



**2023 West Coast Connemara Show  
Sponsorship & Program Advertising  
Santa Cruz County Fair Grounds  
July 28-30, 2023**

Dear Connemara Friends,

The American Connemara Pony Society Region 10 will soon be hosting the 2023 West Coast Connemara Show in Watsonville, CA. In addition to the Connemara Breed and Performance Show, "Open" classes will be held in the disciplines of dressage (\*CDS rated) trail & jumpers. Our show's growth and continued success is only possible with the support of generous individuals like you! We hope to include your name or business as a program advertiser and/or class sponsor this year. We are excited to announce that digital and printed programs will be produced in full color! All advertisers, business card and above will receive a free printed show program. To gain the greatest exposure for your advertising, please do not wait!

**Program Advertisement**

Listing - Friends of WCCS	\$15
Business Card	\$25
1/8 page	\$30
¼ Page	\$35
½ Page	\$45
Full Page	\$80
Inside front or back cover	\$125
Outside back cover	\$175

**Sponsorships**

**(Includes: Sponsor Board placed prominently at show, Program Listing with Class /Division & Show Program Advertisement)**

**SHAMROCK SPONSOR \$500 - \$1000 (Includes full page ad and Sponsor provided ringside banner)**

Pony Sponsor	\$30	30-40 words from your pony's mouth + photo
Single Class	\$40	business card ad
Division Reserve Champion	\$60	business card ad
Division Champion	\$80	¼ page ad
Ringside Banner Display	\$100	Banner provided by Sponsor, size maximum is 3'x12'
Breed Classic Supreme Champion	\$125	½ page ad
Division Sponsor (all classes of division)	\$225	Full page ad

**Ads/Sponsorships must be paid prior to publication deadline of June 1, 2023..** Receipts will be e-mailed to you.

Prices quoted require publication-ready ad materials in .jpg, .png, or .tiff format. NO PDF files please. Pdf files will be returned with instructions on how to convert to jpg. Ad design is available for an additional cost. Those needing an ad designed can contact Sharon Jantzen at [sjantzen@slohorseneews.net](mailto:sjantzen@slohorseneews.net). Please see attached ad spec sheets for details.

Please send publication-ready ad materials, produced for a vertical 8 ½ by 11 page to: <http://sjantzen@slohorseneews.net>

Checks Payable to: [ACPS Region X](#)

Mail to: **Emily Robertson**  
9107 Arbol del Rosal Way, Atascadero, CA 93422-6040

Questions: [em.robertson01@gmail.com](mailto:em.robertson01@gmail.com)

**We truly appreciate your generous support.**

2023 West Coast Connemara Show  
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## Publication Deadline: June 1, 2023

Yes, I would like to advertise in the West Coast Connemara Horse Show Program!

Please check the level of advertisement or sponsorship you wish to obtain:

### Program Advertisement

- Listing – Friends of WCCS \$15
- Business Card \$25
- 1/8 Page \$30  
Choose one: Vertical Horizontal
- Quarter Page \$35  
Choose one: Vertical Horizontal
- Half Page \$45  
Choose one: Vertical Horizontal
- Full Page \$80
- Inside Front Cover \$125
- Inside Back cover \$125
- Outside Back cover \$175

Note: Inside front/back cover & outside back cover goes to first to submit payment for those locations.

### Class Sponsorships

(Includes Program Advertisement)

- SHAMROCK SPONSOR** \$500 - \$1000 (Includes full page ad and Sponsor provided ringside banner)
- Pony Sponsor \$30 30-40 words from your pony's mouth + photo
- Single Class \$40 business card ad
- Division Reserve Champion \$60 business card ad
- Division Champion \$80 ¼ page ad
- Breed Classic Supreme Champion \$125 ½ page ad
- Division Sponsor (all classes of a division) \$225 Full page ad

**Please ensure your ARTWORK IS PRESENTED ACCORDING TO SPECIFICATIONS FOUND ON AD SPECS SHEET. Please send publication-ready ad materials to: [sjantzen@slohorsenews.net](mailto:sjantzen@slohorsenews.net)**

Contact Name: \_\_\_\_\_

Business Name (if applicable) \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email \_\_\_\_\_

CHECK PAYMENT ENCLOSED: \$ \_\_\_\_\_

Checks Payable to: ACPS Region X

Mail to: **Emily Robertson**  
9107 Arbol del Rosal Way, Atascadero, CA 93422-6040

# West Coast Connemara Show Program Advertising

The WCCS Show program will be full color available in both a digital format (pdf), AND 50 programs will be printed for purchase, \$5.00, at the show. All advertisers (Business Card and above) get a free printed show program.

