



## CNYD&CTA Sponsorships, Sponsored Events & Submission

CNYD&CTA welcomes the opportunities to promote and offer more events to our members and followers.

For more information on the different types of events CNYD&CTA sponsors, see below.

In return for our volunteers' hard work to promote and advertise your event, we ask that CNYD&CTA members will receive a benefit. These benefits include but are not limited to:

- CNYD&CTA Member Discount for the event
- A donation to the CNYD&CTA
- A donation made to our Silent Auction
- A considerable amount of support through time and commitment to CNYD&CTA for example: an active CNYD&CTA board member or influential volunteer (more than 10 volunteer hours)

The following information must be completed before the event will be promoted and posted on the CNYD&CTA Facebook, Website and/or Newsletter.

Check List for Your Submission:

\_\_\_ Approval and agreement from the CNYD&CTA Sponsorship Committee

This can be done by submitting the event details to [centralnydcta@gmail.com](mailto:centralnydcta@gmail.com).

\_\_\_ Submission of your events advertisement to all the correct board members for each media outlet, CNYD&CTA currently has three board members that currently assist in our media- you must send the complete advertisement to all of them.

Include the following details in you advertisement:

1. Title of Event:
2. Date/s:
3. Location:
4. Time event begins and ends each day:
5. Brief Descriptions of Clinician or event:
6. Must Include a picture and specifics for the event
7. Advertising for participants, auditors or both?
8. Who to contact if interested in participating: phone number or e-mail required
9. Cost to participate:
10. Cost to Audit, discount for CNYD&CTA members(or list the agreed upon benefit for the sponsorship)
11. All Other important Details: If auditors need to bring their own chairs, blankets, refreshments etc. Is lunch or breakfast included? Any details for participants, Is there a waitlist? Stall Fees?
12. Contact person for all questions about the event:



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### EVENT CLASSIFICATIONS

#### Hosted Events:

Annual events managed through CNYD&CTA Board

- Advertising (Website, Calendar, Facebook Event, Calendar, Published/Printed Ads & Newsletter)
- Profit to CNYD&CTA
- Insurance coverage by CNYD&CTA
- Discount to members
- Follow CNYD&CTA Protocols, Rules & Procedures
- CNYD&CTA financial backer (cover losses due to attendance, weather, unforeseen expenses, etc)
- Planned and submitted to board for Planning Meeting or by special request to the board

#### Sponsored Events:

Intended to increase local educational opportunities and provide support for larger events within our region that show viability and need.

- Hosted and organized by a member or another affiliation (non-profits, horse group, Cornell Cooperative Ext., etc)
- Advertising offered by CNYD&CTA (Website, Calendar, Facebook & Newsletter)
- Profits split 50/50 with CNYD&CTA and organizer
- Option for Insurance
- Discount to CNYD&CTA members required
- Event/Organizers must follow CNYD&CTA Protocol
- May be allowed use of CNYD&CTA logo
- May be offered Financial assistance as approved by the board PRIOR to advertising of the Event
- May be allowed use of CNYD&CTA equipment and signage
- CNYD&CTA board available as a resource to provide support to the organizer

#### Affiliated Events:

Intended to give visibility to a member's event and promote community among horse enthusiasts in our region.

- Hosted and organized by a member
- CNYD&CTA Member Discounts must be offered
- Advertising offered by CNYD&CTA (Calendar of the website, Facebook post & Newsletter)
- May be allowed use of CNYD&CTA logo
- Profits to the Host