



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. Our reach within the equestrian community worldwide is very large. Our social media platforms have thousands of followers, our YouTube Channel gets many views and our newsletter has over 5000 subscribers and an average opening rate of 60%. We have If you choose to sponsor the KWPN-NA, you will get advertising in return to benefit from our large reach.

***The KWPN-NA offers five sponsoring & advertising packages to promote your business, product, or service to our educated, active and motivated members and beyond!***

We have put together five different sponsorship packages with different levels of advertising. 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 and take place on the 8<sup>th</sup> of March.** 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 on our YouTube Channel. 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. 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](mailto: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*

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# Sponsorship & Advertising Packages



Promote your product, service, business, or dedication to the KWPN-NA membership during the upcoming Virtual Annual General Meeting (AGM) on the 8<sup>th</sup> of March and general advertising with us throughout the year, targeting 1000+ members, 5000+ newsletter subscribers and many more followers on our socials. We get thousands of hits per week from educated, active, motivated horse owners and breeders from North America and beyond. Did we just mention our e-newsletter opening rate is always at least 60%?

Advertising during the Virtual AGM will bring an extra boost in visibility, especially because 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 Virtual 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: [kwpn.na.org@gmail.com](mailto:kwpn.na.org@gmail.com) or call the office: +1(859)225-5331.

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

KWPN-NA Sponsorship Packages 2025					
Level	Ster	Keur	Preferent	Prestatie	Crown
Package price	\$250	\$500	\$1000	\$2000	\$3000
<b>Virtual AGM Advertising</b>	<ul style="list-style-type: none"> <li>Your logo on our Virtual AGM flyer</li> <li>Social media mention as AGM sponsor</li> </ul>	<ul style="list-style-type: none"> <li>Your logo on our Virtual AGM flyer</li> <li>Your logo in the e-program</li> <li>Your mentioned as sponsor of our AGM on our socials</li> </ul>	<ul style="list-style-type: none"> <li>Your logo on our Virtual AGM flyer</li> <li>Your logo in the e-program</li> <li>Social media mention as sponsor of our AGM</li> <li>Promo video (max 1 minute) displayed during the AGM break</li> </ul>	<ul style="list-style-type: none"> <li>Your logo on our Virtual AGM flyer</li> <li>Your logo in the e-program</li> <li>Social media mention as sponsor of our AGM</li> <li>Promo video (max 2 minutes) displayed during the AGM break</li> </ul>	<ul style="list-style-type: none"> <li>Your logo on our Virtual AGM flyer</li> <li>Advertisement in the e-program</li> <li>Social media mention as sponsor of our AGM</li> <li>Video (max 5 minutes) displayed during the AGM break</li> </ul>
<b>General advertising</b>	<ul style="list-style-type: none"> <li>Your logo on our social media channels once</li> </ul>	<ul style="list-style-type: none"> <li>Your logo shared on our social media channels once</li> <li>Your logo in our newsletter once</li> <li>Your logo &amp; link to your website on our website's sponsor page for 3 months</li> </ul>	<ul style="list-style-type: none"> <li>Your logo in our Handbook (package needs to be purchased before February 1)</li> <li>One advertising post on our social media channels</li> <li>Your logo on our social media banner for 3 months</li> <li>Article in our newsletter</li> <li>Your logo on our newsletter banner for 3 months</li> <li>Your banner on our website homepage for 3 months</li> <li>Link to your website on our website's sponsor page for 3 months</li> </ul>	<ul style="list-style-type: none"> <li>Half page article in our Handbook (package needs to be purchased before February 1)</li> <li>One advertising post on our social media channels</li> <li>Your logo on our social media banners for 6 months</li> <li>Article in our newsletter</li> <li>Your logo on our newsletter banner for 6 months</li> <li>One publication on our website</li> <li>Your banner on our website homepage for 6 months</li> <li>Link to your website on our website's sponsor page 6 months</li> </ul>	<ul style="list-style-type: none"> <li>Full page article in our Handbook (package needs to be purchased before February 1)</li> <li>Two advertising posts on our social media channels</li> <li>Your logo on our social media banners for a year</li> <li>Article in our newsletter</li> <li>Your logo on our newsletter banner for a year</li> <li>One publication on our website during the year</li> <li>Your banner on our website homepage for a year</li> <li>Link to your website on our website's sponsor page for a year</li> </ul>

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