



June 4, 2024

AMERICAN TRAKEHNER ASSOCIATION'S 50TH ANNIVERSARY CELEBRATION

On behalf of the American Trakehner Association (ATA), I am attaching to this letter a flyer on sponsorship packages, custom designed to provide multiple social media, advertising opportunities, and other benefits as we lead up to our organization's incredible 50th Anniversary celebration at the World Equestrian Center in Ocala Florida this fall, October 8th – 11th.

We're seeking support from businesses or individuals that share our passion for the Trakehner Horse and would like to leverage our many advertising platforms and to reach our extended social media audience of international members and friends.

The ATA has a long-standing history of being the only Trakehner registry in North America recognized and affiliated with the Trakehner Verband. The ATA is also the North American Trakehner member of the World Breeding Federation of Sporthorses. Trakehners are a spectacular and invaluable breed, having been declared a UNSECO Intangible Cultural Heritage. They successfully represent on the international stage in all three Olympic disciplines, including having been on United States and Canada teams for Olympic, Pan-American, and World Equestrian Games, as well as other Championship teams.

We hope you find a sponsorship option that fits neatly into your advertising strategy but if not, please reach out to us to discuss how we can partner this year in support of this historic event. We also welcome in-kind donations from family, friends, and those organizations with whom we work closely, in return for the same levels of benefit.

My email address is LanpherL@yahoo.com should you have any questions. Please also copy our Executive Director Kathryn Krische at ata@americantrakehner.com on any correspondence.

Very truly yours,

Laurie-An Lanpher

Laurie-An Lanpher, Treasurer
The American Trakehner Association, Inc.

Sponsorship Packages



\$5000 +

- Mentioned 2x/mo on social media
- Full-page Ad in Anniversary Program
- Full-page Ad in 2 magazines in 2025
- 4 Email blasts to membership in 2025
- Host 2 webinars for membership in 2025
- Table display at Welcome Reception with introduction
- Listed on Website with logo as 5* Level Anniversary Donor
- Reserved seating for 4 at the Gala
- Banner in the area during the Gala
- Reserved seating for 4 at the Awards Banquet with introduction and logo centerpiece
- Recognition in the 50th Anniversary Yearbook



\$3000

- Mentioned 2x/mo on social media
- Full-page Ad in Anniversary Program
- Full-page Ad in 1 magazine in 2025
- 2 Email blasts to membership in 2025
- Host 1 webinar for membership in 2025
- Table display at Welcome Reception with introduction
- Listed on Website with logo as 4* Level Anniversary Donor
- Reserved seating for 4 at the Gala
- Banner in the area during the Gala
- Reserved seating for 4 at the Awards Banquet with introduction and logo centerpiece



\$1500

- Mentioned 2x/mo on social media
- Half-page Ad in Anniversary Program
- 1 Email blast to membership in 2025
- Table display at Welcome Reception with introduction
- Listed on Website with logo as 3* Level Anniversary Donor
- Reserved seating for 2 at the Gala
- Banner in the area during the Gala
- Reserved seating for 2 at the Awards Banquet and logo centerpiece



\$750

- Mentioned 1x/mo on social media
- Recognition in Anniversary Program
- Space for cards and handouts at Welcome Reception
- Listed on Website with logo as 2* Level Anniversary Donor
- Reserved seating for 2 at the Gala
- Reserved seating for 2 at the Awards Banquet and logo centerpiece



\$250

- Mentioned quarterly on social media
- Recognition in Anniversary Program
- Space for cards and handouts at Welcome Reception
- Listed on Website with logo as 1* Level Anniversary Donor



The American Trakehner Association is excited to celebrate our 50th Anniversary at the World Equestrian Center in Ocala, FL October 8th – 11th, 2024! The ATA has a long-standing history of being the only Trakehner registry in North America recognized and affiliated with the Trakehner Verband. The ATA is also a member of the World Breeding Federation of Sporthorses. Trakehners are a spectacular and invaluable breed being declared a UNSECO Intangible Heritage and successful horses in all three Olympic disciplines, including representing the USA and Canada on Olympic, PanAm, and Championship teams. Join the ATA family to celebrate and honor these wonderful horses!