

# 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) - FILLED THANK YOU TO GODOLPHIN!

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) - FILLED THANK YOU TO THE JOCKEY CLUB (US) AND NTA!

### 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 - FILLED THANK YOU TO RERUN!

### 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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