



The Pony Club Association of NSW

Advertising Opportunities



Company Profile

What is Pony Club?

Pony Club NSW, established in 1946, is the largest recognised state body for pony clubs in Australia and one of the largest associations of riders in the world. Pony Club NSW is a not-for-profit organisation with all net income generated through club and event management invested into the development of horse riding in NSW through targeting grassroots, and elite development programs, competitions and education programs.

Pony Club NSW exists to encourage horsemanship amongst its members, to provide appropriate coaching and competition, and to raise awareness of sportsmanship and citizenship of its members.

Pony Club NSW has over 270 clubs with over 15, 500 members. NSW has the largest representation of Australian Pony Club memberships at approximately 40%. These Pony Clubs operate from Tweed Heads in the north of the state to Eden in the south. These clubs include riding members up to the age of 25, and non-riding members such as parents and coaches. Such institutions represent the absolute grassroots level of horse riding in NSW. Some of the activities provided by Pony Club in NSW include training and competition in dressage, jumping (showjumping and jumping equitation), cross country, sporting, mounted games, polocrosse, trail rides, campdrafting, show riding, eventing and many others.

The Future

Pony Club NSW seeks to nurture existing partnerships, and form new and exciting relationships. We look forward to you joining us as we continue to lead the way in developing the sport of horse riding from a grass roots level to elite level competition.

Contact

We welcome you to contact our Marketing Co-ordinator to discuss these opportunities in further detail.

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The Pony Club Association of NSW
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Wollongong NSW 2500
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Fax: 02 4229 8966
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Website: www.pcansw.org.au





What happens at Pony Club?



Rally Days

Rally Days are held at regular intervals at which riders receive their instruction on riding and caring for their pony. These rallies are run by voluntary instructors and are the backbone of the movement.

Regional Schools

Pony Club NSW provides high level coaching to riders in each particular discipline. Riders receive instruction from NSW State coaches.

Instructors Schools

These school are designed to educate potential and current instructors to give them an opportunity to gain or improve their qualifications for instruction at Pony Clubs. Pony Club NSW has now embraced the National Coaching Accreditation Scheme (NCAS). NCAS, an initiative of the Australian Sports Commission (ASC), is a progressive coach education program.

State Camp

Pony Club NSW holds a Camp each year for the top 15 riders in Dressage, Showjumping, Eventing and Mounted Games and includes 10 riders in the Pilot Advanced Horsemanship section. These riders are instructed by top Australian coaches.

Competitions

Competitions are held at a Club, Zone, State, National and International level. Pony Club NSW holds nine state championships a year. While a number of clubs and zones also have regular competitions on an annual basis.

Pony Club NSW Online

The Pony Club NSW Website, Facebook and Twitter page is a major source of communication for members in NSW, providing up to date information across all areas of Pony Club NSW's operation.

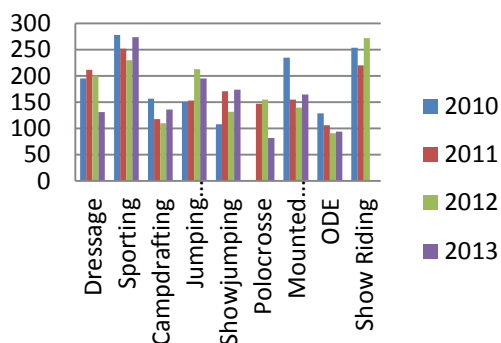


State Championship Draw



Nine State Championships are held annually in the following disciplines; Dressage, Sporting & Campdrafting (held over the same weekend), Jumping Equitation, Show Jumping, Polocrosse, Mounted Games, One Day Event (ODE) and Show Riding. The championship draw is a black and white hard copy program provided to the competitors and event officials.

