

2027 KWPN-NA KEURING TOUR

Official Sponsorship & Partnership Opportunities

An Invitation to Champion Excellence

The **KWPN-NA Keuring Tour** represents the absolute pinnacle of sport horse evaluation in North America. Each year, expert Dutch inspectors travel across the continent to assess the finest Dutch Warmbloods, evaluating conformation, movement, and athletic prowess. As we look forward to the **2027 Keuring Tour**, we invite your brand to align with a legacy of strict standards, exceptional quality, and world-class equine performance.

Connect with a Premium Market

Our audience is uniquely dedicated, highly affluent, and intensely invested in the health, training, and success of their horses. Sponsoring the tour grants your brand direct access to:

- **Influential Breeders & Owners:** Decision-makers who manage elite breeding farms and purchase high-end infrastructure, trucks, trailers, feed, and veterinary supplies.
- **Top Professional Trainers & Riders:** Athletes competing at national and international levels in Dressage, Jumping, Eventing, and Harness.
- **A Vibrant Digital Community:** Thousands of highly engaged members and fans tracking daily results, live feeds, and digital coverage across North America.

2027 Partnership Framework

We offer flexible partnership tiers engineered to maximize brand activation, digital impressions, and on-site hospitality:

Partnership Tier	Key Digital & Event Benefits	On-Site & VIP Access
Title Sponsor <i>Exclusive</i>	Premier branding across the complete 2027 Tour. Dedicated live stream ad placements, top-tier logo display on official results, digital catalogs, and custom social media feature campaigns.	Exclusive banner placement at every host location, premium vendor space, and custom corporate hospitality benefits.
Corporate Partner	Prominent logo integration on the official KWPN-NA Keuring hub, digital program mentions, and inclusion in tour-wide email blasts to our full membership.	High-visibility arena signage across all host venues and priority vendor booth space options.

Award & Class Sponsor	Exclusive naming rights for specific Keuring divisions (e.g., Top 2-Year-Old, Keur Predicate highlights) with public address announcements during evaluations.	Opportunity for a company representative to present awards on-site or provide branded custom coolers/scrim.
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Shape the Future of Sport Horse Breeding

As corporate planning and commercial budgets line up for the 2027 competitive calendar, secure your place at the forefront of the sport horse industry. We are fully committed to customizing these opportunities to perfectly mirror your brand's unique marketing goals.

Contact our Partnership Team today at the **KWPN-NA Office** to request an introductory conversation, explore customized pricing, and secure your brand's presence on the 2027 Keuring Tour.