



A Jump Above the Rest



**2020 SPONSORSHIP AND
ADVERTISING OPPORTUNITIES**

COURSE BROOK FARM HISTORY



Course Brook Farm's original name was Fairfield Farm, which was established in 1927 by our grandfather Donald Rogers Mayo, the year our father John (Jack) M. Mayo was born. It was a 300-acre dairy farm that produced milk through 1956 from as many as seventy cows. The milk was processed, bottled and delivered to residential and commercial customers in Sherborn and bordering towns into the late 1970s.

The severe challenges of the Depression, World War II, our grandfather's sudden death (in 1956), and a buyout (in 1966) led to necessary land sales shrinking the property to its current size of sixty acres. The home delivery milk business industry saw its peak in the mid 1960s and then declined with the emergence of convenience stores, along with the rise of grocery store chains. The oil embargo in 1973 was the "stake in the heart" of the industry where droves of customers immediately had to save money to pay for increases in gasoline. The result was nearly fatal for the farm. By then our family had built ten stalls in what is now known as the "main aisle" and leased the barn to one tenant, and Course Brook Farm was born. By the end of the decade we went from processing and bottling to just redistributing milk and we doubled the capacity of the barn to twenty stalls. At that time, Nancy Mayo was running the stable.

In the early 80s after the milk business closed, ten more stalls were added. In the 1990s, the indoor arena was built and the initial steps began in moving forward to cater to the needs of the eventing and dressage community, including the first baby steps in creating the cross country course. With Jim Gornall's guidance, we had our first practice event in a freezing snowstorm in October of 1998 with fourteen horses and riders for novice and beginner novice levels. In 2010, we added training level and hosted our first USEA-recognized Course Brook Farm Horse Trials. In 2020 we anticipate adding the preliminary level and in the following years the intermediate level to our now-annual recognized event.

Our family has owned this property for over ninety years. In the first forty, the property was reduced by 80 percent. Since 1966, we have worked so hard to preserve and develop the sixty-acre property we've all called home for over fifty years in our continued commitment to serve the needs of the eventing and dressage community.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

BLUE RIBBON SPONSOR - \$1,500

- Half-page black and white ad in the official Horse Trials program
- Listing in program as a sponsor
- Banner displayed in a premier location
- Signage at a cross-country or stadium jump
- Public address announcements during the show
- Marketing materials (provided by sponsor) in all competitor packets

RED RIBBON SPONSOR - \$1,000

- Quarter-page black and white ad in the official Horse Trials program
- Listing in program as a sponsor
- Banner displayed in a premier location
- Public address announcements during the show
- Marketing materials (provided by sponsor) in all competitor packets

YELLOW RIBBON SPONSOR - \$500

- Eighth-page black and white ad in the official Horse Trials program
- Listing in program as a sponsor
- Public address announcements during the show
- Marketing materials (provided by sponsor) in all competitor packets

FRIENDS OF COURSE BROOK FARM

Patron - \$250

Recognition in Horse Trials program and a Course Brook Farm baseball cap

Supporter - \$100

Recognition in Horse Trials program and official Horse Trials t-shirt

Friend - \$50

Recognition in Horse Trials program

***** Public address announcements are only available during our Fall Recognized Horse Trials in September.**

SPONSORSHIP OPPORTUNITIES

COMPETITION LEVEL SPONSOR - \$10,000+

- Sponsorship of one of our current levels of competition – beginner novice, novice or training or support our effort to add advanced levels of competition (preliminary and intermediate) * This option is specific to our Fall Horse Trials *
- Listing on Course Brook Farm website as a premier sponsor
- Listing as a Course Brook Farm premier sponsor in all marketing materials
- Listed in pre and post event publicity
- Full-page color ad in official Horse Trials program
- Listing as a special event sponsor
- Banner displayed in premier location
- Signage at a cross-country or stadium jump
- Public address announcements throughout the show
- Marketing materials (provided by sponsor) in all competitor packets
- Course Brook Farm baseball cap
- Course Brook Farm official Horse Trials t-shirt

