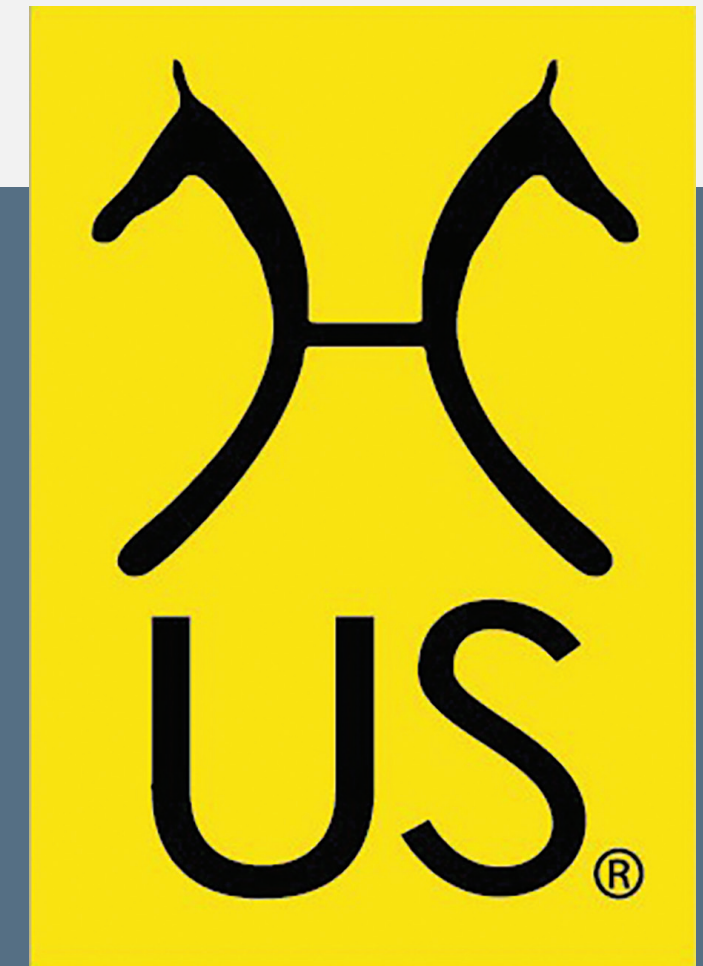


AMERICAN HANOVERIAN SOCIETY

# ADVERTISING & SPONSORSHIP OPPORTUNITIES

Owners of activated stallions receive 15% off Advertising/Sponsorship Opportunities.

Owners of activated stallions that also donate a breeding to the current Stallion Service Auction receive an additional 5% (20% total) off any Advertising/Sponsorship Package.



ONE SOCIETY, TWO REGISTRIES



## THE AMERICAN HANOVERIAN SOCIETY

### One Society - Two Registries

**The American Hanoverian Society (AHS) promotes and supports breeders, riders, owners, and enthusiasts of the Hanoverian and Rhineland horses in the United States. Incorporated in 1978, the AHS has a long and distinguished history in this country. We are a daughter society to the Hanoverian Verband and closely follow their rules and standards to ensure full reciprocity for our horses around the globe.**

**The AHS is a member driven Society with a Board consisting of directors from around the country and we have 12 volunteer committees that assist different areas of the Society's work. It is due to the diversity & engagement of our members, volunteers, and Board working alongside our three full-time staff members that the American Hanoverian Society continues to innovate and evolve.**

**Educational activities have been an important part of the AHS since its inception and we're very excited to share the news that we now have a 501(c)3 in the American Hanoverian Society Foundation, Inc. This Foundation will now serve as the center for our educational events, our young breeder activities, and a scholarship program.**

**Our members compete at all levels from local competitions to FEI events, and we celebrate the success of our horses in all disciplines including dressage, hunters, jumpers, eventing, and even combined driving. At the heart of our Society are our breeder members and we have robust programs to support their breeding efforts and recognize the achievements of their horses.**

**Visit [hanoverian.org](http://hanoverian.org) for more information on the American Hanoverian Society.**

## Connect to Our Members...

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



# GENERAL ADVERTISING NON-PACKAGE RATES



## Website Banner - \$125 - \$1200

Monthly: \$125

6-Months: \$650

12-Months: \$1200

## Print Advertising (Full-Color) in the Stallion Directory or the Awards Magazine

Full Page Ad: \$1100

Half-Page Ad: \$550

Quarter-Page Ad: \$275

Business Card Ad: \$165

# ADVERTISING PACKAGES

Advertising Packages must be paid-in-full at time of booking to secure these special rates.

