



Dear Supporter of the KWPN-NA Horse,

Forty-one years ago, the Dutch Warmblood Studbook in North America was established as the Northern American Department of the Royal Warmblood Studbook of the Netherlands (KWPN) to promote breeding and enjoyment of the KWPN horse in North America. Today, the organization has a very active membership of over 1000 strong and is well-known across the country and internationally as the KWPN of North America, Inc.

Our 2024 Annual General Meeting (AGM) will be held on March 14 to 16, 2024 at the Holiday Inn & Suites Ocala Conference Center, Ocala, Florida, USA. The meeting will be held in conjunction with the Live Oak International Combined Driving and Jumping Competition. KWPN-NA members and enthusiastic non-members will come and enjoy...

“SUNSHINE AND DUTCH HORSES”!

At the 2024 Annual Meeting, we will explore our history and envision the future of KWPN breeding and development to top sport with educational presentations, demonstrations, discussions and more. Over 100+ participants come together for the AGM each year. On top of that, the AGM is live streamed and recorded. This makes the AGM a fantastic opportunity to promote your business amongst our members and beyond.

The KWPN-NA offers five sponsorship packages to promote your business, product, or service to a group of educated, active and motivated horse professionals at the AGM and the rest of the year.

Next to these packages, we are also open to custom sponsoring ideas. Your sponsorship will be promoted on our website and social media sites leading up to the AGM, as well as during the event with announcements, banners, or ads in the event program. Most packages include a one-year placement of your logo on the KWPN-NA website and the monthly e-newsletter & social media site for ongoing advertising.

Please review the attached list of sponsorship and advertising opportunities to decide which one is best for you or give us a call for assistance in making your decision. There will be an online Silent Auction in the weeks following the AGM to expand your sponsorship opportunities.

Thank you! We look forward to hearing from you.

Sincerely,

Anna Beal

KWPN-NA Members Committee and chair AGM Committee

hbsurvey@sbcglobal.net/ (714) 307-3869

Sponsorship & Advertising Opportunities



Promote your product, service, business, or dedication to the KWPN-NA membership at the Annual Meeting and throughout the year, targeting over 1000 members and many more horse enthusiasts. KWPN-NA Members and non-members alike attend the Annual General Meeting (AGM) which offers many educational programs, introductions to new products and services, and social opportunities. Our website and social media achieve thousands of hits per week from educated, active, motivated horse owners and breeders from North America and beyond. Our newsletter opening rate is always over 80%

Our General Sponsorship Packages (including advertising at the AGM)

We offer five levels of sponsoring, complete packages for advertising during the AGM and the rest of the year. All sponsor- packages include being mentioned on our Social-media channels and in the e-Program. Choose the sponsorship program that works for you or contact us to discuss a customized sponsoring package to suit your needs.

Level	Amt	Annual Meeting Presence			Full Year Presence			
		Included Admission AGM	Banner (B)/ Sponsor Table	Program Ad, Attendee Package (A), e-Program (E), Social Media mention (S)	Social Media post(s)	Ads in Stallion Handbook	Advertising in e-Newsletter	Website (Full Year) Banner(B), Publication (P), Link (L)
Crown	\$3000	3 people	B (2x) & T	Full Page ad, A, E & S	4x Advertising	Full Page ad	Full Page ad 2x	B, P (3x) & L
Prestatie	\$2000	2 people	B (2x)	Full Page ad, A, E & S	3x Advertising	Full Page ad	Full Page ad	B, P (2x) & L
Preferent	\$1000	1 person	B	Half Page ad, A, E & S	2x Advertising	Half Page ad	Half Page ad	B, P & L
Keur	\$500	1 person	-	A, E & S	1x Advertising	Banner	Banner	P & L
Ster	\$250	-	-	E & S	1x Mention	Logo	Logo	L

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:
 - o Sponsor Table: a table set up with your sponsoring materials during the AGM
 - o Banners: Sponsor provided banner(s) for the arena and/ or in the hotel meeting room(s).
 - o Program: print program available at the AGM.
 - o e-Program: An online, downloadable program will be sent to all KWPN-NA members.
 - o Social Media advertising: full ad to be provided by sponsor posted on the KWPN-NA social media channels
 - o Stallion Handbook ad: printed advertising in the printed and digital Handbook
 - o e-Newsletter: advertising in newsletter emails sent to members during the year
 - o Website: Placement in Sponsor section of KWPN-NA website for the full year



AGM Only Advertising Opportunities

You can also choose to advertise at the AGM only: you can buy advertising space for your business in the Annual Meeting Program and the e-Program sent to all KWPN-NA members.

KWPN-NA Annual General Meeting Advertising	
Sponsor Table AGM	\$1000
<i>Limited sponsor table space available. Please arrange by February 18.</i>	
Program Advertising AGM	<i>Printed & e-Program</i>
Full Page	\$300
Half Page	\$200
Social media mention	\$100
Business card/ logo	\$50
<i>All adds in the AGM program are B&W. Reserve space by January 20. Press ready ads are due January 31.</i>	
<i>All adds in the AGM e-program are color. PDF or JPEG ads are due February 18.</i>	
AGM Banner	\$250
<i>Banner space during presentations limited. Please arrange by February 18.</i>	
AGM Packet Inserts	\$100
<i>Advertise in the attendee packets with your inserts. One flyer/ business card per sponsor. Count required will be provided to you by February 15.</i>	

For additional information or to discuss custom
advertising options, please contact marketing@kwpn-na.org
or call +1(859)225-5331

Please submit the following Sponsorship & Advertising Contribution Commitment form
by e-mail to: Kelley Stachon at office@kwpn-na.org

or print and mail to:

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

Sponsorship & Advertising Contribution Commitment form



1. Indicate your Sponsorship Contribution Level

- Crown \$3000
- Prestatie \$2000
- Preferent \$1000
- Keur \$500
- Ster \$250

Sponsorship Amount \$

2. AGM Only Advertising

			Quantity	Amount
<i>Sponsor Table</i>	\$1000	X	_____	\$_____
<i>Program Advertising</i>				
Full Page	\$300	X	_____	\$_____
Half Page	\$200	X	_____	\$_____
Social media mention	\$100	X	_____	\$_____
Business card/ logo	\$ 50	X	_____	\$_____
<i>AGM Banner</i>	\$250	X	_____	\$_____
<i>AGM Packet Inserts</i>	\$100	X	_____	\$_____

Advertising Amount \$

3. Additional or Independent donation

Donation Amount \$

4. Total Contribution Amount (sum #1 to #3)

Grand Total \$

5. 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

6. 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: _____