GRAND CHAMPION SPONSOR - \$5,000

- Listed in pre and post event publicity
- Full-page black and white ad in official Horse Trials program
- Listing as a special event sponsor
- Banner displayed in premier location
- Signage at a cross-country or stadium jump
- Public address announcements throughout the show
- Marketing materials (provided by sponsor) in all competitor packets
- Course Brook Farm baseball cap
- Course Brook Farm official Horse Trials t-shirt

RESERVE CHAMPION SPONSOR - \$2,500

- Listed in post event publicity
- Full-page black and white ad in official Horse Trials program
- Listing as a special event sponsor
- Banner displayed in premier location
- Signage at a cross-country or stadium jump
- Public address announcements throughout the show
- Marketing materials (provided by sponsor) in all competitor packets
- Course Brook Farm baseball cap

FENCE SPONSORSHIP

Stadium and cross country jumps are continuously purchased to improve our courses and provide additional schooling opportunities. Your contributions are essential and greatly appreciated! *Sponsored jumps will have the sponsor's name or business name mounted on the jump and a listing in our horse trials programs.*

STADIUM FENCES

▪ Pre-Elementary	\$ 375
▪ Elementary	\$ 425
▪ Beginner Novice	\$ 750
▪ Novice	\$ 850
▪ Training	\$ 975
▪ Preliminary	\$ 1,100

CROSS COUNTRY FENCES

▪ Pre-Elementary	\$ 500
▪ Elementary	\$ 750
▪ Beginner Novice	\$ 1,000
▪ Novice	\$ 1,500
▪ Training	\$ 2,000
▪ Preliminary	\$ 2,500

PRIZE AND PRODUCT DONATIONS

Donations of goods for one of our horse trials with a retail value in the ranges below will receive:

\$250 and \$499

One black and white 1/4 page ad in our program and logo with a link on our website

\$500 and \$999

One black and white 1/2 page ad in the program and logo with a link on our website

\$1000 and \$1999

One black and white full page ad in the program and logo with a link on our website

Over \$2000

One color full page ad in the program and logo with a link on our website

Shipment of Donated Product

Please ship items to Matt Mayo, Course Brook Farm, 39 Brush Hill Road, Sherborn, MA 01770



ADVERTISING OPPORTUNITIES

ADVERTISING RATES – ONE PROGRAM

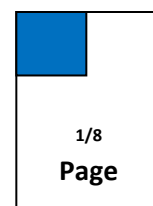
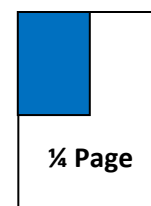
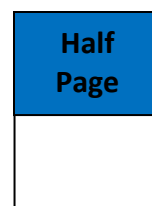
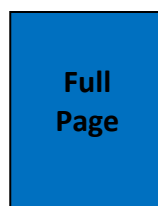
Advertise in ONE of our four horse trials programs: Summer Horse Trials June or July, Fall Horse Trials or Halloween Horse Trials.

Full Page - Color	\$ 425
Full Page – Black & White	\$ 300
Half Page – Black & White	\$ 200
Quarter Page – Black & White	\$ 125
Eighth Page – Black & White	\$ 75

ADVERTISING RATES – FOUR PROGRAMS

Advertise in ALL four of our horse trials programs and receive a \$25 discount.

Full Page - Color	\$ 500
Full Page – Black & White	\$ 325
Half Page – Black & White	\$ 175
Quarter Page – Black & White	\$ 100
Eighth Page – Black & White	\$ 50



Artwork must be camera ready. All ads are black and white (grey-scale) except for full-page color option. Business cards can be used for quarter-page and eighth-page ads. All ads must be in .jpg or .pdf format.



2020 SPONSORSHIP AND ADVERTISING CONTRACT

Contact Name: _____ Email: _____
Business Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Day Phone: _____ Evening Phone: _____ Website: _____
Signature: _____ Date: _____

SHOW SPONSORSHIP

SPONSORSHIP OPTIONS:

- | | |
|--|-----------|
| <input type="checkbox"/> Competition Level | \$10,000+ |
| <input type="checkbox"/> Grand Champion | \$ 5,000 |
| <input type="checkbox"/> Reserve Champion | \$ 2,500 |
| <input type="checkbox"/> Blue Ribbon Sponsor | \$ 1,500 |
| <input type="checkbox"/> Red Ribbon Sponsor | \$ 1,000 |
| <input type="checkbox"/> Yellow Ribbon Sponsor | \$ 500 |

