



2026 ANNUAL REPORT to the General Assembly Dublin (Ireland)

WBFSH Department of Marketing, Communications & Promotion
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1. Introduction

The aim of the WBFSH Marketing Department is to grow the global recognition of the WBFSH and of horse breeding in general, in line with our organisation's strategic objectives.

To achieve this, the department is closely involved in the development of digital opportunities, such as the continued growth of our virtual presence via our website and CMS to continue to keep the WBFSH at the top of google rankings, thereby driving sponsorship value and exposure.

The department also supports the hosting of webinars as a key activity to promote our work to breeders and professionals worldwide and to encourage participation.

It also liaise with other departments, such as the Finance Department, the President's Office, the General Manager, the Secretariat and the Development Department in the creation of the WBFSH Data Project.

The Marketing Department is also involved in physical activities by supporting our trade stand at the World Breeding Championships in Verden, which is organised in close collaboration with the General Manager and the Secretariat.

It also liaises with the sponsorship agent to identify and leverage new opportunities for the organisation.

2. Activities

- a) **Our digital transformation and growth provides a vehicle for global interaction between our members and breeders continues to reside at the heart of our global communications strategy.**

Our global communications strategy is driven by the aspiration to engage and connect with wide-ranging audiences encompassing not only our extensive network of over 80 member studbooks and some 240,000 studbook members and sport horse breeders worldwide but also anyone with a vested interest in the realm of sport horse breeding, from owners to



riders, professionals, representative bodies and sporting organisations. This inclusive approach not only serves to foster a sense of community and collaboration across the dynamic world of equine breeding. It will above all unlock opportunities to strengthen our members.

By championing the cause of sport horse breeding within the vast and multifaceted equestrian community we support our organisation and its aims while simultaneously empowering our members. This builds the communications infrastructure for positive change and longtime sustainability, facilitating global growth in standards in equine breeding practices, and contributes to the betterment of the entire equestrian world.

b) We are driving global welfare through information exchange.

The overarching remit of our activities is to create and maintain channels of communications between breeding and the sport and to be a source of trusted information on equine health and welfare. Cementing this position will ultimately support the global perception of equine sport horse breeding, thus promoting sustainability and growth for our organisation and its members.

We collaborate closely with the other departments such as The Development Department to deliver high quality webinars that underpin our key welfare message and that are aimed at informing breeders as well as studbook representative and at fostering information exchange and discussion. These webinars are very well received by the community.

c) We are developing our presence in a data driven environment while safeguarding studbook interests.

Following a strong mandate from our membership, development work on a studbooks database in collaboration with our digital partners is continuing and driven by a close collaboration between the Finance Department, Development Department, Marketing, the General Manager and the President's office in recognition of the far reaching scope of the project. Key to this is the cooperation with Equine Register who are also our digital partner for the website and CMS and who are a central driving force in honing our vision.

To fund the project which will be delivered at no cost to early adopting studbooks, we are adopting a collaborative approach with our partner.

d) Our physical presence at key events drives recognition and engagement.

Moreover, in line with our marketing department's core objectives we continue to seek to amplify the prominent presence and visibility of our organisation at key sporting and industry events and to support the General Manager and WBFSH Secretariat in facilitating this presence. The World Breeding Championships at Verden this year were a highlight with a very well located and well visited stand that created wider awareness of the key role of the WBFSH in these Championships.

e) We continue to develop attractive sponsorship propositions in collaboration with our sponsorship agent.



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 organisation. 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 endeavour 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.

f) Supporting the Global Studbooks Trophy

The Global Studbooks Trophy is an event of key significance to our organisation. The Marketing Department is looking forward to taking a leading role in unlocking the communications and sponsorship potential of the event, working closely across the organisation and with our event partner.