



WBFSH

WORLD BREEDING FEDERATION
FOR SPORT HORSES

Report of the Marketing Department 2022

Since its inception in January 2021, the WBFSH Marketing Department has overseen the WBFSH's communications and promotional activities.

The objective of the marketing department is to promote the WBFSH organization among sport horse breeders and studbooks all over the world. In addition, we naturally want to involve everyone who is interested in sport horse breeding, reaching out to our 150,000 sport horse breeders all over the world. Last but not least, however, our ultimate aim is to support the standing of our organisation, of all our members, and of sport horse breeding more generally within the wider equestrian community.

To achieve this, the WBFSH Marketing Department has continued to develop its communications and activities.

Ongoing Website Development

In 2022, our focus was firmly on “behind the scenes” work to develop the website. In time for our 2022 General Assembly, this work is ready to go into the public launch stage, offering a range of new functionalities and opportunities, including:

- **Individual logins for WBFSH member studbook enabling them to create their own attractive and interactive promotional pages on the WBFSH website.**
- **The ability for everyone interested in breeding, from breeders to breeding enthusiasts, to create free user accounts on the website to access our**
- **Brand new virtual library, offering a wide range of educational and informative documents, videos and presentations.**

THE LAUNCH OF THE NEXT PHASE OF OUR WEBSITE DEVELOPMENT IS IMMINENT, AND WILL PROVIDE ALL MEMBER STUDBOOKS WITH THE ABILITY TO CREATE THEIR OWN STUDBOOK PAGES, AS WELL AS GIVING ACCESS TO PRIVILEGED MEMBERS' INFORMATION AND OPPORTUNITIES.

PLEASE LOOK OUT FOR AN EMAIL COMING SOON TO INVITE YOU TO CREATE A USER ACCOUNT!



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Brand Presence

Furthermore, as you would expect from a marketing department, efforts have been made to increase the visibility of our organisation. Our new refreshed logo and brand colours can now be seen at all WBFSH events, both physically and online.

To increase visibility, there was once again a WBFSH stand at the World Championships for young dressage horses in Ermelo. This makes the WBFSH more approachable and accessible for breeders of our sport horses, and increases awareness of our organisation's role. The stand was very well attended and soon became a gathering location where breeders, visitors and studbook representatives could meet each other and exchange ideas in a relaxed and welcoming environment.

Sponsorship

We continue to collaborate with the sponsor agent to attract more sponsorship to our organisation, focusing on developing excellent value and attractive packages for suitable partner brands.

News and Communications

We provide regular news updates, which are published on our website, as well as in our dedicated section of the monthly World Breeding News publication.

Webinars

The WBFSH held several well received webinars over the past year, which have been supported by the Marketing Department. Webinars can offer key value to potential sponsors and continue to be an important tool for reaching out to all our members and the wider breeding community.