

# AMERICAN HANOVERIAN SOCIETY



2025 Advertising and Sponsorship Brochure

## THE AMERICAN HANOVERIAN SOCIETY

The American Hanoverian Society (AHS) is a non-profit warmblood registry dedicated to promoting and preserving the Hanoverian and Rhineland horse breeds in the United States. Incorporated in 1978, the AHS has a long and distinguished history in this country.

Our membership consists of riders, trainers, owners and breeders around the U.S. Our Hanoverian and Rhineland horses earn top placings nationally and internationally in the Olympic disciplines of dressage, showjumping, and three-day eventing. Beginning in 2025 the AHS is managing the American Hanoverian Riding Pony Studbook.

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.

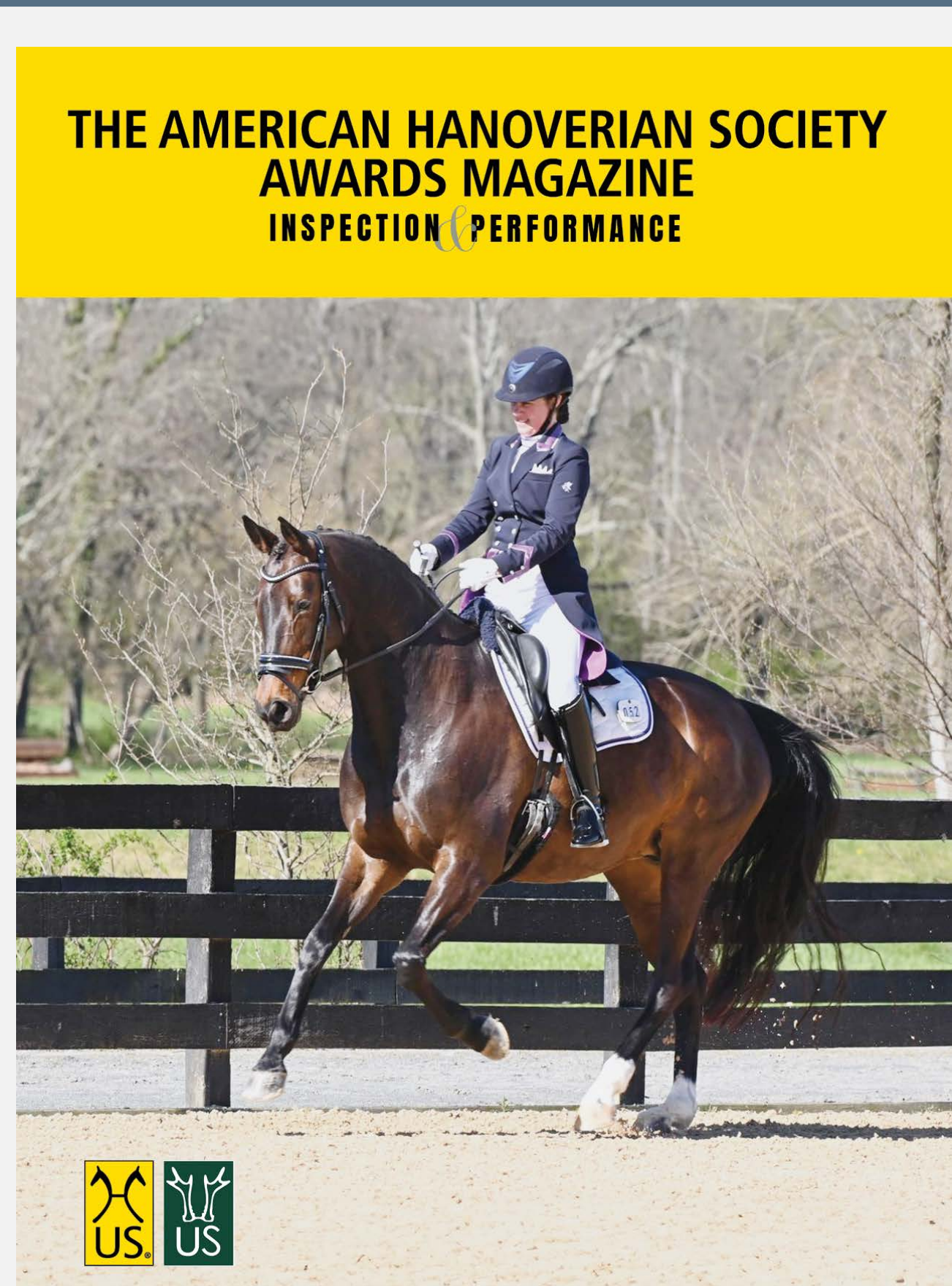
Visit [hanoverian.org](http://hanoverian.org) or [ahs-foundation.org](http://ahs-foundation.org) for more information on the American Hanoverian Society.



## Connect with 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**

# 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

## Hunter Breeding Division Awards Sponsor - \$200

- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in two (2) Hanoverian Happening's e-newsletters
- ❖ Two (2) social media posts



## Material 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 on 2025 virtual meeting presentation



### **Hunter & Jumper Division Awards Sponsor - \$700**

- ❖ 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
- ❖ 2-mo web banner ad on Hanoverian.org from June-July
- ❖ Sponsor logo displayed in 2025 virtual meeting presentation

### **Dressage Sport Horse Breeding Awards Sponsor - \$1800**

- ❖ One (1) half page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ Sponsor mention in three (3) Hanoverian Happening's e-newsletters
- ❖ 6-mo web banner ad on Hanoverian.org from April - September
- ❖ Four (4) social media posts
- ❖ Sponsor logo displayed on 2025 virtual meeting presentation
- ❖ Opportunity to provide brochures for event gift bags (sponsor provided)

### **Dressage Division (Tr-FEI) Awards Sponsor - \$5,500**

- ❖ One (1) full page 4-color ad in Annual Stallion Directory
- ❖ One (1) full page 4-color ad in Awards Magazine
- ❖ Sponsor logo and website link on Hanoverian.org
- ❖ 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 on 2025 virtual meeting presentation
- ❖ Opportunity to provide brochures for event gift bags (sponsor provided)

# BREEDING SPONSORSHIP PACKAGES



## **Jumper Breeding Program Supporter - \$600**

- ❖ 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 on 2025 virtual meeting presentation



## 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 Hanoverian Happening's e-newsletters
- ❖ 6-mo web banner on Hanoverian.org from June-Dec
- ❖ Four (4) social media posts
- ❖ Sponsor logo displayed on 2025 virtual meeting



## 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 on Hanoverian.org from Jan-Dec
- ❖ Six (6) social media posts
- ❖ Sponsor logo displayed on 2025 virtual meeting presentation
- ❖ 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 Hanoverian Happening's e-newsletters
- ❖ 12-mo web banner on Hanoverian.org from Jan-Dec
- ❖ Four (4) social media posts
- ❖ Sponsor logo on 2025 virtual meeting presentation



## 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 Hanoverian Happening's e-newsletters
- ❖ 6-mo web banner on Hanoverian.org from June-Dec
- ❖ Four (4) social media posts
- ❖ Sponsor logo displayed on 2025 virtual meeting presentation
- ❖ Opportunity to provide product to participants at all public Inspection Sites (sponsor provided)

