



Model Horse Blab 2017 Advertising & Sponsorships



January 2017

Dear Advertisers,

I'm reaching out to let you know what's coming up for Blab in 2017, in case you would like to participate.

A quick explanation that I've neglected Blab for quite a number of months, especially during the time before and after my mom passed away in January 2016. I have had family responsibilities to fulfill and did not put on the annual summer birthday program and show, although we did manage to get some t-shirts out. The annual Blab Birthday is a key builder of interest in Blab every year and Blab has felt the lack. Indeed, I did not even run the standard ads for Blab on other hobby sites. The membership carries on as always, but the numbers are down a bit through this neglect.

Blab is back in action with activities for members during 2017!

With the Winter Contest and upcoming Fun Show, new members & old are active on Blab!

Blab plays a special role in the lives of members who are devoted to this site.

As a hobby site, Blab serves as a welcome diversion from the pressures of daily life. It's a place where members can keep up their connections with others in the hobby, find out what's new and truly enjoy their model horse collection.

Going forward into 2017 Blab will be providing more online activities for Blab members ...

to enjoy and cherish their model collection. These activities have always added interest and fun to Blab and attracted hobbyists to join and participate. This link to Blab's Gallery shows an example of a large show from 2015.

<http://www.modelhorseblab.com/blabpics/g4417-closed-2015-blab-summer-photo-show-show-completed.html>

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2017 Blab Plan for online photo shows and contests

- **2017 Blab Birthday Celebration and Show** returns in the July-August period when there is a good deal of Blab traffic.
- **Photo Shows.** Instead of one large photo show at the time of the birthday program, we'll break it up into several shows to run throughout the year. A show schedule will be published at the beginning of the year so members know what to expect – and in fact, I am sharing this with members now.

Tentative schedule – *the order and make-up of each show will likely evolve*

Winter	Fun Show – small scale for newer showers
Winter	Resin; Custom; Performance
Spring	China; OF Collectability; Vintage; Fantasy/Decorator
August (early)	Original Finish Plastic (in conjunction with Blab Birthday Celebration)
Fall	Tack & Chacki (medallions, horseheads, etc.)

Example of a small show from 2015

<http://www.modelhorseblab.com/blabpics/g4339-closed-2015-spring-fun-show.html>

New for 2017 Sponsorships

Show and Contest Sponsorships: Larger prizes for higher-level divisions.

- Your business name appears in the classlist as the division sponsor,
- ex. "Resin Draft Division by "New Release" – Sally Artist" or "OF Breyer Division by Jane's Models"
- Banner ad space for 12 months, with 12 months premium individual membership.
- Prize contribution valued \$150 and up, especially LE traditional-size models of any type. In some cases two or three items can make up the sponsorship.

Prize and Award Contributors: Smaller and multiple prizes reach more members.

- Your business name appears in the classlist as a sub-division sponsor (see above example).
- Banner ad space for 6 months with 12 months premium individual membership.
- Prize contribution valued \$50-\$75. Multiple small models, excellent quality, are most welcome.

Examples of prizes – large and small - as shown to members

<http://www.modelhorseblab.com/blabshows/2013summer/2013-08PrizesBday.htm>

<http://www.modelhorseblab.com/blabshows/2015Summer/2015-08PrizesShow.htm>

(Prize values between \$76-\$149 to be considered for Sponsorship vs. Contribution based on how recent the release date is, current popularity of the item generally, and other factors.)

(All prizes, contributions and sponsorships subject to approval of Blab management.)

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Additional Promotional and Advertising Opportunities

Blab Member Discounts: Would you like to offer a discount on your product to Blab members? For a limited-time offering or for a year-round discount, Blab would be delighted to work up an announcement, a link to your site and an easy means for members to take advantage of such purchase opportunities. This feature can be added to any banner advertisement of 3 months or more at no additional charge, on request.

Banner Ads: Of course Blab always offers banner ads that rotate in the top right header space, without prize contributions. You may change your ad and the link as often as you like.
\$25 for 3 months; \$50 for 6 months and \$100 for a year

Special Sponsorship arrangements, on request. If you have an idea or an item that you'd like to feature in a special way, please let me know and we'll work out something unique just for you!

Building membership: Blab's promotions

Blab will be testing a program to better establish a physical presence where hobbyists gather in person, such as sponsoring championship awards at live shows. And Blab will continue the annual summer sales of "swag" such as branded t-shirts and tote bags. This link to Blab's marketplace shows an example from 2016.

<http://swag-modelhorseblab-com.3dcartstores.com/> (use the right scroll button to see 2016's "swag")

Some general information about Blab members

The average Blab member is active on the site for about 2 years, with some staying much longer, and with new members providing a steady re-building. This is standard for many topic-centered forums and has been consistent throughout Blab's 13 year history.

Active members represent a broad range of geographic locations and ages (according to self-reporting during the registration process).

- *Ages range from millennials to mid-life to retirees.*
- *In addition to member from throughout the U.S., there are active members from Canada, the U.K., Europe, Australia and other international locations.*
- *Many members have families and the majority are employed part- or full-time.*
- *Active members tend to visit multiple times per week, and many visit every day.*

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Although many members enjoy live shows, the majority have not shown at live shows due to accessibility and other demands on their time. Those who can't show at live shows especially appreciate the chance to photo show online with Blab. Of course quite a few of the most active members are big fans of Breyerfest.

The primary reason a member becomes less active can be summed up as "life" – graduation; children; marital changes; job changes. Blab has welcomed the return of many members over the years, even some who were away for several years.

If you are interested in participating as a sponsor or contributor, or just running a banner ad, please let me know what you'd like to do for the next year. We will work together to set up a program that meets your needs.

Thank you so much for reading,

Mary Hirsch

Owner & Manager, Model Horse Blab