

A Unique Opportunity For Visibility



HUNTER TRIALS



THE MONTREAL HUNT CLUB

184th Edition

SUNDAY SEPTEMBER 26TH 2010

The scene is simple:
a highly prestigious hunting club
(and above all the longest standing one in North
America), a renowned horse show, a picnic in
a rural setting... and more than 3,000 guests
under the sun, participating in an extraordinary
event.

Of course, the venue has exceptional charm
and character, but is also an ideal context for a
somewhat different marketing campaign. Your
target audience is there, captive and captivated.
Higher incomes, higher responsibilities, higher
purchasing power, everything is synergetic so
that your branding can appeal, mark, conquer...
and sell.

These are the key points that we are proposing
to you in the framework of this sponsorship.



An Ideal Event for Specially Targeted Products

A maximum exposure and at less cost than any other advertizing or promotional campaign.



Your target audience
in an ideal context

- Visibility among 3,000 high-income guests (age group: 35-65)
- Target audience captive during a period of 3 to 6 hours
- Favourable environment for contacts (for those who wish to invite their clients...)
- A unique location and an extraordinary event offering multiple marketing campaign alternatives



Sponsorship Rates

Exclusive sponsorship

10 posters (4'X4') on obstacles

Display of the sponsors' logo on all

communications sent to members

2 (10'X 10') tents on 30'X 25' lot

Possible product demonstration

Showground available

Posting of your own banners and other advertizing material

Cost: \$6,500

Reaching your objectives

The types of sponsorship offered range from the simplest to the most sophisticated. They take into account the specificity of your "product" as well as the nature of your objectives and strategies. In the past, the sponsors had the opportunity to, for example:

- Launch or announce a new product or service
- Establish or strengthen their mark or name
- Demonstrate the benefits of their products
- Expand their knowledge network among a large number of "decision-makers"
- Make an excellent impact on important prospects invited to the event

Co-sponsorship

- 2 posters (4'x 4') on the exposed face, on each side of an obstacle: \$500
- Tent rental (10'x 10') on a 15'x 25' lot: \$350
- Product demonstration with showground available (price upon request)
- Posting of banners and other promotional material (price upon request)
- Sponsor for various Excellence Awards (price upon request)





Types of Sponsorship

- Logo poster on obstacles
- Classic tent
- Tent / exhibition stand, road test demonstration
- Product animation
- Sampling demonstration
- Fashion show

Program

Sunday September 26th, 2010
From 9: 00 a.m. to 5: 30 p.m.

At the Saint-Augustin-de-Mirabel
Club House

10 tents are available for sponsors (10' x 10'
each on a 225 sq.ft. lot)

You may reserve more than one tent.



Activities

- Picnic in a rural setting from 11: 00 a.m.
- Presentation of the riders
- Team parade
- Horse show
- Best Presentation Award
(table and tent layout)



Montreal Hunt Club
12441, Chemin Côte-des-Anges,
Saint-Augustin-de-Mirabel
Marc-André Bégin 514-383-8678

Advertisement Space Reservation



2010 Hunting Event
and Bal programm 2010

LE CLUB DE CHASSE À COURRE DE MONTRÉAL
THE MONTREAL HUNT CLUB

***Time is running short. Make reservations for your space
today. Deadline is August 30, 2010.***

Member Details

Name: _____

Phone day: _____

Phone (evening): _____

Fax: _____

Please check your selection of options

- Same ad as 2009
 New layout to follow
 \$200 contribution mandatory if no ad is published
annonce n'est publiée

- | | |
|--|------------|
| <input type="checkbox"/> 1 page | \$900,00 |
| <input type="checkbox"/> 1/2 page | \$500,00 |
| <input type="checkbox"/> 1/4 page | \$300,00 |
| <input type="checkbox"/> 1/6 page | * \$150,00 |
| <input type="checkbox"/> Back
Cover | \$1500,00 |

* For 1/6 page: Minimum 2 ads must be purchased.