Championship Entries

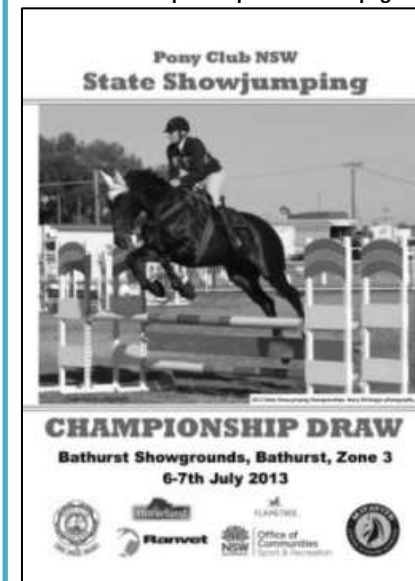


Competitors must be a required standard to qualify to participate in these championships. Competitors are between the ages of 9-24. Approximate attendance per championship is;

- *Competitors*: 100-350 per event
- *Event Attendees (competitors families)*: 200-600 per event
- *Volunteers*: 40+ per event
- *Spectators*: 200+ per event

Artwork Specifications: Artwork to be emailed in PDF or JPEG format.

State Championship Draw cover page



Advertising Rates

	Casual (1 Draw)	Regular (9 Draws)
Full page	\$180	\$153
Half page	\$100	\$85
Third page	\$80	\$68
Quarter page	\$60	\$51
Display Ad	\$40	\$34



State Camp Program & Rider Pack



The Pony Club NSW State Camp brings together the top 70 riders in the disciplines of Dressage, Showjumping, Eventing, Mounted Games and includes a Pilot Advanced Horsemanship section. The camp is held in January every year for four days at the Sydney International Equestrian Centre. Riders receive instruction from top Instructors and lectures from horse industry professionals.

State Camp Program: This is an A4 size colour program booklet presented to 60 riders.

State Camp Rider Pack: Each rider (60 riders) receives a bag including their commemorative polo shirt and program. Advertisers have the opportunity to include flyers in this rider pack.

Artwork Specifications: Artwork to be emailed in PDF or JPEG format.

State Camp Program

**Pony Club Association of
NSW**

2013 STATE CAMP
Sunday 6 to Friday 11 January 2013
Sydney International Equestrian Centre, Horsley Park

Advertising Rates		
	Program	Rider Pack (60 x copies)
Full page	\$120	\$120
Half page	\$100	\$100
Third page	\$80	\$80
Quarter page	\$60	\$60
Display Ad	\$40	\$40





Newsletter



The Pony Club NSW Newsletter is a magazine-style online publication that is distributed electronically to approximately 7,000 members. There are four editions distributed around the 15th of March, June, September and December.

Each edition features the latest Pony Club news, including State Championship results and photographs, interviews with industry professionals, state coach feature articles, horse nutrition, local club event reports and newsletter competitions and opportunities to win some fantastic prizes.

Past editions of the Newsletter can be downloaded from the website.

Artwork Specifications: Artwork to be emailed in PDF or JPEG format. The advertisement is not to exceed 500 words.

Advertising Rates

	Full Page	Half Page	Third Page	Quarter Page	Display Ad
Casual (1 Issue)	\$260	\$180	\$120	\$80	\$60
Regular (4 Issues)	\$221	\$153	\$102	\$68	\$51





Pon E News



The Pon E News is a bi-monthly newsletter emailed to approximately 7,000 members and subscribers. The newsletter includes all of the latest news and information and coincides with the Pony Club Mail Out.

Past editions of this newsletter can be viewed on our website.

Artwork Specifications: Artwork must be static (ie. not flashing or rotating) and supplied in gif or jpg format. We will place a maximum of four advertisements on our website at a time.

- Large Ad- no more than 640 pixels wide, 150 pixels high
- Small Ad – no more than 300 pixels wide, 150 pixels high
- Text only – maximum 50 words. Font type according to Pony Club E News standards.



