



WBFSH

WORLD BREEDING FEDERATION
FOR SPORT HORSES

2024 ANNUAL REPORT to the General Assembly Cascais (POR)

WBFSH Department Marketing Promotion and Communications

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1) Introduction

The primary goal of this department is to elevate the profile of the WBFSH on a global scale, targeting sport horse breeders and studbooks across diverse geographical regions. In 2023/2024 the WBFSH Marketing Department has continued to play a pivotal role in spearheading the communication and promotional initiatives of the World Breeding Federation for Sport Horses (WBFSH).

Our overarching mission extends beyond mere outreach; we aspire to engage and connect with a wide-ranging audience encompassing not only our extensive network of 150,000 sport horse breeders worldwide but also anyone with a vested interest in the realm of sport horse breeding. This inclusive approach serves to foster a sense of community and collaboration across the dynamic world of equine breeding.

However, our aspirations extend beyond immediate engagement and visibility. Our ultimate and unwavering objective is to fortify the standing of our esteemed organization, empower our valued members, and, in a broader context, champion the cause of sport horse breeding within the vast and multifaceted equestrian community. By doing so, we aim to catalyze positive changes, enhance the standards of equine breeding practices, and contribute to the betterment of the equestrian world as a whole.

In our pursuit of and commitment to our overarching goals, the WBFSH Marketing Department has consistently strived to enhance its communication strategies and broaden its spectrum of activities. A significant part of our efforts has been dedicated to the ongoing development of our digital presence, with particular emphasis on the evolution of our website and online communications.

2) Activities

WBFSH Website

The website, which serves as the digital hub of our organization, has undergone a far-reaching transformation. While much of this work occurred "behind the scenes," it has yielded substantial



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improvements that we are exceptionally proud of. These enhancements encompass a multitude of aspects, ranging from user experience optimizations to content enrichment.

Our custom-built CMS whose digital architecture underpins our virtual presence has not only been fundamental in enhancing our online presence, yielding top rankings on google on a wide range of relevant breeding relating searches, but it also forms the foundation for our future growth and development.

The revamped website now offers a more intuitive and user-friendly interface, ensuring that visitors can effortlessly access valuable resources, pertinent information, and updates pertaining to sport horse breeding and the activities of the WBFSH. Furthermore, we have enriched the content repository, providing a wealth of educational materials, research findings, and insights into the world of equine breeding.

Our commitment to the development of the website is emblematic of our dedication to facilitating knowledge dissemination, fostering collaboration among stakeholders, and ultimately fortifying our position as a central hub for sport horse breeders, studbooks, and enthusiasts worldwide. We remain steadfast in our mission to continually refine our digital presence and offer a dynamic platform that empowers the global equine breeding community.

The website now provides an array of enhanced functionalities and opportunities, which encompass:

1. **Tailored Member Access:** WBFSH member studbooks are granted individualized logins, empowering them to curate compelling and interactive promotional pages within the WBFSH website.
2. **Universal Engagement:** Individuals with an interest in breeding, spanning from breeders to ardent breeding enthusiasts, can effortlessly register for free user accounts on the website. These accounts offer unfettered access to our
3. **Cutting-Edge Virtual Library:** We introduce a state-of-the-art virtual library, meticulously curated to house a diverse array of educational and informative resources, including documents, videos, and presentations, catering to the multifaceted needs of our global audience.

Certainly, the website extends comprehensive capabilities to our esteemed member studbooks, enriching their digital presence and granting them access to exclusive member privileges and opportunities.

1. **Customized Studbook Pages:** Member studbooks are afforded the unique opportunity to craft and manage their personalized studbook pages. This feature not only enhances their visibility but also serves as a dynamic platform to showcase their breeding programs, achievements, and offerings within the global equine community.
2. **Privileged Member Insights:** Additionally, the website opens the gateway to a realm of exclusive member information and opportunities. These privileged insights encompass a wealth of resources, from in-depth industry analyses to specialized networking avenues, designed to empower our members and elevate their impact in the field of sport horse breeding.



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Further Developments of our Digital Presence:

The Studbooks Database

Following a strong mandate from our membership, development work on a studbooks database in collaboration with our digital partners has commenced.

Rather than copying or following existing global database models, the organization's approach has been to develop the project centered on the needs of the studbooks and on maximizing the benefits to them. This includes state-of-the-art data translation technologies that can feed information back to the studbooks and foster outreach not only to our 150000 breeders worldwide, but beyond that to all owners and riders of WBFSH studbook horses.

Test data batches have been received from several studbooks of different sizes to create a digital solution that delivers our organization's ambitions for digital leadership while remaining achievable for everyone.

Physical Presence at Key Events

Moreover, in line with our marketing department's core objectives, diligent endeavors have been undertaken to amplify the prominent presence and visibility of our organization. This unwavering commitment to heightened visibility is exemplified through our active participation in key equestrian events.

