



**MEDIA KIT**

# OUR AUDIENCE



OVER 5,000

SOCIAL MEDIA FOLLOWERS



FANS FROM

45

DIFFERENT COUNTRIES

90%

FEMALE

10%

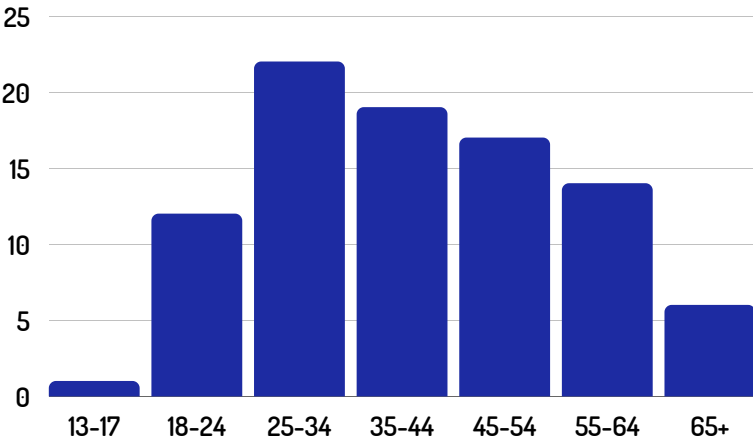
MALE



POSTS REACH

45,000+ PEOPLE

AUDIENCE AGE BREAKDOWN





# OUR NICHE

## THE ILHA IS THE:

- *Only* Liberty association world wide
- *Only* way to access Liberty enthusiasts across all trainers, styles, & methods
- *Only* association hosting exclusively Liberty competitions & shows
- *Only* Liberty focused publication worldwide
- *Only* social media platform devoted entirely to all types of Liberty
- *Home* to more than 29 novel competition classes



## OUR FOCUS



*Liberty:  
The State  
of Being  
Free.*

## OUR MISSION

The International Liberty Horse Association (ILHA) is dedicated to promoting the discipline of Liberty training and celebrating Liberty horses, trainers, and enthusiasts everywhere.





# OUR MEMBERS



MEMBERS FROM

38 STATES  
AND  
9 COUNTRIES

USA

AUSTRALIA

SWEDEN

CANADA

NEW ZEALAND

UNITED KINGDOM

SOUTH AFRICA

FRANCE

UNITED ARAB EMIRATES



# OUR COMPETITORS



## COMPETITORS OF ALL LEVELS

YOUTH

PRO

NON-PRO

SENIOR

9  
yrs

age of the youngest competitor

80  
yrs

age of the oldest competitor

MORE THAN **15**  
BREEDS OF HORSES  
HAVE COMPETED

**Pony of America**

*Spotted Saddle Horse*

Lusitano

**MINIATURE HORSE**

THOROUGHBRED

**Mustang**

Icelandic

Paint

*Gypsy Vanner*

Halflinger

*Andalusian*

American Quarter Horse

Appaloosa

**Morgan**

**Warmblood**



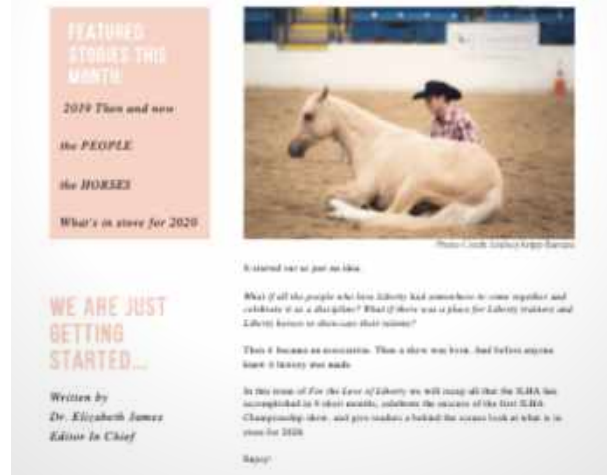
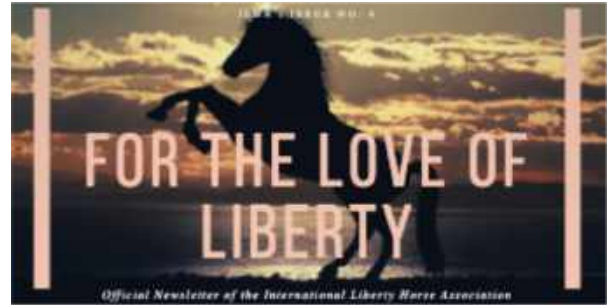


# OPPORTUNITIES

## *For the Love of Liberty*

The exclusive digital Liberty Newsletter for ILHA members and Liberty enthusiasts.

In order to keep our publication interactive - members, are encouraged to submit photos, articles, training tips, & stories to be featured!



## SOCIAL MEDIA

Our diverse social media audience is perfect for you to reach a wide range of customers!

- Trainers wanting to reach new clients
- Featured products for a variety of horse owners
- Equine services no matter where you are located



# OPPORTUNITIES

## ILHA COMPETITIONS

With both virtual and in-person competitions organized by the ILHA, the opportunities to reach your market are endless!

- Sponsor a class
- Advertise during a show
- Supply awards for a competition
- Become a vendor
- Advertise in competition programs





# ADVERTISING RATES

## CHAMPIONSHIP SHOW SPONSORSHIPS

### TITLE SPONSOR

Includes social media posts leading up to show, website listing, video ad for the Freestyle Show digital ad in the Freestyle Program & a digital ad in the Results Program

**\$2000**

### CLASS SPONSOR

Sponsor one or more classes with cash or give away prizes. Sponsorship includes in social media posts promoting the show, digital ad in the Freestyle Program & a digital ad in the Results Program

**Cash/Prize**

### FREESTYLE PROGRAM SPONSOR

Sponsor the Freestyle Program that will be sent to all members and shared on the website & social media. Sponsorship includes inside cover full page digital ad in the Freestyle Program & a 1/2 page digital ad in the Results Program

**\$600**

### RESULTS PROGRAM SPONSOR

Sponsor the Results Program that will be sent out to all members and shared on the website & social media. Sponsorship includes inside cover full page digital ad in the Freestyle Program & a 1/2 page digital ad in the Results Program

**\$600**



# ADVERTISING RATES

## CHAMPIONSHIP SHOW ADVERTISING RATES

**Full Page Ad** **\$400**

Includes one Full page digital ad in Freestyle or Results Program.

*10% discount for ads in both.*

**1/2 Page Ad** **\$250**

Includes one 1/2 page digital ad in Freestyle or Results Program.

*10% discount for ads in both.*

**1/4 Page Ad** **\$100**

Includes one 1/4 page digital ad in Freestyle or Results Program.

*10% discount for ads in both.*







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