Advertising Rates

	Large Ad	Small Ad	Text Only
Casual (1 Pon E News)	\$240	\$160	\$80
Regular (6 Pon E News)	\$204	\$136	\$68



Mail Out Inclusion

The Pony Club Association of NSW sends out information and news to its Clubs through a bi-monthly mail out. The mail out is printed information posted directly to Pony Club Secretaries, Instructors and Committee Members. Mail outs are distributed bi-monthly in the months of; February, April, June, August, October and December. Information is sent to approximately:

- 270 x Pony Club Secretaries
- 270 x Pony Club Corporate Members
- 28 x Pony Club Zone Secretaries
- 28 x Pony Club Zone Chief Instructors
- 8 x Pony Club Executive Committee Members

Artwork Specifications: Advertiser to supply material A4 size or smaller. Some Club officials hold more than one position in a club therefore around 380 flyers is sufficient for one mail out. Please contact the Association for a current list of Pony Club Zones and Club Officials in these Zones.

Advertising Rates

	All Clubs & Zones	Per Zone	Executive Committee Only
Casual (1 Mail Out)	\$350	\$20	\$8
Regular (6 Mail Outs)	\$297.50	\$17	\$6.80



Website



The Pony Club Association of NSW website is a comprehensive source of information for our members. It includes such information as;

- Quarterly newsletter
- Calendar of events
- Championship entry forms and results
- Photo gallery
- Club and zone resources
- Latest news and much more

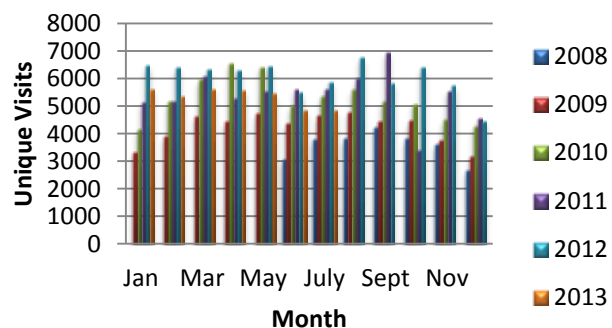
The website offers an excellent opportunity to promote your product, or service, to a large portion of the NSW equine community. Static advertisements, or your company logo, will be placed along the right hand side column with a click through link to your website.

Website Statistics: Based on a member survey conducted in 2010 from July to September website visit frequency rate is as follows;

- 69% visit once a week or more
- 14% visit 2-3 times per month
- 9% visit once a month
- 8% visit a few times per year

Artwork specifications: Artwork must be static (ie. not flashing or rotating) and supplied in gif or jpg format, 187 pixels wide, 200 pixels high. We will place a maximum of four advertisements up at a time.

Website Statistics



Advertising Rates

Duration	Total Cost
1 Month	\$120
2 Months	\$200
3 Months	\$280



Advertisement Specifications

Full page

W21cm x H29.7

Half page horizontal

W21cm x H14.5

**Half page
vertical**

**W10.5cm x
H29.7**

Third page horizontal

W21cm x H9.9

**Third
page
vertical**

**W7cm x
H29.7**

Quarter page horizontal

W21cm x H7.425

**Quarter
page
vertical**

**W10.5cm x
H14.5**

Display Ad

W6.5cm x H9.4



Terms & Conditions

1. GENERAL

- 1.1 Deadlines, insertion specification, notes and all details listed in this document form part of the terms and conditions.
- 1.2 Bookings must be made using the relevant official Booking Form.
- 1.3 No information obtained throughout the course of dealing with PCANSW is forwarded, or sold, to a third party without prior written consent from an authorised PCANSW representative.
- 1.4 Whilst every care has been taken in the preparation and publication of this document PCANSW cannot be held responsible for; (i) event cancellations (ii) award recipient numbers not reaching expected numbers and (iii) not adhering to the listed benefits due to circumstances beyond PCANSW control.
- 1.5 In the event that all listed benefits are not adhered to PCANSW will consider a partial refund or provide alternative benefits which will be determined on a case by case basis.

