

Winter 2021/2022

Dear KWPN-NA Member!

The first virtual KWPN-NA Annual Meeting (2021) was hugely successful with over 100 in attendance (up from an average of 65 for our in-person meetings). Our 2022 KWPN-NA Virtual Annual Meeting will be even better with your help.

On March 5, 2022 we will come together online to celebrate our theme ***“Sharing Passion and Knowledge”*** with presentations, virtual farm visits, Silent Auction (following AGM online - March 26 to April 3) and more.

***Today we would like to offer you the opportunity to promote your business, product or service to a group of educated, active and motivated horse professionals or to simply donate to the KWPN-NA.***

Please review the attached list of sponsorship and advertising opportunities to decide which one is best for you or give me a call for assistance in making your decision.

Your sponsorship will be promoted on our website and social media sites leading up to the event, as well as during the event with announcements, banners, or ads in the online event program.

Additionally, most packages include a one-year placement of your logo on the KWPN-NA website and/or the monthly e-newsletter & social media site.

The KWPN-NA is a 501(c)(5) organization and your sponsorships are tax-deductible

(Federal **Tax ID # 93-1002080)**.

If you have any questions regarding the KWPN-NA or the Annual General Meeting, please feel free to contact me.

Thank you! We look forward to hearing from you.

Sincerely,

*Anna Beal*

KWPN-NA AGM Committee

[hbsurvey@sbcglobal.net](mailto:hbsurvey@sbcglobal.net)

(714) 307-3869

**Annual Meeting Sponsorship & Advertising**

Promote your product, service, business, or dedication to the KWPN-NA membership at the Annual Meeting and throughout the year. Targeting over 1000 horse enthusiasts. KWPN-NA Members and non-members alike attend the Online Annual General Meeting (AGM) which offers many educational programs, introductions to new products and services, and social opportunities. This is a group of educated, active, motivated horse owners and breeders.

**Sponsorship Opportunities**

Choose the sponsorship program that works for you.

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | ***Virtual Annual Meeting Presence*** | | |  | **Full Year Presence** | | |
| **Level** | **Amt** | ***Announcements during AGM*** | ***Presentation***  ***Banners*** | ***e-Program Ad*** |  | ***Social Media*** | ***e-Newsletter***  ***(Full Year)*** | ***Website Placement (Full Year)*** |
| ***Crown*** | $2000 | Multiple | Logo | Full Page |  | Inc. | Inc. | Inc. |
| ***Prestatie*** | $1000 | One | Logo | Half Page |  | - | Inc. | Inc. |
| ***Preferent*** | $500 | - | Logo | Logo |  | - | Inc. | - |
| ***Keur*** | $250 | - | Name | Logo |  | - | - | - |
| ***Star*** | $100 | - | - | Name |  | - | - | - |

*Details:*

1. *Ads and logos for the AGM virtual program must be press ready, minimum 300 dpi, PDF or JPEG files. Logos and ads are* ***due February 18.*** *The virtual AGM e-Program, banners, e-Newsletter, etc. are all color publications. NOTE: Value of each is available upon request.*
2. *Descriptions of categories:*
   1. *Announcements: verbal acknowledgements during Virtual AGM March 5.*
   2. *Banners: Logo or name shown online before or alongside each presentation March 5.*
   3. *e-Program: An online, downloadable program will be sent to all KWPN-NA members in advance of the Virtual AGM March5.*
   4. *Social Media: mention or logo included with KWPN-NA social media activity for full year.*
   5. *e-Newsletter: mention or logo included with each e-Newsletter sent for full year.*
   6. *Website: Placement in Sponsors section of KWPN-NA website for full year.*

**Virtual AGM e-Program Advertising Opportunities**

Add to your sponsorship program or secure advertising space in the Virtual Annual Meeting Program.

e-Program sent to all KWPN-NA members.

|  |  |
| --- | --- |
| **KWPN-NA Annual General Meeting Advertising** | |
| ***e-Program Advertising*** |  |
| Full Page | $200 |
| Half Page | $100 |
| Business Card | $ 50 |
| *All adds in the AGM e-program are color.* | *PDF or JPEG ads are due February 18.* |
| ***AGM Banners*** | $ 75 |
| *Banner space during presentations limited. Please arrange by February 11.* | |

***Thank you for supporting KWPN-NA!***

*For additional information, please contact the office:*

*Drew Kemerling at* [*office@kwpn-na.org*](mailto:office@kwpn-na.org)

*Phone: 859-225-5331*

KWPN of North America, KWPN-NA

4037 Iron Works Parkway, Suite 140

Lexington, KY 40511

**KWPN-NA Annual Meeting Sponsorship & Advertising**

**Your Contribution Commitment Form**

KWPN-NA is a 501(c)(5) nonprofit organization. Federal Tax ID #93-1002080

1. **Indicate your Sponsorship Contribution Level**

*Sponsorship Amount* **$**

|  |  |  |
| --- | --- | --- |
|  | Crown | $2000 |
|  | **Prestatie** | $1000 |
|  | **Preferent** | $500 |
|  | **Keur** | $250 |
|  | **Star** | $100 |

1. **Additional or Independent tax-deductible donation**

*Donation Amount* **$**

1. **Event Advertising Reservation**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| *e-Program Advertising* |  |  | Quantity | Amount |
| Full Page | $200 | x | \_\_\_\_ | $\_\_\_\_\_ |
| Half Page | $100 | x | \_\_\_\_ | $\_\_\_\_\_ |
| Business Card | $ 50 | x | \_\_\_\_ | $\_\_\_\_\_ |
| *AGM Banners* | $ 75 | x | \_\_\_\_ | $\_\_\_\_\_ |

*Advertising Amount* **$**

*Grand Total* **$**

1. **Total Contribution Amount** (sum #1 to #3)
2. **Your Contact Information** (Please print)

First Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Last Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company or Sponsor Name (if applicable) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Billing Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

Telephone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact me about a

Silent Auction Donation

1. **Indicate Form of Payment**

 Check (U.S. funds; Payable to KWPN-NA)  Visa  MasterCard

*Please charge my credit card for the Grand Total amount above:*

Credit Card Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_Expiration Date (Mo/Yr):\_\_\_\_/\_\_\_\_

Validation Code *(For your protection, KWPN-NA office will call you for the code)*

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

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

Please submit Commitment Form & payment to: Drew Kemerling [at office@kwpn-n](mailto:silvia@kwpn-na.org)a.org.

Phone: (859) 225-5331  Fax: (859) 554-0366

Or by mail to:

KWPN of North America, KWPN-NA, 4037 Iron Works Parkway, Suite 140, Lexington, KY 40511