

2025

NSBA

PARTNER

MEDIA &

DELIVERABLES





WELCOME

This overview is designed to provide you with a clear understanding of the perks and benefits included with your sponsorship, along with the steps needed to ensure your brand is fully represented at NSBA events. Our goal is to make this partnership as rewarding and seamless as possible.

Thank you for choosing to partner with NSBA. We're excited to showcase your brand and help you connect with our vibrant and engaged community.

WE LOOK FORWARD TO A SUCCESSFUL YEAR TOGETHER!



OUR TEAM



NICOLE BARNES

Advertising Director

nbarnes@nsba.com
(847) 623-6722 ext. 203



MORGAN KAUFMANN

Media Coordinator

mkaufmann@nsba.com
(847) 623-6722 ext. 210



SUE ELLEN KAVEN

Sponsor Relations Specialist

sueellen@nsba.com
(847) 623-6722 ext. 205

IF YOU HAVE ANY QUESTIONS, PLEASE DON'T HESITATE TO REACH OUT TO OUR TEAM!



MAKE THE MOST OF OUR PARTNERSHIP

SCHEDULING

TIMING IS EVERYTHING

SUBMIT DELIVERABLES EARLY

Ensure your materials are submitted by the provided deadlines to guarantee premium placement across event promotions.

ALIGN CAMPAIGNS WITH EVENTS

Leverage the event schedule to plan your own social media or marketing campaigns, highlighting your sponsorship during peak interest and maximizing engagement.

CONTENT

OPTIMIZE YOUR VISIBILITY

PROVIDE HIGH-QUALITY ASSETS

Submit materials in the recommended specifications to maintain a professional appearance. Quality assets will yield the greatest return on investment.

ADAPT FOR DIFFERENT PLATFORMS

Ensure your assets are structured for the intended platform and are in the appropriate file type for various mediums—digital, print, and on-site signage.

COLLABORATION

STRENGTH IN PARTNERSHIP

ENGAGE WITH EVENTS

Stay involved - join us at the NSBA World Championship Show and Breeders Championship Futurity, held August 7-17, 2025 in Tulsa, OK.

CONNECT WITH OUR TEAM

Have ideas or interested in an opportunity in this overview not presently in your contract? Please let us know!

Nicole Barnes

nbarnes@nsba.com | (847) 623-6722 ext. 203

Morgan Kaufmann

mkaufmann@nsba.com | (847) 623-6722 ext. 210

Sue Ellen Kaven

sueellen@nsba.com | (847) 623-6722 ext. 205



THE WAY TO GO EDITORIAL CALENDAR

JANUARY/ FEBRUARY Stallion Issue	MARCH Mare Issue	APRIL Year In Review Issue	MAY Non Pro Issue	JUNE Open Issue
JULY Youth Issue	AUGUST NSBA World Show Issue	SEPTEMBER Equestrian Lifestyles Issue	OCTOBER Congress Issue	NOVEMBER/ DECEMBER Foundation Issue

SUBMISSION DEADLINE

All copy for *The Way To Go* must be submitted by the 15th of the month preceding the month of publication, i.e. April 15th for the May publication.



THE WAY TO GO EDITORIAL SPECS

FULL PAGE



SIZING
BLEED
8.5 x 11 inches
TRIM
8.25 x 10.75 inches
LIVE AREA
7.75 x 10.25 inches

TWO PAGE SPREAD



SIZING
BLEED
16.75 x 11 inches
TRIM
16.5 x 10.75 inches
LIVE AREA
16 x 10.25 inches

CONTENT SUBMISSION

All files must be submitted as a .pdf or .eps, with all fonts and graphics embedded. Images should be at 100% size and 300 dpi. If the dpi is lower, print quality cannot be guaranteed. Colors should be set a CMYK, not RGB. We do not accept Microsoft Publisher files.

Files can be sent in an email as an attachment to sponsors@nsba.com or nbarnes@nsba.com. Large files can be submitted with WeTransfer or another file-sharing service. All copy for *The Way To Go* must be submitted by the 15th of the month preceding the month of publication, i.e. April 15th for the May publication.



WORLD SHOW DELIVERABLES

WORLD CHAMPIONSHIP SHOW PREMIUM BOOK

All files must be submitted as a .pdf or .eps, with all fonts and graphics embedded. Images should be at 100% size and 300 dpi. If the dpi is lower, print quality cannot be guaranteed. Colors should be set a CMYK, not RGB. We are unable to accept Microsoft Publisher files.

Large files can be submitted with WeTransfer or another file-sharing service. Files can be sent in an email as an attachment to sponsors@nsba.com or nbarnes@nsba.com.

Deadline: April 10

EXHIBITOR ENTRY BAG ITEMS

Please provide promotional items, samples, or flyers in the quantity of 1,000. We recommend all physical items arrive before July 1 to guarantee their inclusion in exhibitor entry bags.

Deadline: July 1

FULL PAGE



SIZING
BLEED
5.75 x 8.75 inches
TRIM
5.5 x 8.5 inches
LIVE AREA
5 x 8 inches

Delivery to:

NATIONAL SNAFFLE BIT ASSOCIATION
ATTN: SPONSORS
120 MESA ST
WEATHERFORD, TX 76086



WORLD SHOW DELIVERABLES

SPONSOR ANNOUNCEMENTS

Please provide a sponsor announcement in writing to be read over the loudspeakers throughout the duration of the NSBA World Championship Show. Copy should be fifteen seconds or less when read out loud.