## **6-month Social Media - \$750**

- 6-mo web banner at hanoverian.org
- 6 social media postings (1 each month for 6 months)

## **12-month Social Media - \$1400**

- 12-mo web banner at hanoverian.org
- 12 social media postings (1 each month for 12 months)

## **Just the Basics - \$1000**

- One (1) half page 4-color ad in each of the following:
  - Annual Stallion Directory
  - Awards Issue of the Magazine

## **Cover All Bases - \$1600**

- One (1) half page 4-color ad in each of the following:
  - Annual Stallion Directory
  - Awards Issue of the Magazine
- \*Plus a 6-mo web banner*

## **Full-Size Basics - \$2100**

- One (1) full page 4-color ad in each of the following:
  - Annual Stallion Directory
  - Awards Issue of the Magazine

## **Full-Size Cover All Bases - \$2700**

- One (1) full page 4-color program ad in each of the following:
  - Annual Stallion Directory
  - Awards Issue of the Magazine
- \*Plus a 6-mo Social Media Package*

## **Maximize Your Coverage - \$3000**

- One (1) full page 4-color ad in each of the following:
  - AGM Program
  - Annual Stallion Directory
  - Awards Issue of the Magazine
- \*Plus a 12-mo Social Media Package*



# AGM ANNUAL MEETING ADVERTISING & SPONSORSHIP PACKAGES

## Advertising AGM Program: \$100 - \$225

- One (1) quarter page 4-color program ad: \$100
- One (1) half page 4-color program ad: \$150
- One (1) full page 4-color program ad: \$225

## Bronze Level Sponsor - \$300

- One (1) full page 4-color program ad
- Sponsor listing in program
- Sponsor listing on website and social media
- Sponsor logo and link on website
- Signage at Registration Desk
- Opportunity to provide product samples to all participants in AGM Bags (sponsor provided)
- Sponsor mention in January/February's Hanoverian Happening's e-newsletter

## Transportation Sponsor - \$500

- Promotion on charter buses
- 1 ticket to Annual Meeting OR 2 tickets to the Awards Banquet
- One (1) quarter page 4-color program ad
- Sponsor listing in program
- Sponsor listing on website and social media
- Sponsor logo and link on website
- Signage at Registration Desk
- Opportunity to provide product samples to all participants in AGM Bags (sponsor provided)
- Sponsor mention in January/February's Hanoverian Happening's e-newsletter

## Silver Level Sponsor - \$600

- 1 ticket to Annual Meeting and reserved seating
- 1 additional seat for Awards Banquet with reserved seating
- One (1) banner in main meeting room
- One (1) half page 4-color program ad
- Sponsor listing in program
- Sponsor listing on website and social media
- Sponsor logo and link on website
- Signage at Registration Desk
- Opportunity to provide product samples to all participants in AGM Bags (sponsor provided)
- Sponsor mention in January/February's Hanoverian Happening's e-newsletter





**Welcome Reception Sponsor - \$850**

Signage during Welcome Reception  
 1 ticket to Annual Meeting OR 2 tickets to the Awards Banquet  
 One (1) banner in Reception Space  
 One (1) quarter page 4-color program ad  
 Sponsor listing in program  
 Sponsor listing on website and social media  
 Sponsor logo and link on website  
 Signage at Registration Desk  
 Opportunity to provide product samples to all participants in AGM Bags  
 (sponsor provided)  
 Sponsor mention in January/February's Hanoverian Happening's  
 e-newsletter  
 2 social media postings

**Award Banquet Sponsor - \$1000**

Signage at Banquet Entrance  
 Signage on Banquet tables  
 Optional booth space - one table and 2 chairs  
 1 ticket to Annual Meeting and reserved seating  
 1 additional seat for Awards Banquet with reserved seating  
 One (1) full page 4-color program ad  
 Sponsor listing in program  
 Sponsor listing on website and social media  
 Sponsor logo and link on website  
 Signage at Registration Desk  
 Opportunity to provide product samples to all participants in AGM Bags  
 (sponsor provided)  
 Sponsor mention in January/February's Hanoverian Happening's  
 e-newsletter  
 2 social media postings

**Gold Level Sponsor - \$1500**

Optional booth space at Premium location - one table and 2 chairs  
 2 tickets to Annual Meeting and reserved seating  
 One (1) full page 4-color program ad, premium location  
 Two (2) banners in main meeting room  
 Logo on signage at event check in  
 Sponsor listing in program  
 Sponsor logo and link on website  
 Inclusion in event press release  
 Social Media promotion  
 Signage at Registration Desk  
 Opportunity to provide product samples to all participants in AGM Bags  
 (sponsor provided)  
 Sponsor mention in January/February's Hanoverian Happening's  
 e-newsletter  
 4 social media postings

**Grand Champion Sponsor - \$2000**

Optional booth/display Space at premier location (custom size) or  
 Opportunity for Custom Presentation at the Meeting  
 2 tickets to Annual Meeting and reserved seating  
 2 additional seats for Awards Banquet with reserved seating  
 One (1) full page 4-color program ad, premium location  
 Banners in each event space at hotel and in main meeting room  
 Sponsor listing in program  
 Sponsor logo and link on website  
 Inclusion in event press release  
 Social Media promotion  
 Signage at Registration Desk  
 Opportunity to provide product samples to all participants in AGM Bags  
 (sponsor provided)  
 Sponsor mention in January/February's Hanoverian Happening's e-newsletter  
 4 social media postings



# SPORT SPONSORSHIP PACKAGES

Sponsorship Packages must be paid-in-full at time of booking to secure these special rates.

