



2021 MCHS Media Partnership Application

We are pleased to offer Print & Online Media Partnership applications for the 50th annual Menlo Charity Horse Show, on August 3-8, 2021 at the Menlo Circus Club, Atherton, CA. Benefits include recognition in print, online, in MCHS social media and at the event.

Please check the appropriate boxes

Journalist Photographer Editor Print Print & Online

I am interested in advance articles with photographs, cover photographs, etc., at no charge

Please send me the latest news from MCHS

MCHS will provide the following benefits:

- Announcement of media partnership with link to your website on MCHS Facebook, Twitter, etc. (MCHS Facebook page & Instagram accounts have a current combined total of 10,500+ active fans.)
- Name and logo included on media partner page on MCHS website and in 2021 MCHS Official Souvenir Program
- Designation as Media Partner: use of official MCHS Media Partner logo (supplied by MCHS) on your website
- MCHS will promote your website and stories on social media by sharing articles and links. Also, we'll alert our fans when you run MCHS stories and photos. *Please alert us when your content is available.*
- MCHS will supply photos with captions (current and/or historical) upon request.
- Display current issue of publication in the VIP Tent Media Partner display table

In exchange for these benefits, _____ agrees to provide MCHS the following:

- Print & online advertising opportunities in prominent area of your publication and website(s) from date of signed agreement through 12/31/21, with option to vary ads (MCHS to supply ads; please provide specifications)
- A complimentary one-year subscription to your publication (where applicable, starting with issue date of signed agreement)
- Inclusion in your email newsletter, if available, with link to MCHS.org
- Inclusion of online MCHS Media Partner Logo button (supplied by MCHS) with link to MCHS.org
- Mention or welcome of MCHS as your media partner in your publication and social media pages, "Like" MCHS on Facebook, follow on Twitter, etc. (facebook.com/MenloCharityHorseShow and twitter.com/MenloCharity), monthly postings 6 months prior to MCHS, daily postings the week of MCHS and wrap up article/photo galleries within 30 days of the conclusion of MCHS (about MCHS news, promotions and more)

Please return application accompanied by a detailed letter of assignment on publication letterhead signed by editor no later than February 15, 2021 via email to: media@menlocharityhorseshow.org or call 650-207-8622

NAME: _____

EDITOR'S SIGNATURE: _____ DATE: _____

Online Publication: _____ Website _____

CONTACT: _____

TEL: _____ EMAIL: _____

Upon approval of your signed media partnership application, we will send you fulfillment details about specifications and deadlines. For more information, contact media@menlocharityhorseshow.org or 650-207-8622