



Ad & Show Sponsorship
Sales Information For The
Piedmont Dairy Goat Association

Summer in the Mountains
DAIRY GOAT SHOW

All about the show and how to place ads in
the show booklet.

Includes ad forms & pricing, show schedules
and sponsorship information.

Piedmont Dairy Goat Association
Summer in the Mountains
DAIRY GOAT SHOW

Milk Test
June 3, 2010

(Arrive by: 4 p.m. To be released
on Friday when last goat is milked.)

Buck Show

(Arrive by 6 p.m. Friday, show starts at 7 pm)

June 4 - Evin Evans, Judge
June 5 - Kay Kimmel, Judge
June 6 - Joe H. Kimmel, Jr., Judge

Junior Doe and Senior Doe Show

June 5th - Kay Kimmel, Judge
(Arrive by 8 a.m. Saturday, show starts at 9:30 a.m.)

June 6 - Joe H. Kimmel, Jr., Judge
(Arrive by 8 a.m. Sunday, show starts at 9:30 a.m.)

*Alpine Specialty &
Showmanship Class*

June 5th - Kay Kimmel, Judge

Show Chairman - Yvonne Cobourn

828-254-7610

heatherlanefarms@cs.com

Show Secretary - Sherry Williams

828-442-1598

jubaltwo@yahoo.com

Mail to: Sherry Williams

**1211 Hicks Chapel Loop
Marion, NC 28752**

And now for something completely different!

Well, not really but it made you look. Am I right?

Believe it or not, it's that time of year again. The planning process for the PDGA Summer in the Mountains Dairy Goat Show is well under way. Yvonne, Renée and myself are busy getting things done but we need your help. Karen and Susan will be our hospitality committee again this year. If you missed the Mexican dinner last year, then you missed the social event of the season. It was so impressive that Karen is going to repeat it this year. As show time draws nigh, Karen will be asking for donations of food and supplies. Be nice to her. If you'd like to help in the kitchen I'm sure Karen wouldn't turn you away.

The show is a major expense for the club. We are offering sponsorships for the different classes to help out with the cost. Sponsorship for a class is \$25. There is also main sponsor and milk test sponsor available. Renée is listing those prices (plus the perks) as well as ad prices and sizes here on page 5. I know things are rough now. Believe me, I am well acquainted with how hard it is to live off an unemployment check but if you can help with sponsoring classes, please pitch in. It will go a long way toward the cost of putting this show on.

Please, get out there and sell some ads for the show booklet. Many times if you ask folks at the local feed store or even the guy you buy hay from, they like the idea of advertising in our booklet and helping the club at the same time. If they don't have a prepared ad ask what they would like the ad to say. Renée and John can do something simple for

them. We will send show booklets to any businesses that buy ads so they can see it. Don't forget to get an ad for your own farm. People attending the show might be looking for goats and an ad in the booklet puts your farm out there even if you aren't showing. Ads can be e-mailed US mailed or given to Renée just as long as she receives them before April 11th. Money can be mailed or given to Margy the next time you see her.

Renée and John's company, *The Freelance Design Group* designed a beautiful poster for our show. It will be put online by the April 11th meeting. Take a few minutes, print one out and put one in your local feed store and anywhere else you think interested people will see them at least 2 weeks before the show. Getting the word out is *paramount* to a successful show.

Don't forget the raffle table. Yvonne worked herself silly last year getting donations from various businesses. Ask at the places where you shop. Lots of folks will donate a little something if people will only ask. It doesn't have to be goat related. Yep, dig through that closet and get rid of some stuff. You know you want to. Now is your chance, don't miss it! The Goat Fairy will smile on you.

And of course, contact Yvonne, Renée or me with any questions. We appreciate your support.

Sherry Williams
Show Secretary

Breed Codes

Nubian - NU Oberhasli - OB Recorded Grade - RG Saanen - SA
Toggenburg - TO Alpine - AP LaMancha - LM Nigerian Dwarf - ND

Showmanship Classes

(required to pre-enter on entry form)

Pee Wee Fitting and Showing - 8 years and under

Junior Fitting and Showing - 9 years thru 12 years

Senior Fitting and Showing - 13 years thru 18 years

Open Junior Doe Show

Class #s

101 Junior Kids	under 4 months
102 Senior Kids	4 months & under 8 months
103 Junior Yearlings	8 months & under 12 month
104 Senior Yearlings	12 months & under 24 months
105 Junior Get of Sire	

***Grand Champion**

***Reserve Grand Champion**

***Best Junior Doe in Show**

Open Senior Show

Class #

201 Milking Doe	under 2
202 Milking Doe	2 years & under 3 years
203 Milking Doe	3 years & under 5 years
204 Milking Doe	5 years and over
205 Dairy Herd	3 does in milk

Alpine Specialty - Class # - 206 Best Udder

***Grand Champion**

***Reserve Grand Champion**

***Best Senior Doe in Show**

Buck Show

Junior Division

Class #

301	under 6 months
302	6 months & under 12 months
**Junior Champion	
**Reserve Junior Champion	

****Senior Champion**

****Reserve Senior Champion**

***Best Buck in Show**

Senior Division

Class #

401	1 year & under 2 years
402	2 years & under 3 years
403	3 years & under 5 years
404	5 years & over

**The Junior Champion and Senior Champion compete for Grand Champion

PDGA'S CLUB ADS AND SPONSORSHIPS AVAILABLE:

This year we are also handing out a class list with all of our ads and with show sponsorships listed beside that class. This will be an added value to those who advertise with us. In addition, all ads will be placed on the website throughout the year. The two people who sells the most ads or sponsorships will receive a free annual membership.