To bolster our presence, a welcoming WBFSH stand features at the World Championships for young dressage horses in Verden and Ermelo every year. This engagement not only showcased our dedication to the sport horse breeding community but also underscored our commitment to being a visible and influential entity within the equestrian realm.

Furthermore, our commitment to engage with the equestrian community continues with the WBFSH Studbooks Jumping Global Champions Trophy in Valkenswaard, where we once again establish a prominent presence through our dedicated stand. This strategic involvement serves as a testament to our resolve in fostering connections, driving awareness, and solidifying our standing within the international equestrian community.

This dynamic approach significantly enhances the WBFSH's approachability and accessibility, amplifying our organization's influence and underscoring our robust presence in the sport horse breeding community.

The resounding success of our stand at these events underscores the sheer strength of our outreach efforts. It swiftly evolved into a vibrant hub, attracting a diverse array of breeders, visitors, and studbook representatives. Within this thriving and welcoming environment, valuable connections were forged, and a lively exchange of ideas ensued, reflecting the profound power of our engagement initiatives. This collective synergy further solidifies our position as a unifying force, catalyzing collaboration and propelling our mission to the forefront of the sport horse breeding landscape.

30th Anniversary Campaign

We are enormously grateful to the hard work and unwavering support of the Secretariat and our General Manager who have implemented a very exciting and well received range of activities to celebrate and commemorate our organization's 30th Anniversary. These included the recording and publication of videos with individuals who have been instrumental in shaping our organization and breeding in general, a monthly newsletter inviting our audiences to a trip down memory lane, and is culminating in the publication of a special high quality commemorative book with beautiful images



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and very interesting editorial produced by the secretariat and General Manager. The book will be launched at this year's General Assembly.

Sponsorships

Our continued work on developing our outreach both physically and digitally drives further tangible sponsorship value that we plan to develop and leverage.

Our dedication to sponsorship development remains unwavering as we sustain our collaboration with a dedicated sponsor agent. This partnership is instrumental in our quest to secure increased sponsorship support for our organization. Our strategic approach revolves around the creation of compelling and high-value sponsorship packages tailored to align seamlessly with the ethos and objectives of our potential partner brands.

Through meticulous deliberation and market analysis, we endeavor to craft sponsorship opportunities that not only meet the needs and expectations of our valued sponsors but also contribute meaningfully to the advancement of our organization's mission. By consistently enhancing the appeal and benefits of these packages, we aim to attract like-minded brands that share our passion for sport horse breeding and are eager to make a lasting impact within the equestrian community. This strategic pursuit exemplifies our commitment to fortifying the financial sustainability and reach of the WBFSH while fostering mutually beneficial partnerships with discerning sponsors.

At the heart of our mission lies a commitment to delivering timely and informative publications. We take pride in providing a steady stream of news updates that serve as a valuable resource for our community. These updates are disseminated through multiple channels, including our official website and an exclusive dedicated section within the esteemed World Breeding News publication. Our website serves as a dynamic platform where we promptly publish the latest news, ensuring that it is readily accessible to our global audience. Simultaneously, our collaboration with World Breeding News, a renowned monthly publication, underscores our dedication to widespread dissemination. Our dedicated section within this prestigious publication amplifies the reach of our updates, allowing us to connect with a diverse and engaged readership.

Through these publications, we aim not only to inform but also to inspire and foster dialogue within the sport horse breeding community. This commitment to transparent, high-quality communication reflects our unwavering dedication to the advancement of our organization's mission and the enrichment of our global network of stakeholders.

Webinars: Unlocking Knowledge and Engagement

Over the past years, the WBFSH has proudly organized a series of insightful webinars, and the support of our dedicated Marketing Department has played a pivotal role in their resounding success. One standout among these webinars, in particular, merits special attention—the session on breeding values. This webinar's remarkable success is underscored by the substantial number of registrations and the active participation and engagement both during and after the event. It unequivocally demonstrates that topics of this nature resonate deeply with our members, as they hunger for in-depth information and knowledge.

The exceptional turnout for these webinars underscores their intrinsic value. They transcend mere information dissemination; they serve as dynamic platforms for interaction, knowledge exchange, and community-building within the sport horse breeding sphere. The robust attendance and spirited discussions that follow these events exemplify their indispensable role in catering to the informational needs of our members.



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Furthermore, it is worth noting that webinars also present a compelling value proposition for potential sponsors. These events offer an opportunity for sponsors to align their brand with high-quality educational content and engage directly with a captive and invested audience. As we continue to champion the interests of our members and the broader breeding community, webinars remain an indispensable tool for fostering connections, disseminating knowledge, and fortifying the bond that unites us all in our shared passion for sport horse breeding.