



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.

Each year, we organize an Annual General Meeting (AGM, where we explore our history and envision the future of KWPN breeding and development to top sport with educational presentations, demonstrations, discussions and more. **Our 2024 AGM will be held on March 13, 14 & 15, at the Holiday Inn & Suites Ocala Conference Center, in Ocala, Florida, USA.** The meeting will be held in conjunction with the spectacular Live Oak International Combined Driving and Jumping Competition, where we will go on Saturday with everyone that wants to combine the events. The theme of the 2024 AGM is:

“SUNSHINE AND DUTCH HORSES”!

Over 100+ participants come together for the AGM each year. The AGM is live streamed and recorded, so even more people will be able to join or watch the event later. 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 Annual General Meeting AND the rest of the year!

When you choose to sponsor the KWPN-NA, we will offer you extensive advertising in return. We have put together five different sponsorship packages with different options for advertising. Do you want a year-round banner placement with your logo on the website and more extensive advertising to reach your target audience? Choose the **Prestatie** or **Crown** package. Do you want your business card in the attendee packages and your logo in the AGM program and on our website, plus a mention on our social media and in our newsletter? Choose our **Keur** package! Please review the attached list to decide which one is best for you.

There will be an online Silent Auction in the weeks following the AGM as well, where you can expand your sponsorship opportunities. We are also open to custom sponsoring ideas and partnerships. Give us a call or email us for assistance in making your decision.

Thank you, we look forward to hearing from you!

Sincerely,

Anna Beal

KWPN-NA Members Committee and chair of the AGM Committee

hbsurvey@sbcglobal.net/ +1(714) 307-3869

Sponsorship & Advertising Opportunities



Promote your product, service, business, or dedication to the KWPN-NA membership at the Annual General Meeting (AGM) and general advertising with us throughout the year, targeting over 1000 members and many more horse enthusiasts. We have a large following through our newsletters, website and social media: we are present on Facebook, Instagram, YouTube and soon also via LinkedIn. We get thousands of hits per week from educated, active, motivated horse owners and breeders from North America and beyond. Did you know our e-newsletter opening rate is always over 80%?

Advertising at the AGM will bring an extra boost in visibility, especially now we video and livestream the whole event. Many KWPN-NA Members and non-members alike attend the AGM which offers many educational programs, introductions to new products and services, and networking opportunities.

KWPN-NA Sponsorship Packages (for AGM & General advertising)

We have put together five levels of sponsoring: packages that give you advertising both at the AGM and the rest of the year. Choose the sponsorship level that works for you or contact us to discuss a customized sponsoring package to suit your needs: Marketing@kwpn-na.org or call the office: +1(859)225-5331. <https://kwpn-na.org/the-kwpn-na/resources/advertisingandsponsoring/>

KWPN-NA Sponsorship Packages 2024					
Level	Ster	Keur	Preferent	Prestatie	Crown
Package price	\$250	\$500	\$1000	\$2000	\$3000
AGM Advertising	<ul style="list-style-type: none"> Business card/ flyer in AGM Attendee package Social media mention during AGM 	<ul style="list-style-type: none"> Your logo in the e-program Business card/ flyer in AGM Attendee package One social media mention during AGM 	<ul style="list-style-type: none"> AGM admission for 1 person One banner for display at AGM Your logo in the printed & e-program Promotion in AGM Attendee package Social media advertisement post for AGM sponsors 	<ul style="list-style-type: none"> 2x AGM admission 1x banner for display at AGM Half page article in the AGM printed program and e-program Promotion in AGM Attendee package Social media advertisement post for AGM sponsors 	<ul style="list-style-type: none"> Sponsor table to display (& sell) products at the AGM 2x AGM admission 2x banner for display at AGM Full page article in the AGM printed program and e-program Promotion in Attendee package Social media advertisement post for AGM sponsors
General advertising	<ul style="list-style-type: none"> One mention on our social media channels during the year 	<ul style="list-style-type: none"> One mention on our social media channels during the year One mention in our newsletter Link to your website on our website's sponsor page 3 months 	<ul style="list-style-type: none"> Your logo in our Handbook One advertising post on our social media channels Your logo on our social media banners for half a year Quarter page article in our newsletter Your logo on our newsletter banner for half a year Your banner on our website homepage for 3 months Link to your website on our website's sponsor page for half a year 	<ul style="list-style-type: none"> Half page article in our Handbook One advertising post on our social media channels Your logo on our social media banners for a year Half page article in our newsletter Your logo on our newsletter banner for a year 1x publication on our website Your banner on our website homepage for half a year Link to your website on our website's sponsor page for a year 	<ul style="list-style-type: none"> Two-page article in our Handbook Two advertising posts on our social media channels Your logo on our social media banners for a year Full page article in our newsletter Your logo on our newsletter banner for a year 2x publication on our website during the year Your banner on our website homepage for a year Link to your website on our website's sponsor page for a year

NOTE: The value of each item is available upon request.

AGM Only Advertising Opportunities



Would you rather advertise at the AGM only? That's possible! You can buy advertising space for your business in the AGM Program and the e-Program sent to all KWPN-NA members. You can also have us hang your banner up at the actual meeting or add promotional items, a flyer or business card to the attendee packages. You can even rent a sponsor table at the AGM where you can display, promote & sell your products or services! (The space for banners and sponsor tables is limited though, so make sure you book those fast.)

KWPN-NA Annual General Meeting Advertising	
Sponsor Table AGM	\$1000
Program Advertising AGM	Printed & e-Program
Full Page	\$300
Half Page	\$200
Social media mention	\$100
Business card/ logo	\$50
AGM Banner	\$250
AGM Attendee Package Inserts	\$100

Details:

1. All adds in the AGM printed program are B&W. Reserve space by **January 20**. Press ready ads are due **January 31**. Ads and logos for the AGM e- program must be press ready, minimum 300 dpi, PDF, or JPEG files. Logos, ads, and banners are **due February 18**. The virtual AGM e-Program, banners, e-Newsletter, etc. are all color publications. Space for banners and sponsor tables at AGM is limited.
2. Descriptions of categories:
 - o AGM Sponsor Table: a table set up with your sponsoring materials during the AGM. Space is limited for this option!
 - o AGM Banner: Sponsor provided banner(s) with logo for the arena and/or in the meeting room(s).
 - o AGM Program: printed program available at the AGM.
 - o AGM e-Program: An online, downloadable program will be sent to all KWPN-NA members.
 - o AGM Attendee package inserts: One flyer/ business card/ promo item per sponsor. Count required will be provided to you by **February 15**.
 - o Social Media advertising: advertising posts or mention / tag on the KWPN-NA social media channels, logo on e-banner on our socials
 - o Stallion Handbook ad: printed advertising in the printed and digital Handbook. Please note that publications for the Handbook are **due December 15**. You can choose to publish in the following year too.
 - o e-Newsletter: advertising in newsletter emails sent to members during the year
 - o Website: advertising options in several sections of KWPN-NA website of which e-banner

Do you want to take action right away?

Please submit the following **Sponsorship 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

More questions? Contact us! Marketing@kwpn-na.org or call: +1(859)225-533

Sponsorship Commitment Form



1. Indicate your Sponsorship Contribution Level

<input type="checkbox"/>	Crown	\$3000
<input type="checkbox"/>	Prestatie	\$2000
<input type="checkbox"/>	Preferent	\$1000
<input type="checkbox"/>	Keur	\$500
<input type="checkbox"/>	Ster	\$250

Sponsorship Amount \$

2. AGM Only Advertising

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

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: _____