Major Show Sponsorships are \$1000. The sponsor will receive a vinyl sponsorship banner to be hung in the show ring along with a full page ad on our website. Sponsorship ads will be announced over the loud speaker several times during the show.

Milking Competition Sponsorships are \$125.00 and include a vinyl sponsorship banner and a 1/2 page ad on our website.

Showmanship Sponsorships are \$125.00 receive a half page ad in our Show Booklet and on the PDGA website. Sponsorship money covers prize money distributed to third place. Ziggy Forster has graciously agreed to sponsor the showmanship class again this year. Because of his generosity last year the kids in showmanship were awarded books and gift cards from Tractor Supply. They didn't get good stuff like that at other shows! Thanks Ziggy!

Class Sponsorships are \$25.00, sponsor should designate which individual class they wish to sponsor. Sponsorship includes a business card ad in the show booklet and on the internet.

Raffle Table Donations: Sponsor donates an appropriate item for the raffle table, Several announcements will be made during the show. Donating individuals and business will be listed in the show program and on the PDGA website.

Ad sizes & costs for the Show Program and for the website will be:

Finished Booklet Size: 5.5" Wide by 8.5" Tall

Ad Material Deadline: April 11th

Full Page Ad: 4.75" x 7.75" \$60.00

Half Page Ad: 4.75" x 3.8" \$40.00

Quarter Page Ad: 4.75" x 1.85" \$27.50

Business Card Ad: 2.3" x 1.85" \$15.00

Here's what we need from you: When you sell an ad, please fill out the desired size and obtain any good quality logo artwork and ad copy. (see Ad Productions Requirements on page 6) If they do not have artwork to size, we will be happy to edit to fit their ad to our size requirements. Be sure all contact info is available.

Please Support the Club by Purchasing An Ad for your farm in the Show Booklet or by Selling an Ad to Friends of the Club or Businesses that you support.

This year the club will produce a reduced size Show Booklet and Schedule, including these ad sizes which will be handed out at the show.

Ad Submission Requirements:

**Finished trimmed folded booklet size will be: 5.5" Wide by 8.5" Tall
Ad Materials Deadline: April 11th, 2010**

300 DPI: pdf or jpg digital files preferred. Do NOT send native files. All fonts must be outlined. Hardcopy ads must be high resolution laser prints on white stock, black & white *only*. Mail materials on disk if email files exceed 8 mgs. No bleed ads available. Send hardcopy materials i.e.: (photo prints & copy) to: 62 White Bridge Rd. Weaverville, NC 28787. Prints will be returned via US Mail. Include return address. Production Info: 828.645.9336 Email to: creative@freelancedesign.com

Full Page non-bleed Ad: 4.75" Wide by 7.75" Tall: \$60.00

Half Page non-bleed Ad: 4.75" Wide by 3.8" Tall: \$40.00

**Business Card Ad:
2.3" Wide by 1.85" Tall
\$15.00**

**Business Card Ad:
2.3" Wide by 1.85" Tall
\$15.00**

**Quarter Page Ad: 4.75" Wide by 1.85" Tall
\$27.50**

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PIEDMONT DAIRY GOAT SHOW

Ads and Sponsorship Form

Advertisers Name: _____

Ad Size: _____ Logo & copy supplied as: Digital Hardcopy

Write ad copy here OR attach prepared ad to this form or
the best option is to email a digially prepared PDF ad to:
creative@freelancedesign.com - 62 White Bridge Rd, Weaverville, NC 28787

Contact Person's Name _____

Phone number: _____

Contact's Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Cost of Ad(s): _____ Payment: _____

Submitted by : _____

Date: _____

All checks should be made payable to: Piedmont Dairy Goat Association, and mailed to: PDGA, c/o Marjorie Burton, 150 Hudgins Hollow Road, Leicester, NC 28748. For payment information call Margy at **828-683-4027**. For ad productions help, call Renee or John Garcia at **The Freelance Design Group, 828-645-9336**.

Duplicate this form for as a receipt for the advertiser.

Summer in the Mountains

PIEDMONT DAIRY GOAT SHOW SPONSORSHIPS

Sponsor's Name _____

Sponsor's Phone number: _____

Sponsor's Email: _____

Address: _____

Classes you want to sponsor (please list three choices):

Breed Codes

Nubian - NU Oberhasli - OB Recorded Grade - RG Saanen - SA
Toggenburg - TO Alpine - AP LaMancha - LM Nigerian Dwarf - ND

Shows: Buck, Open Doe, Junior Doe, Showmanship

Name of Class	Class Number	Show Preferred	Breed preferred

RAFFLE TABLE DONATIONS:

Duplicate this form as a receipt.

Item Donated: _____

Name of Donor: _____

Address of Donor: _____

Email address of Donor: _____

Phone number of Donor: _____

Club Member collecting donation: _____

Is there an Internet Ad Submitted with this item (please attach information) _____