,000
  o All Shows Rotating Banner Advertiser - $1,500
  o All Shows Video Commercial Advertiser - $1,500
  o Rotating Banner Advertiser – by show $750

Horse Show Global, LLC E-Social Media Advertising Rates (check choice)
  o Single Post - $100
  o Package of 4 Posts - $250
  o Package of 8 posts - $500

Horse Show Global, LLC E-BMG Event Web Site Advertising Rates (check choice)
  o Advertisement on BMG Event home page - $650
    Event Website Name(s): ________________________________
  o Advertisement on BMG Event home page - $300
    Event Website Name(s): ________________________________

Sales Rep Notes: -
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