



Dear Supporter of the KWPN-NA horse,

Over 40 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.

*The KWPN-NA offers five sponsoring & advertising packages
to promote your business, product, or service
to a group of educated, active and motivated horse professionals!*

If you choose to sponsor the KWPN-NA, you will get advertising in return. We have put together five different sponsorship packages with different levels of 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. Please review the attached list to decide which one is best for you or go to [this page](#) to see all our standard advertising options. We are also open to custom arrangements.

Extra advertising opportunities:

Annual General Meeting (AGM)

Each year, we organize an AGM, where we reflect on the past year and envision the future of KWPN breeding. All aimed at development to top sport with educational presentations, demonstrations, discussions and more. **Our 2025 AGM will be virtual.** Over 100+ participants come together for the AGM each year, or log onto Zoom for the Virtual meeting. The AGM is recorded, so even more people will be able to watch the event later. This makes the AGM a fantastic opportunity to promote your business amongst our members and beyond!

Online Silent Auction

We organize an online Silent Auction each year, where you can expand your sponsorship opportunities. **In 2024, the Online Silent Auction will be held from the 3rd-7th of November.** Donate a service, product or knowledge to our Auction and get promotion in return. Great opportunity to get more brand awareness! Our Silent Auctions generally raise around \$20-25,000. To learn more about the Silent Auction, visit [THIS](#) page. To see what was donated to previous Silent Auctions, click [HERE](#).

We are also open to custom sponsoring or advertising arrangements. To discuss sponsoring options or to donate to the Silent Auction: kwpn.na.org@gmail.com or call the office +1(859)225-5331.

We look forward to hearing from you!

Sincerely,

Wim Cazemier

On behalf of the KWPN-NA Board, Members Committee and AGM Committee

Sponsorship & Advertising Packages



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 at least 50%?

Advertising at the AGM will bring an extra boost in visibility, especially we record the whole event. Many KWPN-NA Members and non-members alike attend the AGM, watch the Zoom broadcast or YouTube recording.

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.

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

Choose the sponsorship level that works for you or contact us to discuss a customized sponsoring package to suit your needs: kwpn.na.org@gmail.com or call the office: +1(859)225-5331.

To go directly to the forms for sponsoring & advertising, click [HERE](#).

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