



# USET Foundation



## The United States Equestrian Team Foundation and Town&Country

### February 2010 Opportunity/Benefit

**USET Foundation and Town&Country** have created a marketing opportunity for your company to reach the affluent **Town&Country** audience and support the US Equestrian Team as they prepare for the 2010 Alltech FEI World Equestrian Games™.

**Town&Country** works with a number of charities in support of their fundraising initiatives. Several times a year, **Town&Country** will run a regional special sponsored section in their magazine in which a charity/non-profit can raise funds by selling sponsorships/salute ads in the section. Some of the following organizations have run these special sections in **Town&Country**: Carnegie Hall, the New York Botanical Gardens, UNICEF, the ASPCA, the Princess Grace Foundation and the Juilliard School.

#### **USET Foundation Special Section will run regionally in the February 2010 issue of Town&Country**

- Conveys the beauty and excitement of the High Performance equestrian events
- Profiles athletes and their quest for excellence at the 2010 Alltech FEI World Equestrian Games™
- Showcases the United States Equestrian Team Foundation's donors and fundraising efforts
- Reaches over 300,000 **Town&Country** subscribers in the following top affluent markets: Massachusetts, New York, New Jersey, Connecticut, California, Florida, Virginia, Illinois, Kentucky, Pennsylvania, Ohio, Texas, Colorado, Georgia, North Carolina, South Carolina and Michigan.

#### **Special USET Foundation Partner Full Page Rate: \$15,000**

Due to a special agreement with **Town&Country**, USET Foundation can offer sponsors more than a 50% discount on the cost of a page in **Town&Country**.

#### *Issue Material Due Date:*

November 9, 2009. See insertion order for details on the subscriber universe.

# Town&Country

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## Town&Country

**is the only magazine that takes a completely holistic approach to luxury**, covering every aspect of a life well-lived. Every category, each experience, is filtered through the single lens of luxury.

## Town&Country

**readers trust this magazine above all others** to direct them to the highest level of integrity, quality, style and experience. For over 160 years, **Town&Country** has had one mission—create a magazine for, and about, America's ever-evolving affluent community.

## Reach

**300,000 Town&Country subscribers** in the following top affluent markets: Massachusetts, New York, New Jersey, Connecticut, California, Florida, Virginia, Illinois, Kentucky, Pennsylvania, Ohio, Texas, Colorado, Georgia, North Carolina, South Carolina and Michigan.

To review the complete Town&Country media kit, visit  
<http://www.townandcountrymediakit.com>



# USET Foundation

## United States Equestrian Team Foundation

**Established as a not-for-profit organization**, the USET Foundation's role is to help provide funding for High Performance equestrian competition. High Performance programs are developed in the seven international equestrian disciplines of dressage, eventing, show jumping, driving, endurance reining and vaulting. These programs train and support our top athletes and horses to compete at the Olympics, World Championships, Pan American Games and other top international competitions.

### *How is the USET Foundation funded?*

The Foundation is funded through tax-deductible contributions primarily from individuals who want to support our country's international horses and athletes. The Foundation receives no direct or indirect government subsidy.

### *How does the USET Foundation help our U.S. Equestrian Teams?*

The USET Foundation contributes approximately 60% of the annual costs associated with this country's High Performance programs. The costs to field international teams are enormous. Training, coaching and transporting our human and equine athletes around the world, where they must go to compete against the world's best, is a daunting undertaking requiring a huge commitment of time and money. U.S. equestrian athletes have distinguished themselves and the United States in International competition for over 50 years. At the 2006 World Equestrian Games they captured nine medals, the most ever won by the U.S. at a World Championship. In 2008, our teams garnered three medals at the Olympic Games, including a second consecutive gold medal in show jumping. These outstanding achievements were the result of years of dedicated hard work, combined with our athletes' visions and dreams to reach their ultimate goal. However, hard work and dreams alone will not bring home medals.

# United States Equestrian Team Foundation Special Opportunity in **Town&Country Magazine**

## **INSERTION ORDER**

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Closing Dates for Materials

**FEBRUARY 2010**

**11/09/2009**

Special Journal section saluting the United States Equestrian Team Foundation will run regionally in the February 2010 subscriber issue of **Town&Country Magazine** in the following states: Massachusetts, New York, New Jersey, Connecticut, California, Florida, Virginia, Illinois, Kentucky, Pennsylvania, Ohio, Texas, Colorado, Georgia, North Carolina, South Carolina and Michigan.

Please check one

<b>PAGE UNIT</b>	<b>RATE</b>	<b>DIMENSIONS</b>
____ Full Page	\$15,000 net	7 5/16"w x 10"d
____ Spread	\$30,000 net	17 1/2"w x 10"d

## **MATERIAL REQUIREMENTS**

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- Sponsor Material must meet the **Town&Country** new Digital Specifications—Diskette & matchprint with color bars & crop marks.
- Magazine Trim Size: 9" x 11". Safety: 3/8" from the bleed edge all around. Film no longer accepted.
- Complete details available at: [www.townandcountrymediakit.com](http://www.townandcountrymediakit.com)

*I authorize my sponsorship to run in the USET Foundation Journal running regionally in the February 2010 issue of Town&Country Magazine based on this contract and will comply with the rates, mechanical requirements, and closing dates as stated.*

Name: \_\_\_\_\_ Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

### **Send Material Disk with matchprint by due date to:**

Miriam Morgan  
Morgan Publishing  
Attention: USET Foundation  
106 Honeysuckle Court  
Aiken, SC 29803  
Email: [morganpub@bellsouth.net](mailto:morganpub@bellsouth.net) • Phone: 803-644-2950

**IMPORTANT NOTE:** Due to the consolidation of national magazine distributors in the United States, **Town&Country** cannot guarantee 100% newsstand distribution for regional sections, regional ad, and regional copy splits/dealer listings.