The final color pdf file is downloadable and can be printed off a home printer or at a print shop for color xerox copies. It can also be viewed on a phone, tablet or a computer.

Show program dimensions are 8.5 x 11" with .5" margins all around and .5" space between the ads. Full bleed advertising is not available.

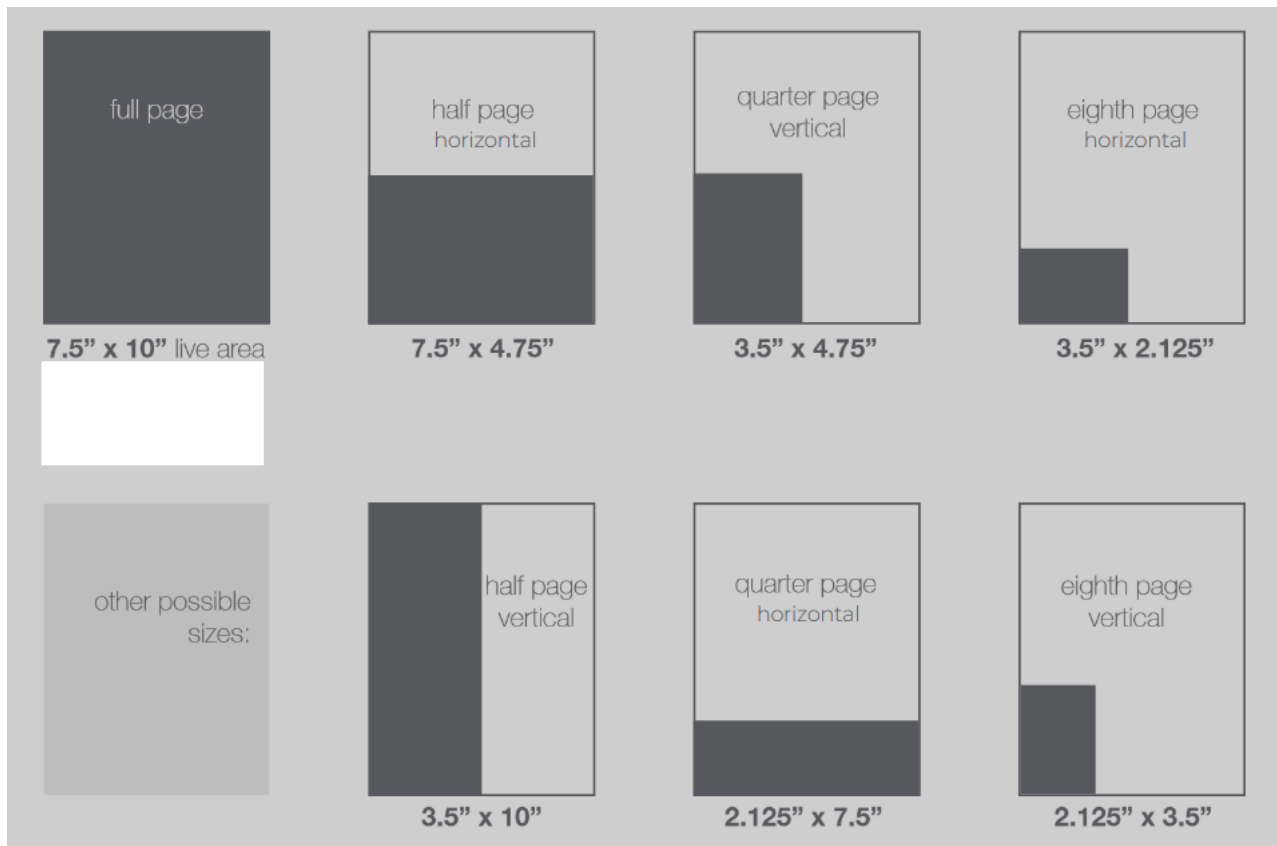
Publication-ready ad materials must be formatted in .jpg, .png, or .tiff files. These ad specs are not shown in actual size. Following are the live area ad sizes.

All advertising must be submitted with the correct specs for the size of ad purchased in .jpg, .png or .tiff files. No reformatting to fit a different size is offered.

Ad design service is available for an additional charge. Please contact Sharon Jantzen [sjantzen@slohorsenews.net](mailto:sjantzen@slohorsenews.net) for more info or for any show program advertising questions.

Please submit ad materials via e-mail to Sharon Jantzen at [sjantzen@slohorsenews.net](mailto:sjantzen@slohorsenews.net).

## WCCS Show Program Ad Sizes



**7.5" x 4.75"**

**3.5" x 4.75"**

**3.5" x 2.125"**

**3.5" x 2.125"**