On October 1st, 2010, please invoice:

Name: _____

Address: _____

City, Province: _____

Postal Code: _____

Please send your advertisement space reservation to Marie-Michèle Lapointe

Ph: 514-383-8678

Fax: 514-383-0995

E-mail: marie@begincommunication.com

For additional information, please contact Francine St-Denis

Ph: 1 (450) 602-7184 – Ph: 2 (450) 432-1800 - E-mail: frstdenis@yahoo.ca

Signature

Date

Thank you for supporting your Hunt Club.



LE CLUB DE CHASSE À COURRE DE MONTRÉAL
THE MONTREAL HUNT CLUB

2010 Hunting Event
and Ball Program

Fee Schedule for Advertisers

Circulation : 1850 copies

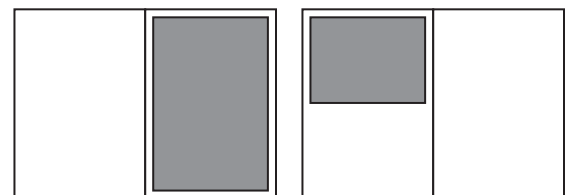
Target Audience: Age Group: 40 to 70 yrs
Greater Montreal area business executives and professionals

Publication: Format: 10 1/2" x 7 1/4" closed

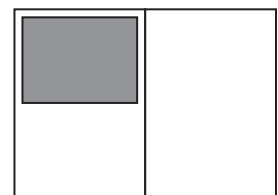
Color: Inside: Black and White
Cover: 4 color process
Screen Ruling: 133 lines per inch

Electronic File Picture Resolution: 300 dpi to the desired format
Software: QuarkXPress Version 4, Photoshop, Illustrator 8

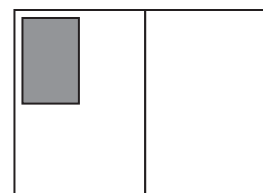
Fee Schedule		
Format	Fee	Size
1 Page :	\$900	9" x 6 3/8"
1/2 Page Landscape:	\$500	6 3/8" x 4 1/2"
1/4 Page Portrait:	\$300	4 1/2" x 3 1/4"
1/4 Page Landscape:	\$300	6 3/8" x 2 1/4"
1/6 Page:	* \$150	3 1/4" x 2 1/4"
Back Cover:	\$1 500	10 1/2" x 7 1/4" bleed included



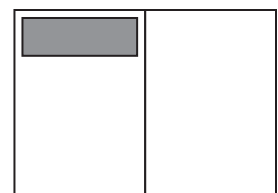
1 Page



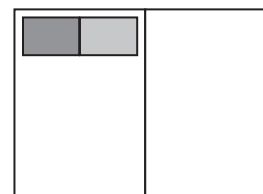
1/2 Page Landscape



1/4 Page Portrait



1/4 Page Landscape



1/6 Page

For technical information, contact:

Begin & Associés communication marketing
Ph: (514) 383-8678

Send your material to:

C/o Marie-Michèle Lapointe
Ph: (514) 383-8678
E-mail: marie@begincommunication.com

Deadline for 2010 Edition:
Date to be determined, 2010

* For 1/6 page: Minimum 2 ads must be purchased.



LE CLUB DE CHASSE À COURRE DE MONTRÉAL
THE MONTREAL HUNT CLUB

**Please use this form for invoicing
to The Montreal Hunt Club**

Member Details

Name

Phone day:

Phone (evening):

Fax:

	Quantity	Cost	Total
1 page		\$ 900	
1/2 page		\$ 500	
1/4 de page		\$ 300	
1/6 page (2 ads minimum)		\$ 150	
Back cover		\$ 1,500	
Total			

Please send your payment to:
Annette Laroche
Montreal Hunt Club
12 441 Côte des Anges
St-Augustin de Mirabel, Qc
J7N 2G6

Signature

Date

Thank you for supporting your Hunt Club.