



New

2024 Show Season

PARTNERSHIP OPPORTUNITY



OntarioRoundUp.ca





Welcome



WHO WE ARE

Thank you for your interest in **OntarioRoundUp.ca** our all Equine Event Scheduling and Planning website. My name is Amanda Garrett, owner and creator of the site, and passionate barrel racer.

I love organization and planning, and used to spend most of the fall and winter building a Barrel Racing planner for myself and my friends. I wanted to plan my summer, and make the most of the short barrel season. Like Benjamin Franklin said, **“If You Fail to Plan, You Are Planning to Fail”!**

When creating my calendar, I spent a great deal of time sifting through different club social media pages and websites and transferring dates to my planner and it hit me - why do we not have a website here in Ontario that has all the barrel races listed in one place? So there, in those thoughts, this website was created!

What started with a focus on barrel races and rodeos, grew into more calendars and expanding into many different equine disciplines. Then the inquiries about advertising on **OntarioRoundUp.ca** starting coming in. All equestrians from dressage, hunter/jumpers and reining have the same basic need, to be able to easily and quickly plan for all seasonal events! **Ontario Round Up** is now a place for all horse owners to find an event, clinic or weekend of fun, enjoying the shared love of the horse.

I am very happy to be able to offer the opportunity to showcase our sponsors and local businesses with links directly to their own websites. We have so many amazing equine focused businesses, entrepreneurs, barn owners and trainers that offer so many services here in Ontario, what an amazing space to show off what is right on our doorstep!

OntarioRoundUp.ca





One Platform



OUR PLATFORM

OntarioRoundUp.ca does not replace the event producers' websites or social media platforms. It is a comprehensive list of the events happening in our province, hosts, producers, clubs, and associations. Each event has a link to the hosts' site, where competitors will find all the details they will need for that event, from entry forms to fees and stalls. The vision of **Ontario Round Up** is to draw focus, grow, promote and support our love of equine sport in Ontario and help build stronger awareness of the businesses that keep this sport moving forward.

LIMITED ADVERTISING SPOTS AVAILABLE

We would be pleased to have you on board! A partnership with us provides you with advertising on **OntarioRoundUp.ca** and on all of our social media platforms for the entire year. Our media director keeps all platforms current and relevant, covering all disciplines across the entire province. Our advertising spots have high visibility, and our audience is growing at an incredible rate with a viewership reach of over 30,000 people for the 2023 Show Season. Our plan is to double this reach for the 2024 season. Partner with us and put your business front and center with an audience from all across Ontario!

Check out our new **2024 Partner Package options** below to find a plan that best suits your budget and business goals.

Please let me know if you have any questions or if you have other ideas for advertising or collaborations that will aid in supporting your business and draw the attention of your future clients.

Kind Regards,

Amanda Garrett

OntarioRoundUp.ca





OUR MISSION

To eliminate searching through multiple websites to find all equine events in Ontario that fit your schedule.



WHAT WE OFFER

One platform to organize and plan your upcoming show season. Our comprehensive calendars are easy to navigate and categorized by discipline. We cover all events, including associations, clubs, rodeos and fairs across Ontario. We even have a '**Submit Your Own Event**' webform, where hosts and organizers can submit their events to our calendars!



PARTNER WITH US

Partnering with **Ontario Round Up** allows us to create a space where we can bring attention to local businesses like yours. A platform where we can not only promote the equine industry in Ontario, but also support our list of proud owners of top tier businesses. Many of our partners are deeply involved in their local communities and are committed to seeing our industry thrive.

Ontario Round Up wouldn't be possible without the support of our amazing collaborators and important funders.

OntarioRoundUp.ca



Fun Facts



30,457 AUDIENCE REACH

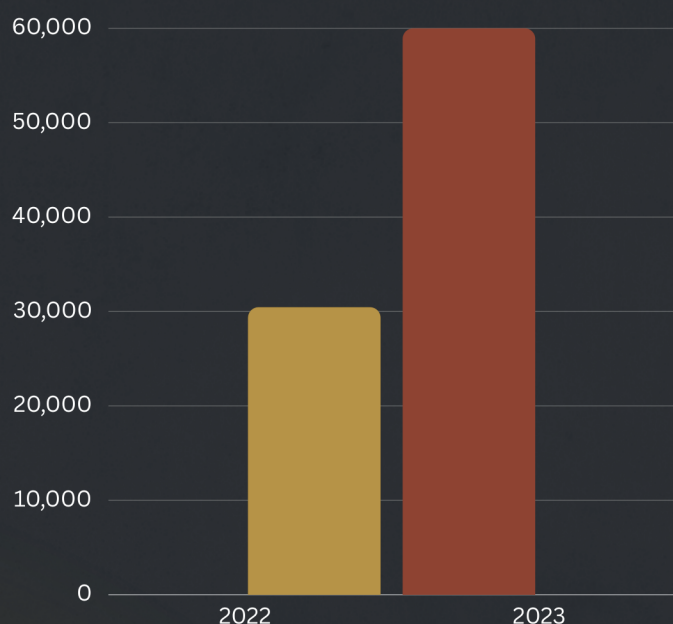
Ontario Round Up reached over 30,457 people during the 2023 show season.



