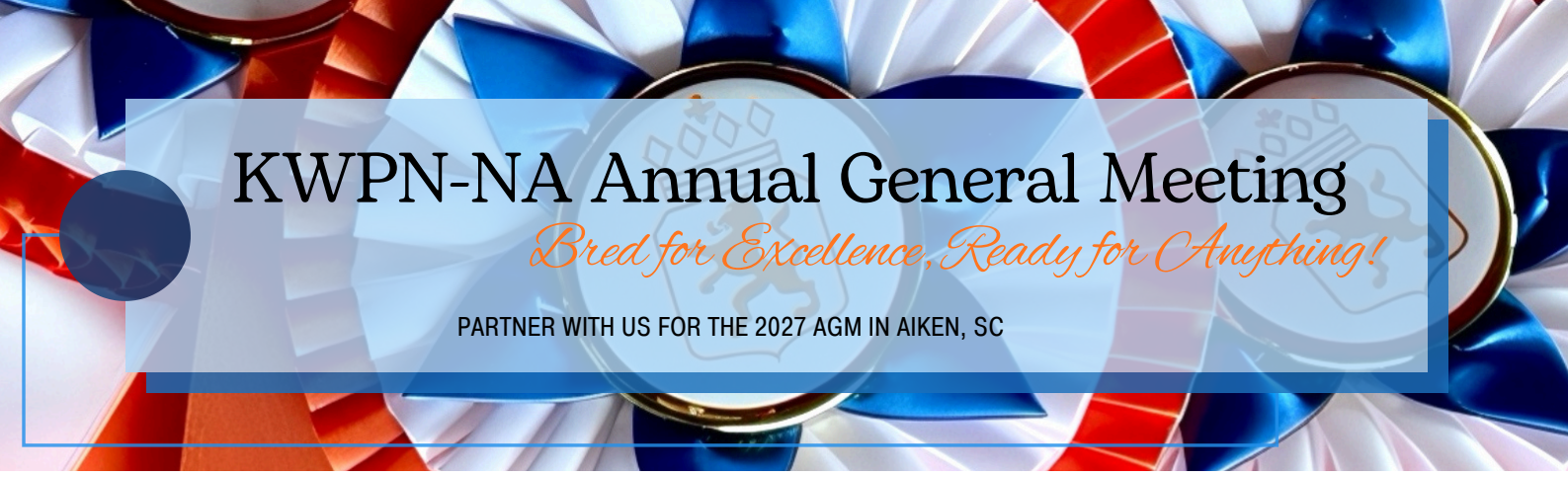




KWPN-NA Annual General Meeting

Bred for Excellence, Ready for Anything!

PARTNER WITH US FOR THE 2027 AGM IN AIKEN, SC

AGM Sponsorship Opportunities

About KWPN-NA

The KWPN - North America (KWPN-NA) is the official registry for KWPN horses in North America. Our mission is to promote the breeding, training, and showing of KWPN horses, fostering a community dedicated to excellence in equestrian sport.

The Event

The KWPN-NA Annual General Meeting (AGM) is our premier event, bringing together breeders, owners, trainers, judges, and enthusiasts from across the continent. The 2027 AGM will be held in the picturesque equestrian hub of Aiken, South Carolina, offering a prime location for networking and celebration. The 2027 AGM theme is 'Bred for Excellence, ready for anything!'.

Audience Demographics

Our attendees represent a highly engaged demographic within the equestrian industry, including:

- **Breeders and Owners:** Individuals actively involved in breeding and campaigning high-performance horses.
- **Professional Trainers and Equestrians:** Professionals seeking top-quality sport horses and industry connections.
- **Judges and Officials:** Key figures in the sport horse evaluation and competition circuit.
- **Enthusiasts and Supporters:** Passionate individuals dedicated to the KWPN breed and equestrian sport.

This audience possesses significant disposable income and a strong interest in equestrian products and services.

Sponsorship Packages

Platinum Sponsor

- **Investment:** \$5,000
- **Benefits:**
 - Exclusive naming rights for the main AGM event: 'AGM 2027 Powered by ... '
 - Prominent logo placement on all event signage, programs, and digital platforms.
 - Full-page advertisement in the event program.
 - Speaking opportunity during the event.
 - Complimentary tickets for 3 attendees.
 - Dedicated social media & newsletter ad.
 - On-site presence with a table, banner & flyers.

Gold Sponsor

- **Investment:** \$2,000
- **Benefits:**
 - Prominent logo placement on event signage and programs.
 - Half-page advertisement in the event program.
 - Complimentary tickets for 2 attendees.
 - Social media mentions.
 - On-site presence with a table, banner & flyers.

Silver Sponsor

- **Investment:** \$1,000
- **Benefits:**
 - Logo placement on event programs and digital platforms.
 - Quarter-page advertisement in the event program.
 - Complimentary tickets for 1 attendee.
 - On-site presence with a banner & flyers.

Bronze Sponsor

- **Investment:** \$500
- **Benefits:**
 - Logo listing in the event program and on our digital platforms.
 - Acknowledgement during the event.

Advertising Opportunities

In addition to sponsorship tiers, we offer various advertising placements to ensure your brand reaches our engaged audience:

- **Event Program Advertising:** Full-page, half-page, and quarter-page ad options available.
- **Website or Live Banner placement:** prominent placement of your banner and logo on the KWPN-NA website and live during the event.
- **Email Newsletter Sponsorship:** Featured placement in our pre-event and post-event email communications to our subscriber base (5700+, 50%+ opening rate).
- **Social Media Shout-outs:** Targeted posts and stories highlighting your brand on our social media channels (20k+ subscribers)
- **Branded Merchandise:** Opportunity to provide branded items for attendee gift bags.

Inquire for pricing.

Contact Information

We invite you to partner with KWPN-NA for our 2027 Annual General Meeting. For inquiries regarding sponsorship packages, advertising opportunities, or custom proposals, please contact:

Liz van Woerden - Social Media & Promotion KWPN-NA

Email: Liz@kwpn-na.org

Phone: +31(0)648388515

Website: www.kwpn-na.org/sponsors

We look forward to collaborating with you and make the 2027 AGM a resounding success!