

# AMERICAN HANOVERIAN SOCIETY



2025 Advertising and Sponsorship Brochure



# AMERICAN HANOVERIAN SOCIETY

## Honoring Excellence in Hanoverian and Rhineland Breeding & Performance

The American Hanoverian Society (AHS) is proud to present our Advertising and Sponsorship Programs, a distinguished opportunity for individuals and organizations to support the advancement of the Hanoverian and Rhineland breed of horses in the U.S.

As a sponsor, you'll be part of a legacy that celebrates the highest standards in sport horse breeding, training, and performance. Your support helps us recognize outstanding Hanoverian and Rhineland horses through a variety of annual awards recognizing achievements in all sport disciplines and breeding categories.

By aligning with AHS, sponsors gain visibility within a passionate and prestigious equestrian community, while directly contributing to the growth and recognition of the Hanoverian and Rhineland breeds in the U.S. Join us in championing the horses that define excellence!



## Engage with our members...

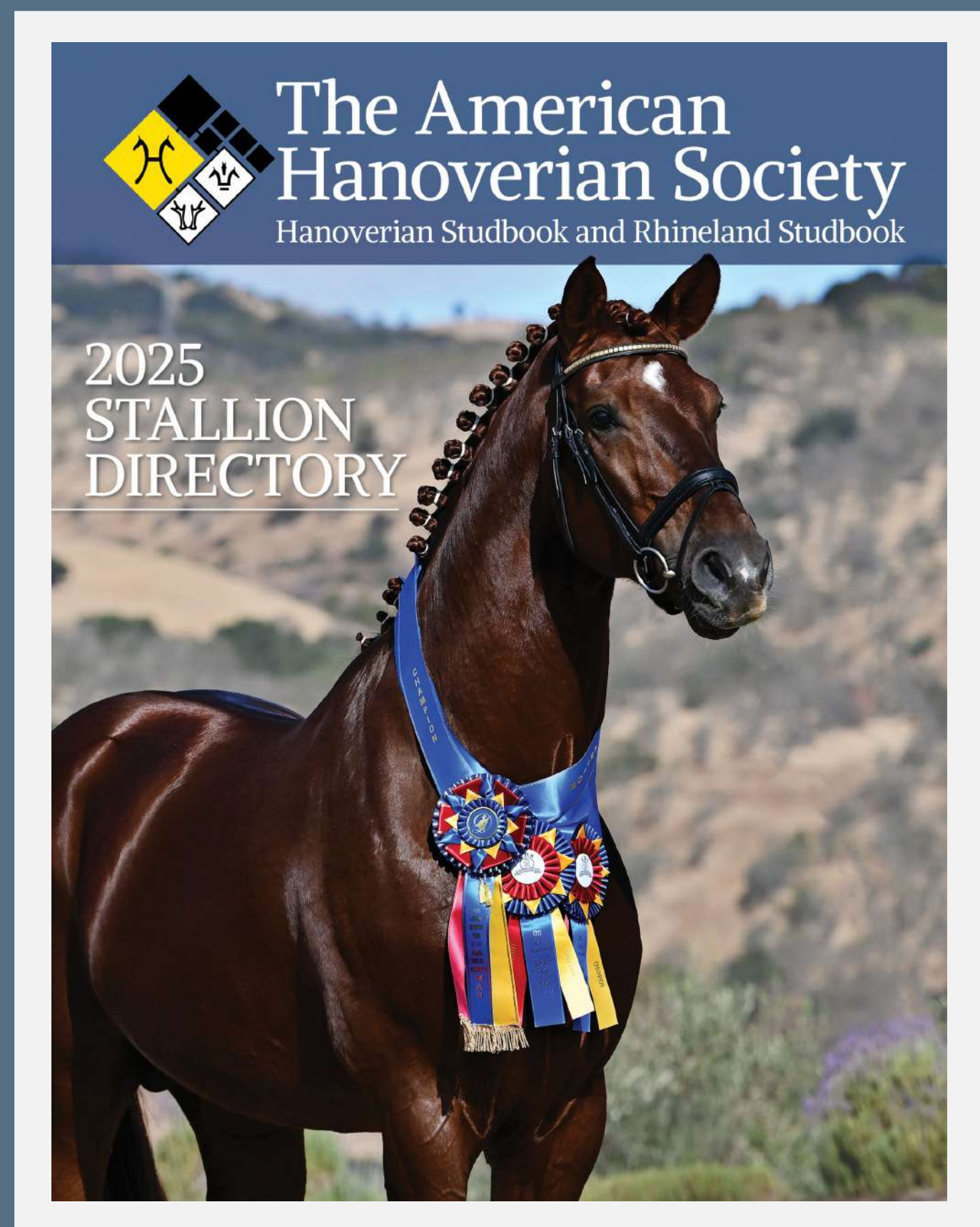
- ❖ **66% are between the ages of 30- 60 years of age**
- ❖ **Over half have an annual household income over \$100k and 23% over \$200k**
- ❖ **72% have a college degree and 42% have a graduate degree**
- ❖ **75% are competitors, 57% are breeders**