FRIENDS OF COURSE BROOK FARM:

- | | |
|------------------------------------|--------|
| <input type="checkbox"/> Patron | \$ 250 |
| <input type="checkbox"/> Supporter | \$ 100 |
| <input type="checkbox"/> Friend | \$ 50 |

FENCE SPONSORSHIP

STADIUM FENCES

- | | |
|--|----------|
| <input type="checkbox"/> Pre-Elementary | \$ 375 |
| <input type="checkbox"/> Elementary | \$ 425 |
| <input type="checkbox"/> Beginner Novice | \$ 750 |
| <input type="checkbox"/> Novice | \$ 850 |
| <input type="checkbox"/> Training | \$ 975 |
| <input type="checkbox"/> Preliminary | \$ 1,100 |

CROSS COUNTRY FENCES

- | | |
|--|----------|
| <input type="checkbox"/> Pre-Elementary | \$ 500 |
| <input type="checkbox"/> Elementary | \$ 750 |
| <input type="checkbox"/> Beginner Novice | \$ 1,000 |
| <input type="checkbox"/> Novice | \$ 1,500 |
| <input type="checkbox"/> Training | \$ 2,000 |
| <input type="checkbox"/> Preliminary | \$ 2,500 |

SHOW PROGRAM ADVERTISING

ADVERTISING OPTIONS – ONE SHOW PROGRAM:

(Please choose a program and your ad size.)

- | | |
|---|--------|
| <input type="checkbox"/> Summer Horse Trials Program (Schooling Event) - June | |
| <input type="checkbox"/> Summer Horse Trials Program (Schooling Event) - July | |
| <input type="checkbox"/> Fall Horse Trials Program (Recognized Event) | |
| <input type="checkbox"/> Halloween Horse Trials Program (Schooling Event) | |
| <input type="checkbox"/> Full Page - Color | \$ 425 |
| <input type="checkbox"/> Full Page – Black & White | \$ 300 |
| <input type="checkbox"/> Half Page – Black & White | \$ 200 |
| <input type="checkbox"/> Quarter Page – Black & White | \$ 125 |
| <input type="checkbox"/> Eighth Page – Black & White | \$ 75 |

ADVERTISING OPTIONS – ALL FOUR SHOW PROGRAMS:

(Advertise in all four programs and receive a discount! Please choose your ad size.)

- | | |
|---|--------|
| <input type="checkbox"/> Full Page - Color | \$ 500 |
| <input type="checkbox"/> Full Page – Black & White | \$ 325 |
| <input type="checkbox"/> Half Page – Black & White | \$ 175 |
| <input type="checkbox"/> Quarter Page – Black & White | \$ 100 |
| <input type="checkbox"/> Eighth Page – Black & White | \$ 50 |

PRIZE AND PRODUCT DONATIONS

Prize and/or product donations for:

(Please choose one of our horse trials.)

- | |
|---|
| <input type="checkbox"/> Summer Horse Trials Program (Schooling Event) |
| <input type="checkbox"/> Fall Horse Trials Program (Recognized Event) |
| <input type="checkbox"/> Halloween Horse Trials Program (Schooling Event) |

Retail value:

- | | | | |
|------------------------------------|------------------------------------|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> \$250-499 | <input type="checkbox"/> \$500-999 | <input type="checkbox"/> \$1000-1999 | <input type="checkbox"/> Over \$2000 |
|------------------------------------|------------------------------------|--------------------------------------|--------------------------------------|

Product description:

Artwork for ads must be submitted no later than **May 1, 2020** to be included in our Summer Horse Trials program or all four of our horse trials programs. Artwork for ads must be submitted no later than **August 1, 2020** to be included in either of our Fall or Halloween horse trials programs. **Please make checks payable to Course Brook Farm.** Full payment must be received with ad to guarantee space.

Please mail form & payment to:

Erin Keehan, 703 County Hwy 126, Amsterdam NY 12010

Questions: 518.428.4386 or irishelk@outlook.com



A Jump Above the Rest



Course Brook Farm

39 Brush Hill Road
Sherborn, MA 01770

508-233-0981

www.coursebrookfarm.com