



2015 MCHS Media Partnership: Print & Online

We are pleased to offer Online Media Partnerships with the 46th annual Menlo Charity Horse Show, on August 4-9th at Menlo Circus Club, Atherton, CA. Benefits include recognition in print, online, at and in MCHS social media. Please join us!

Please check the appropriate boxes

- ☐ Journalist ☐ Photographer ☐ Editor ☐ Print ☐ Print & Online
- ☐ Yes, please sign me up as a Print & Online Media Partner of the 2015 MCHS with the benefits listed below.
- ☐ 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 has almost 6,000 active fans.)
- Name and logo included on media partner page on MCHS website and in 2015 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 centerpiece 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 12/31/15, 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 agreement accompanied by a detailed letter of assignment on publication letterhead signed by editor via email to: alden@menlocharityhorseshow.org or fax to: 650-851-2339

NAME: _____

EDITOR'S SIGNATURE: _____ DATE: _____

Online Publication: _____ Website: _____

CONTACT: _____

TEL: _____ EMAIL: _____

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