2. ADVERTISEMENTS

- 2.1 Whilst every care is taken in the preparation and publication of advertisements PCANSW cannot be held responsible for errors or their subsequent effects. The content of advertisements are the responsibility of the advertiser.
- 2.2 The statements and opinions expressed by others in any submitted format may not necessarily be those of PCANSW.
- 2.3 The right is reserved to edit contributions as required to suit PCANSW style of publication or space.
- 2.4 No guarantee is given regarding the position of advertisements unless a loading fee has been paid.

3. PRODUCT & GIFT VOUCHER DONATIONS

- 3.1 All product donations to be supplied to the state office EXCEPT gold and silver club of the month sponsors. This must be shipped directly to the winning club within seven days of the address being supplied by the PCANSW state office.
- 3.2 All gift certificates to be supplied to the state office AND contain an expiry date of no less than six months.

4. PAYMENT

- 4.1 An invoice will be raised on receipt of booking.
- 4.2 Only the listed payment methods are accepted. Advertisements will not be published unless payment has been received.
- 4.3 Upfront payment is preferred.

PCANSW = The Pony Club Association of NSW



Booking Form & Deadlines

<p><u>NEWSLETTER</u></p> <p>ONE ISSUE (per ad) FOUR ISSUES (per ad)</p> <p>Full page: <input type="checkbox"/> \$260 <input type="checkbox"/> \$221</p> <p>Half page: <input type="checkbox"/> \$180 <input type="checkbox"/> \$153</p> <p>Third page: <input type="checkbox"/> \$120 <input type="checkbox"/> \$102</p> <p>Quarter page: <input type="checkbox"/> \$80 <input type="checkbox"/> \$68</p> <p>Display ad: <input type="checkbox"/> \$60 <input type="checkbox"/> \$51</p> <p>Please specify the issue: <input type="checkbox"/> March <input type="checkbox"/> June <input type="checkbox"/> September <input type="checkbox"/> December</p> <p>Booking deadline: Newsletters are sent around the 15th of the month. Deadline is the 15th of the month prior.</p>	<p><u>STATE CAMP</u></p> <p>Full page: <input type="checkbox"/> \$120</p> <p>Half page: <input type="checkbox"/> \$100</p> <p>Third page: <input type="checkbox"/> \$80</p> <p>Quarter page: <input type="checkbox"/> \$60</p> <p>Display ad: <input type="checkbox"/> \$40</p> <p>Booking deadline: November 15th.</p>	<p><u>PROGRAM</u></p> <p>Full page: <input type="checkbox"/> \$120</p> <p>Half page: <input type="checkbox"/> \$100</p> <p>Third page: <input type="checkbox"/> \$80</p> <p>Quarter page: <input type="checkbox"/> \$60</p> <p>Display ad: <input type="checkbox"/> \$40</p>
<p><u>CHAMPIONSHIP DRAW</u></p> <p>ONE ISSUE (per ad) EIGHT ISSUES (per ad)</p> <p>Full page: <input type="checkbox"/> \$180 <input type="checkbox"/> \$153</p> <p>Half page: <input type="checkbox"/> \$100 <input type="checkbox"/> \$85</p> <p>Third page: <input type="checkbox"/> \$80 <input type="checkbox"/> \$68</p> <p>Quarter page: <input type="checkbox"/> \$60 <input type="checkbox"/> \$51</p> <p>Display ad: <input type="checkbox"/> \$40 <input type="checkbox"/> \$34</p> <p>Please specify the draw: <input type="checkbox"/> Dressage <input type="checkbox"/> Sporting & Campdrafting* <input type="checkbox"/> Showjumping <input type="checkbox"/> Jumping <input type="checkbox"/> Equitation <input type="checkbox"/> Polocrosse <input type="checkbox"/> Mounted Games <input type="checkbox"/> ODE <input type="checkbox"/> Showriding</p> <p>Booking deadline: Please refer to the dates over the page. *Sporting & Campdrafting held over the same weekend.</p>	<p><u>MAIL OUT</u></p> <p>ONE MAIL OUT (per mail out) SIX MAIL OUTS (per mail out)</p> <p>All Clubs & Zones: <input type="checkbox"/> \$350 <input type="checkbox"/> \$297.50</p> <p>Per Zone: <input type="checkbox"/> \$20 <input type="checkbox"/> \$17</p> <p>Executive Committee: <input type="checkbox"/> \$8 <input type="checkbox"/> \$6.80</p> <p>Please specify the issue: <input type="checkbox"/> February <input type="checkbox"/> April <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> October <input type="checkbox"/> December</p> <p>Booking deadline: Mail Out is sent out around the 15th of the month. Booking deadline is the 1st of Mail Out month.</p>	
<p><u>WEBSITE</u></p> <p><input type="checkbox"/> One month: \$120 <input type="checkbox"/> Two months: \$200 <input type="checkbox"/> Three months: \$280</p> <p>Please specify the month you wish to advertise in:.....</p>	<p><u>PON E NEWS</u></p> <p>ONE ISSUE (per ad) SIX ISSUES (per ad)</p> <p>Large Ad: <input type="checkbox"/> \$240 <input type="checkbox"/> \$204</p> <p>Small Ad: <input type="checkbox"/> \$160 <input type="checkbox"/> \$136</p> <p>Text Only: <input type="checkbox"/> \$80 <input type="checkbox"/> \$68</p> <p>Please specify the issue: <input type="checkbox"/> February <input type="checkbox"/> April <input type="checkbox"/> June <input type="checkbox"/> August <input type="checkbox"/> October <input type="checkbox"/> December</p> <p>Booking deadline: Pon E News is sent around the 15th of the month. Booking deadline is the 1st of Pon E News month.</p>	
<p><i>Company Details</i></p> <p>Company Name:.....Contact Person:.....</p> <p>Postal Address:.....Post Code:.....</p> <p>Telephone:.....Fax:.....</p> <p>Email:.....</p> <p>Signed acceptance of terms & conditions:..... Date:.....</p>		
<p><i>Payment Details</i></p> <p><input type="checkbox"/> Direct Deposit/EFT <input type="checkbox"/> Cheque</p> <p>BSB: 032 622 Payable to The Pony Club</p> <p>Account No.: 740 333 Association of NSW</p> <p>Account Name: Pony Club Association of NSW</p>		