## Customized Packages Available

### Hunter Breeding Division Awards Sponsor - \$250

One (1) quarter page 4-color ad in AGM Program

Sponsor logo and link on website

Sponsor mention in January/February's Hanoverian Happening's  
e-newsletter

2 social media postings



*Kristie Nichols Scholten*



**Materiale Division Awards Sponsor - \$400**

- One (1) quarter page 4-color ad in AGM Program
- One (1) quarter page 4-color ad in Awards Issue of the Magazine
- Sponsor logo and link on website
- Sponsor mention in January/February's Hanoverian Happening's e-newsletter
- 2 social media postings

**Eventing Division Awards Sponsor - \$600**

- 1 seat for Awards Banquet with reserved seating
- Presentation of Eventing Awards at Awards Banquet
- One (1) quarter page 4-color ad in AGM Program
- One (1) quarter page 4-color ad in Awards Issue of the Magazine
- Sponsor logo and link on website
- Sponsor mention in January/February's Hanoverian Happening's e-newsletter
- 2 social media postings



**Hunter & Jumper Division Awards Sponsor - \$900**

- 1 ticket to Annual Meeting OR 2 tickets to the Awards Banquet
- Presentation of Hunter & Jumper Awards at Awards Banquet
- One (1) quarter page 4-color ad in AGM Program
- One (1) quarter page 4-color ad in Awards Issue of the Magazine
- Sponsor logo and link on website
- Sponsor mention in January/February's Hanoverian Happening's e-newsletter

**Dressage Sport Horse Breeding Awards Sponsor - \$2100**

- One (1) half page 4-color ad in AGM program
- One (1) half page 4-color ad in Awards Issue of the Magazine
- 1 seat for Awards Banquet with complimentary parking
- Presentation of Sport Horse Breeding Awards at Awards Banquet
- Sponsor logo and link on website
- Sponsor mention in three Hanoverian Happening's e-newsletters
- 6-mo web banner at hanoverian.org
- 4 social media postings

**SPONSORED FOR 2024**

**Dressage Division (Tr-FEI) Awards Sponsor - \$7200**

- One (1) full page 4-color ad in Annual Stallion Directory
- One (1) full page 4-color ad in AGM program
- One (1) full page 4-color ad in Awards Issue of the Magazine
- 2 tickets to the Annual Meeting
- Presentation of Dressage Division (Tr-FEI) Awards at Awards Banquet
- Sponsor logo and link on website
- Sponsor mention in six Hanoverian Happening's e-newsletters
- Two (2) 12-mo web banners at hanoverian.org
- 12 social media postings



# BREEDING SPONSORSHIP PACKAGES



Sponsorship Packages must be paid-in-full at time of booking to secure these special rates.

## **Customized Packages Available**

### **Jumper Breeding Program Supporter - \$1000**

- One (1) half page 4-color ad in AGM Program
- One (1) half page 4-color ad in Awards Issue of the Magazine
- 1 seat for Awards Banquet with reserved seating
- Presentation of Jumper Breeding Awards at Awards Banquet
- Sponsor logo and link on website
- Sponsor mention in two Hanoverian Happening's e-newsletters
- 2 social media postings



**Gold Medal Foal Program Supporter - \$1800**

- One (1) half page 4-color ad in AGM program
- One (1) half page 4-color ad in Awards Issue of the Magazine
- Sponsor logo and link on website
- Sponsor mention in four Hanoverian Happening's e-newsletters
- 6-mo web banner at hanoverian.org
- 4 social media postings

**SPONSORED FOR 2024**

**Premium Mare Program Supporter - \$3200**

- One (1) full page 4-color ad in AGM program
- One (1) full page 4-color ad in Awards Issue of the Magazine
- 1 ticket to Annual Meeting & 2 tickets to the Awards Banquet
- Presentation of Premium Mare Awards at Awards Banquet
- Sponsor logo and link on website
- Sponsor mention in three Hanoverian Happening's e-newsletters
- 12-mo web banner at hanoverian.org
- 6 social media postings

**SPONSORED FOR 2024**

**National Yearling/Two-Year Old Futurity Sponsor - \$3600**

- One (1) half page 4-color ad in AGM program
- One (1) half page 4-color ad in Awards Issue of the Magazine
- 1 ticket to Annual Meeting & 2 tickets to the Awards Banquet
- Presentation of National Futurity Awards at Awards Banquet
- Sponsor logo and link on website
- Sponsor mention in four Hanoverian Happening's e-newsletters
- 6 social media postings

**SPONSORED FOR 2024**

**Mare & Foal Inspection Tour Sponsor - \$4800**

- One (1) full page 4-color ad in AGM program
- One (1) full page 4-color ad in Awards Issue of the Magazine
- Sponsor logo and link on website
- Sponsor mention in four Hanoverian Happening's e-newsletters
- Opportunity to provide product to participants at all public Inspection Sites (sponsor provided)
- 6 social media postings



Pics of 2023 You