OUR SOCIAL PLATFORMS

We love to maximize our audience by utilizing our social platforms. We promote our partners and events using Google My Business, Instagram, Facebook, and TikTok!

OUR GOALS: 2023 VS 2024



300+ EVENTS SUBMITTED

Over 300 individual equine events were submitted to **OntarioRoundUp.ca** during the 2023 show season.

We have exciting goals for the 2024 Show Season! Our aim is to double our 2023 exposure by reaching an audience of over 60,000 people across Ontario using the Ontario Round Up platforms.

OntarioRoundUp.ca



Packages

PARTNER PACKAGES

We are thrilled to be able to offer Partnering Packages for the 2024 Show Season! This year we are excited to announce that we have more advertising spots available, including a NEW exclusive Event Page Banner! Need design help? Take advantage of our in-house graphic designer for an additional fee.

BRONZE



Home Page Block Ad
(360px X 300px)

Direct link to your website or social media page

Social media 'shout out'

Additional advertising if you are part of an incentive program

\$750

PLUS APPLICABLE TAXES

GOLD



Home Page Slider
(1200px X 600px)

NEW

Exclusive Event Page Banner
(970px X 250px)

Facebook Cover for the Year

Direct link to your website or social media page

Social media 'shout out'

Share your promotional flyers /ads on our social platforms

Additional advertising if you are part of an incentive program

\$1250

PLUS APPLICABLE TAXES

SILVER



Home Page Block Ad
(360px X 300px)

Event Page Block Ad
(250px X 250px)

Direct link to your website or social media page

Social media 'shout out'

Share your promotional flyers /ads on our social platforms

Additional advertising if you are part of an incentive program

\$1000

PLUS APPLICABLE TAXES

Note: Partner packages require a commitment of one year. Annual partner advertising fees will commence from March 2024 to March 2025.

OntarioRoundUp.ca



Ad Space

NEW AD SPACE FOR 2024

OntarioRoundUp.ca is growing! We are excited to offer our partners additional advertising space and opportunities for the 2024 Show Season! View more details about our ad space below, and check out our partner packages for rates and additional information.

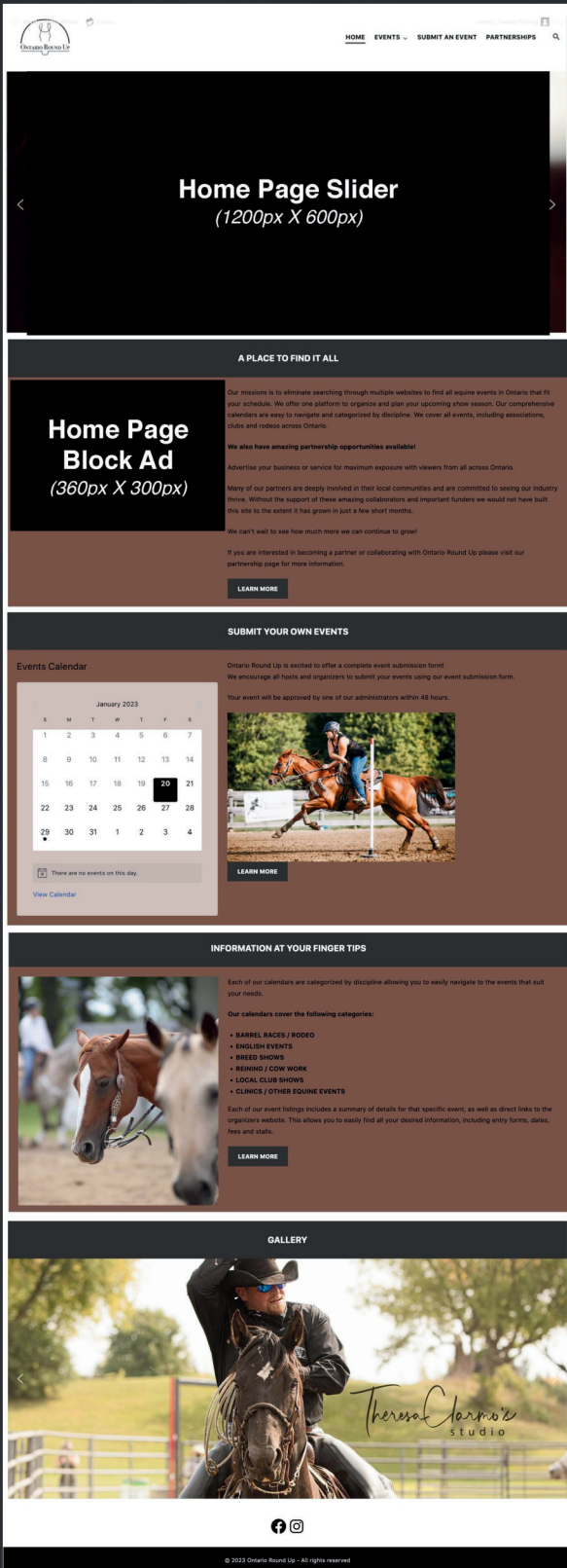
The screenshot shows the homepage of OntarioRoundUp.ca. At the top, there is a navigation bar with links for HOME, EVENTS, SUBMIT AN EVENT, and PARTNERSHIPS. Below the navigation bar is a large banner image of a horse's face with the text "Your Ad Here" and a "LEARN MORE" button. Below this banner is a section titled "A PLACE TO FIND IT ALL" with a "YOUR AD HERE" placeholder and text describing the platform's mission and partnership opportunities. Below that is a section titled "SUBMIT YOUR OWN EVENTS" with a calendar for January 2023 and a photo of a rider on a horse. At the bottom is a section titled "INFORMATION AT YOUR FINGER TIPS" with a photo of two horses and text about event categories and search functionality.