State Championship Dates & Draw Booking Deadlines

State Championship		Booking Deadline	State Championship		Booking Deadline
1)	Sporting <i>12 April 2014</i> <i>Tenterfield</i> <i>5 Age Champions</i>	21 st March 2014	6)	Polocrosse <i>11-13 July 2014</i> <i>Location TBA</i> <i>21 Champions</i> <i>(3 teams of 7)</i>	20 th June 2014
2)	Campdrafting <i>13 April 2014</i> <i>Tenterfield</i> <i>4 Age Champions</i>	21 st March 2014	7)	One Day Event (ODE) <i>27-28 September 2014</i> <i>Location TBA</i> <i>3 Age Champions</i>	5 th September 2014
3)	Dressage <i>26-17 April 2014</i> <i>Gunnedah</i> <i>4 Age Champions</i>	28 th March 2104	8)	Mounted Games <i>4-5 October 2014</i> <i>Location TBA</i> <i>10 Champions</i> <i>(2 teams of 5)</i>	12 th September 2014
4)	Jumping Equitation <i>17-18 May 2014</i> <i>Location TBA</i> <i>4 Age Champions</i>	25 th April 2014	9)	Show Riding <i>6-7 December 2014</i> <i>Scone</i> <i>6 Age Champions</i>	14 th November 2014
5)	Showjumping <i>5-6 July 2014</i> <i>Condobolin</i> <i>4 Age Champions</i>	13 th June 2014			