

2025 IFAR CONFERENCE

SPONSORSHIP PROPOSAL

Presented by the International Forum for the Aftercare of Racehorses

INTRODUCTION

The International Forum for the Aftercare of Racehorses (IFAR) invites you to partner with us as a valued sponsor for the 2025 IFAR Conference, to be held in Lexington, Kentucky from April 24-26. This exclusive event will bring together approximately 125 retired racehorse professionals and enthusiasts, along with a broader global audience via social media and press coverage.

The IFAR Conference provides a unique opportunity to showcase your support for racehorse aftercare, connect with a passionate community, and enhance your brand visibility among equestrian professionals, racing organizations, and aftercare advocates.

WHY SPONSOR THE 2025 IFAR CONFERENCE?

1. Exclusive Audience Access:

Connect directly with 125 engaged attendees representing racehorse aftercare professionals, organizations, and enthusiasts.

2. Global Exposure:

Reach a broader audience through our extensive media and social media outreach campaigns.

3. Support a Meaningful Cause:

Showcase your commitment to the aftercare and welfare of retired racehorses, aligning with IFAR's mission and values.

4. Unparalleled Branding Opportunities:

Your brand will be prominently displayed in event materials, signage, and media campaigns, ensuring significant visibility.



SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR - FILLED THANK YOU TO THE JAPAN RACING ASSOCIATION!

Presenting sponsorship of the conference

- Includes signage and a brief speaking opportunity during the conference on Thursday April 24, 2025.
- Featured mentions in all conference announcements, press releases, and event newsletters before, during, and after the event.
- Dedicated social media posts recognizing you as the Presenting Sponsor.
- Inclusion on select event signage, digital materials, and conference slide decks.
- Branded materials provided by Sponsor included in welcome bags.

Tickets:

- Two complimentary tickets to the conference.

Exclusive Title:

- Right to refer to your organization as the "Presenting Sponsor of the 2025 IFAR Conference."

DINNER SPONSOR (1)

US\$10,000

Sponsorship of the conference dinner on Friday April 25, 2025

- Includes table tents, signage, and a brief speaking opportunity during the meal.
- Featured mentions in all conference announcements, press releases, and event newsletters before, during, and after the event.
- Dedicated social media post thanking you as the Dinner Sponsor.
- Inclusion on select event signage, digital materials, and conference slide decks.
- Branded materials provided by Sponsor included in welcome bags.

Tickets:

- Two complimentary tickets to the conference.

Exclusive Title:

- Right to refer to your organization as the "Dinner Sponsor of the 2025 IFAR Conference."



SPONSORSHIP OPPORTUNITIES



TAILGATE SPONSOR (1)

US\$7,500

Sponsorship of the tailgate at the Defender Kentucky Three-Day Event on Saturday, April 26, 2025

- Includes branded materials, signage, and an opportunity to engage directly with attendees.
- Featured mentions in all conference announcements, press releases, and event newsletters before, during, and after the event.
- Dedicated social media post thanking you as the Tailgate Sponsor.
- Inclusion on select event signage, digital materials, and conference slide decks.
- Branded materials provided by Sponsor included in welcome bags.

Tickets:

- One complimentary ticket to the conference.

Exclusive Title:

- Right to refer to your organization as the "Tailgate Sponsor of the 2025 IFAR Conference."

TRANSPORTATION SPONSOR (1)

US\$7,500

Sponsorship of bus transportation for the conference Thursday, April 24, 2025 - Saturday, April 26, 2025

- Includes branded materials, signage, and an opportunity to engage directly with attendees.
- Featured mentions in all conference announcements, press releases, and event newsletters before, during, and after the event.
- Dedicated social media post thanking you as the Transportation Sponsor.
- Inclusion on select event signage, digital materials, and conference slide decks.
- Branded materials provided by Sponsor included in welcome bags.

Tickets:

- One complimentary ticket to the conference.

Exclusive Title:

- Right to refer to your organization as the "Transportation Sponsor of the 2025 IFAR Conference."



SPONSORSHIP OPPORTUNITIES



WELCOME BAG SPONSOR (1)

US\$7,500

Sponsorship of the welcome gift bags

- Logo prominently featured on outside of bags and branded materials provided by sponsor included inside.
- Mentions in conference press releases.
- Social media post thanking you as the Welcome Bag Sponsor.
- Inclusion on select event signage, digital materials, and conference slide decks.

Tickets:

- One complimentary ticket to the conference.

LUNCH SPONSOR (2) - ONLY ONE MORE AVAILABLE THANK YOU TO THE JOCKEY CLUB (US)!

US\$5,000

Sponsorship of the lunch on ~~Thursday, April 24, 2025~~ or Friday April 25, 2025

- Includes signage and a brief speaking opportunity during the meal.
- Mentions in conference press releases.
- Social media post thanking you as the Lunch Sponsor.
- Inclusion on select event signage, digital materials, and conference slide decks.
- Branded materials provided by Sponsor included in welcome bags.

Tickets:

- One complimentary ticket to the conference.

Exclusive Title:

- Right to refer to your organization as the "Lunch Sponsor of the 2025 IFAR Conference."



SPONSORSHIP OPPORTUNITIES



BREAKFAST SPONSOR (1)

US\$3,000

Sponsorship of the breakfast on Thursday, April 24, 2025

- Includes table tents and signage.
- Mentions in conference press releases.
- Social media post thanking you as the Breakfast Sponsor.
- Inclusion on select event signage, digital materials, and conference slide decks.
- Branded materials provided by Sponsor included in welcome bags.

Tickets:

- One complimentary ticket to the conference.

IFAR CONFERENCE SESSION SPONSOR (6)

US\$1,000

Session level sponsorship of the 2025 IFAR Conference

- Mentions in conference press releases.
- Social media post thanking you as a Session Sponsor.
- Sponsor can support a specific panel or speaker session, with a verbal acknowledgment and logo placement on-screen during that session.
- Inclusion on select event signage, digital materials, and conference slide decks.
- Branded materials provided by Sponsor included in welcome bags.

IFAR CONFERENCE SUPPORTING SPONSOR (UNLIMITED)

US\$500

Supporting sponsorship of the 2025 IFAR Conference

- Mentions in conference press releases.
- Social media post thanking you as a Supporting Sponsor.
- Branded materials provided by Sponsor included in welcome bags.





NEXT STEPS

We would love to discuss how we can tailor a sponsorship package to meet your organization's goals and make your participation in the IFAR 2025 Conference truly impactful.

For more information, or to secure your sponsorship, please contact:

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