The screenshot shows the "All Events" page on OntarioRoundUp.ca. At the top, there is a navigation bar with links for HOME, EVENTS, SUBMIT AN EVENT, and PARTNERSHIPS. Below the navigation bar is a section titled "All Events" with a "Home » All Events" breadcrumb. Below this is a banner image with the text "BLOCK AD SPACE AVAILABLE" and "BANNER AD SPACE AVAILABLE". Below the banner is a search bar with the text "Search for events" and a "FIND EVENTS" button. Below the search bar is a calendar for July 2023. The calendar shows events for various dates, including "Wolfe Island Round Up", "NBHA Canada - Canada Day", "NBHA District 4 TremRiver", "OBRA - Spring into Summer", and "Prelude Circuit Ho...". Below the calendar is a "Subscribe to calendar" button.

OntarioRoundUp.ca



Ad Details



HOME PAGE SLIDER

Only offered in our **GOLD package**, our home page sliders are the best way to get your business front and center. With a limit of only 6 home page sliders, these spots rotate regularly and are prime real estate to get your business noticed on the home page of **OntarioRoundUp.ca**. Our home page sliders also include a button with a direct link to your website or social media pages.



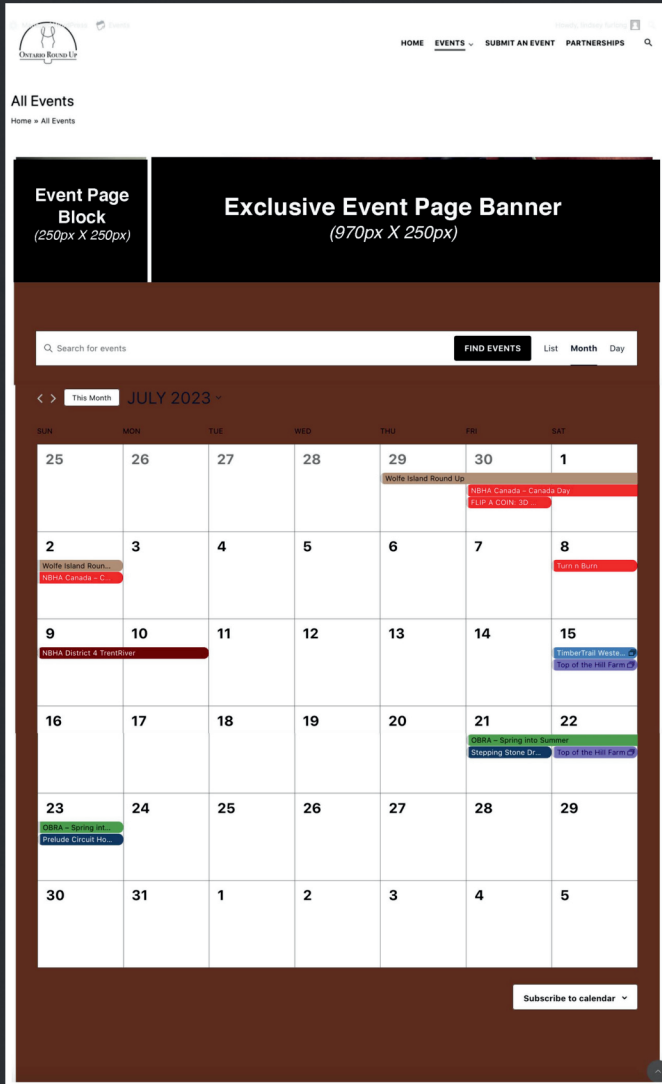
HOME PAGE BLOCK AD

The second best option to be seen on the home page of **OntarioRoundUp.ca!** Our home page block ads are perfect ad locations for a business card or logo and offer a direct link (image click) to your website or social media pages. Home page block ads are included in both our **BRONZE** and **SILVER packages**.