**Connect with us at [Hanoverian.org](http://Hanoverian.org)**



# ADVERTISING RATES



## 4-color Print Advertising in the Stallion Directory or the annual Awards Magazine

- ❖ Business Card Ad: \$165
- ❖ Quarter-Page Ad: \$275
- ❖ Half-Page Ad: \$550
- ❖ Full Page Ad: \$1,100

## Website Banner Advertising on Hanoverian.org

- ❖ Monthly: \$150
- ❖ 6-Months: \$900
- ❖ 12-Months: \$1,800



# SPORT SPONSORSHIP PACKAGES

## **Materiale Division Awards Sponsor - \$300**

- ❖ One (1) quarter page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ One (1) social media post



## **Eventing Division Awards Sponsor - \$700**

- ❖ One (1) half-page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Two (2) social media posts
- ❖ Logo displayed at annual meeting (virtual or in-person)





### **Hunter Breeding Division Awards Sponsor - \$200**

- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in one (1) Hanoverian Happening's e-newsletter
- ❖ One (1) social media post
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)

### **Jumper Division Awards Sponsor - \$400**

- ❖ One (1) quarter page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)

### **Hunter Division Awards Sponsor - \$400**

- ❖ One (1) quarter page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)





### **Dressage Levels Sponsor - \$400/level (Training through Grand Prix)**

- ❖ One (1) quarter page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)

### **Musical Freestyle Awards Sponsor - \$700**

- ❖ One (1) half page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Two (2) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)

### **Dressage Sport Horse Awards Sponsor - \$700**

- ❖ One (1) half page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Two (2) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)



# MERIT AWARD SPONSORSHIP PACKAGES

## Competition Horse Program - \$200

- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in one (1) Hanoverian Happening's e-newsletter
- ❖ One (1) social media post
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)



## Performance Test Program - \$400

- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Two (2) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)





## **Jumper Mare Star Program - \$200**

- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in one (1) Hanoverian Happening's e-newsletters
- ❖ One social media post
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)



## **Dressage Mare Star Program - \$400**

- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Two (2) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)





# BREEDING SPONSORSHIP PACKAGES



## **Jumper Breeding Program Sponsor - \$300**

- ❖ One (1) quarter page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Two (2) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)





## **Gold Medal Foal Program Supporter - \$1,800**

- ❖ One (1) half page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ 6-mo web banner ad on Hanoverian.org from June-Dec
- ❖ Four (4) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)

## **Premium Mare Program Supporter - \$2,900**

- ❖ One (1) full page 4-color ad in Awards Magazine
- ❖ Sponsor mention in six (6) Hanoverian Happening's e-newsletters
- ❖ 12-mo web banner ad on Hanoverian.org from Jan-Dec
- ❖ Six (6) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)
- ❖ Opportunity to provide brochures for event gift bags (sponsor provided)





## **National Futurity Sponsor - \$3,200**

- ❖ One (1) full page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ 12-mo web banner ad on Hanoverian.org from Jan-Dec
- ❖ Four (4) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)

## **Mare & Foal Inspection Tour Sponsor - \$4,000**

- ❖ One (1) full page 4-color ad in Awards Magazine
- ❖ One (1) full page 4-color ad in the Stallion Directory
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in four (4) Hanoverian Happening's e-newsletters
- ❖ 6-mo web banner ad on Hanoverian.org from June-Dec
- ❖ Four (4) social media posts
- ❖ Sponsor logo displayed at annual meeting (virtual or in-person)
- ❖ Opportunity to provide product to participants at all public Inspection Sites (sponsor provided)