Sponsor announcements can be sent in the body of an email or in an attached document to sponsors@nsba.com or sueellen@nsba.com.

Deadline: July 1

JUMBOTRON/LIVESTREAM COMMERCIALS

All commercials should be 45 seconds or less. Videos containing copyrighted music will not be used.

Videos should be 1920 x 1080 in resolution and submitted in a .mp4 or .mov file. Images should be 1920 x 1080 px and submitted in a .png or .jpg file. Large files can be submitted with WeTransfer or another file-sharing service. Files can be submitted via email to sponsors@nsba.com or mkaufmann@nsba.com.

Deadline: July 1



DIGITAL CONTENT

E-BLASTS

Please provide HTML or a single image graphic. The email graphic should be 600 px wide and submitted as a .jpg or .png. Smaller or larger images may not format correctly in varying email clients.

Please provide a click-through link, subject line, desired send date range, and intended audience upon submission. Please allow at least four weeks in advance of your preferred send date. This helps avoid scheduling conflicts with other blasts and ensures enough time to resolve any technical issues, especially when working with HTML. Files can be sent via email to sponsors@nsba.com or mkaufmann@nsba.com.

SPONSOR SPOTLIGHTS

Please provide a brief sponsor message to be shared on our digital platforms before and during the NSBA World Championship Show. Copy should be less than 600 words and sponsors are encouraged to include a click-through link or call to action.

Sponsor spotlights can be sent in the body of an email or in an attached document to sponsors@nsba.com or mkaufmann@nsba.com.

Deadline: April 1 - July 1



DIGITAL CONTENT

SOCIAL MEDIA

Please provide all imagery and complete copy, including any tags, hashtags or hyperlinks to be included, as well as the intended date range for publishing. All video files should be submitted as .mp4 and .mov and all images should be submitted as .png or .jpg in the appropriate size for the asset type and intended platform.

Please provide all materials at least four weeks in advance of your preferred publishing date. Digital content can be scheduled up to one year in advance. Files and copy can be submitted via email to sponsors@nsba.com or mkaufmann@nsba.com.

ASSET SPECS

FACEBOOK

REELS (VERTICAL)
1080 x 1920 px

VIDEOS (HORIZONTAL)
1920 x 1080 px

IMAGES
940 x 788 px

INSTAGRAM

REELS (VERTICAL)
1080 x 1920 px

VIDEOS (HORIZONTAL)
1920 x 1080 px

IMAGES
1080 x 1080 px

WEB BANNERS

Images should be 970 x 90 px and submitted in a static .gif, animated .gif, .jpg or .flash file. We cannot accept files larger than 20K. Banner ads will be displayed on the NSBA website for the current year.

Please provide files at least four weeks in advance of your preferred publishing date. Files can be submitted via email to sponsors@nsba.com or sueellen@nsba.com.



IMPORTANT DATES

JANUARY

JANUARY 1

NSBA Office Closed
(*New Year's Day observation*)

FEBRUARY

FEBRUARY 15

March *The Way To Go* ad deadline
MARE ISSUE

MARCH

MARCH 15

April *The Way To Go* ad deadline
YEAR IN REVIEW ISSUE



IMPORTANT DATES

APRIL

APRIL 1 - JULY 1

World Show Sponsor Spotlight
deadline

APRIL 10

World Championship Show
Premium Book ad deadline

APRIL 15

May *The Way To Go* ad deadline
NON PRO ISSUE

APRIL 18

NSBA Office Closed
(*Good Friday observation*)

MAY

MAY 15

June *The Way To Go* ad deadline
OPEN ISSUE

MAY 26

NSBA Office Closed
(*Memorial Day observation*)

JUNE

JUNE 15

July *The Way To Go* ad deadline
YOUTH ISSUE



IMPORTANT DATES

JULY

JULY 1

World Show Sponsor
Announcements deadline

JULY 1

World Show Video deadline

JULY 1

World Show Entry Bag Items deadline

JULY 4

NSBA Office Closed
(Independence Day observation)

JULY 15

August *The Way To Go* ad deadline
NSBA WORLD SHOW ISSUE

AUGUST

AUGUST 7-17

NSBA World Championship Show &
Breeders Championship Futurity
Tulsa, OK

AUGUST 15

September *The Way To Go* ad
deadline
EQUESTRIAN LIFESTYLES ISSUE

SEPTEMBER

SEPTEMBER 1

NSBA Office Closed
(Labor Day observation)

SEPTEMBER 15

October *The Way To Go* ad deadline
CONGRESS ISSUE



IMPORTANT DATES

OCTOBER

OCTOBER 15

November/December *The Way To Go* ad deadline

FOUNDATION ISSUE

NOVEMBER

NOVEMBER 25-28

NSBA Office Closed
(Thanksgiving observation)

DECEMBER

DECEMBER 4

NSBA Annual Membership Meeting
Las Vegas, NV

DECEMBER 15

January/February *The Way To Go* ad deadline

STALLION ISSUE

DECEMBER 24-JANUARY 1

NSBA Office Closed
(Christmas and New Year's Day observation)



THANK YOU

On behalf of the National Snaffle Bit Association (NSBA), we want to extend our heartfelt thanks for your continued support and commitment to our organization. As a sponsor, you are an integral part of our mission to celebrate the excellence, talent, and passion that define our community.

Your partnership plays a pivotal role in shaping the success of our events, advancing the equestrian industry, and creating meaningful opportunities for riders, trainers, and horse enthusiasts across the globe.