OntarioRoundUp.ca



Ad Details



EXCLUSIVE EVENT PAGE BANNER

Our Event page is our number one landing page, so for the 2024 show season we've added a NEW exclusive event page banner advertising location! This new banner remains on the Event Calendar page and includes a direct link (image click) to your website or social media pages. This exclusive ad location will be viewed by thousands of visitors across Ontario. Only available in our **GOLD package**. Don't miss out on this incredible opportunity!



EVENT PAGE BLOCK AD

The second best option to be seen on the events calendar page of **OntarioRoundUp.ca!** The event page block ad offers a more affordable solution, with a smaller ad size, but with the same audience reach of the Event Page Banner. The perfect ad location for a business card or logo and offers a direct link (image click) to your website or social media pages. Only available in our **SILVER package**.

Social Media

SOCIAL MEDIA SHOUT OUTS

Ontario Round Up is extremely active on various social media platforms during the equine show season. As part of our Partner Packages, we include regular social media "Shout Outs" to highlight our valued partners. We share information about our partners business, along with any promotional material submitted to us.

FACEBOOK COVER PAGE

We've decided to utilize more of our social media space for our valued partners for the 2024 Show Season. We are now offering our **GOLD package** members a Facebook Cover take over for the year! With a limit of only 6 spaces available, your business will be at the forefront of our highly active Facebook page for the entire year!

Take advantage of our growing audience and partner with **Ontario Round Up** for the 2024 show season!

Ontario Round Up
Published by Lindsey Furlong @ - June 22, 2022

Sponsor Spotlight!

The Ranchy Equestrian (@theranchequestrian) is a lifestyle clothing brand with strong focus on agriculture and equestrian apparel of all disciplines. Always striving for the ultimate solution with comfort, longevity, sustainability and price in mind... See more

Sponsor Spotlight

The Ranchy Equestrian is a lifestyle clothing brand with strong focus on agriculture and equestrian apparel of all disciplines. "We strive for the ultimate solution - Comfort, Longevity and a sustainable price for all!"

ONTARIOROUNDUP.CA

Ontario Round Up
Published by Lindsey Furlong @ - July 5, 2022

Sponsor Spotlight!

Wilton Tack is an independent, family-owned tack and feed store located in the beautiful hamlet of Wilton. Carrying a huge selection of Western and English tack, apparel, and stable supplies!

Visit their website here: <https://www.wiltontack.com>... See more

Sponsor Spotlight

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ONTARIOROUNDUP.CA

Ontario Round Up
Published by Lindsey Furlong @ - July 12, 2022

Sponsor Spotlight!

STARFIRE FRENCHMAN for your breeding consideration. Plan for your future barrel futurity horse. Runs all gymkhana events, including round the ring events. Very agile with natural athletic ability. He is also used for ranch work, cattle checking and sorting. Passes his great disposition and confirmation on to his foals.

- Located in Greater Napanee... See more

Sponsor Spotlight

STARFIRE FRENCHMAN for your breeding consideration. Runs all gymkhana events. Very agile with natural athletic ability. Located in Greater Napanee. Live cover, live foal guarantee. Listed with Ontario Stallion Incentive Program - OBFA.

Contact Debbie Mack for more information. ONTARIOROUNDUP.CA

Contact Us



HAVE QUESTIONS?

We want to hear from you! Do you have questions about our partnership opportunities? Are you looking for more information? Or perhaps you want to speak to a representative? Get in touch with us by email and we can set up a call!

GET IN TOUCH

Email us directly or fill out the form at: ontarioroundup.ca/partnerships/



ONTARIOROUNDUP@GMAIL.COM



FOLLOW US

Check out our full list of comprehensive event calendars at OntarioRoundUp.ca

Don't miss out on the latest news, events and partner promotions!
Follow us on social media to stay up to date!



GOOGLE MY BUSINESS

Ontario Round Up



INSTAGRAM

@ontarioroundup



TIK TOK

@ontarioroundup



FACEBOOK

@ontarioroundup

OntarioRoundUp.ca

