

2027 KEURING

SPONSORSHIP
GUIDE



AFHS • ROYAL FRIESIAN

AUSTRALIAN FRIESIAN
HORSE SOCIETY

BY KFPS



Partner with a Truly Exceptional Breed

Become part of something distinctive, prestigious, and inspiring.

The Australian Friesian Horse Society invites you to align your brand with one of the world's most admired and recognisable horse breeds. By sponsoring our events and programs, your business will gain exposure to a passionate, loyal, and engaged community of horse enthusiasts, breeders, competitors, and owners from across Australia.

This is more than a sponsorship opportunity—it's a chance to be associated with excellence, heritage, and the ongoing success of a breed that continues to captivate audiences wherever it appears.

The Australian Friesian Horse Keuring

Held biennially, the Australian Friesian Horse Keuring (inspection and classification) is the most significant event on the calendar for Friesian horse breeders worldwide. For more than two decades, the Keuring system has played a vital role in preserving and improving the quality of the breed, helping ensure a bright and sustainable future for Friesians both as elite sport horses and cherished pleasure horses.

The event brings together some of the finest Friesian horses in the country, showcasing their quality, athleticism, temperament, and breeding potential.

During the Keuring:

- **Foals** are assessed and awarded premiums based on their quality and future potential.
- **Adult horses** are inspected for entry into the studbook and may earn prestigious predicates such as *Ster*, *Kroon*, and *Model*.
- **Breeding stallions** are evaluated to obtain or renew breeding permits, ensuring the continued advancement of the breed.
- Horses may also undertake the **IBOP performance test**, which assesses suitability for ridden or driven equestrian disciplines.

A Breed That Captures Attention

Few horse breeds command attention quite like the Friesian. Renowned for their striking black coats, flowing manes and tails, powerful presence, and expressive movement, Friesians leave a lasting impression wherever they are seen.

Their versatility has earned them success across a wide range of disciplines. They have competed at the highest levels of dressage, excelled in harness and driving, and featured prominently in classical equitation. Beyond the equestrian world, Friesians have become stars of the screen, appearing in major productions such as *Game of Thrones* and *The Last Kingdom*.

Internationally, Friesians have thrilled crowds performing as the famous "**Friesian Train**" at the opening of the World Equestrian Games, receiving a standing ovation from spectators around the world. In Australia, Friesians continue to make their mark, with stallions successfully competing at **Grand Prix dressage level** and an increasing number of horses achieving success at state and national competitions.

Why Sponsor?

As a sponsor, your business will be associated with:

- Excellence, quality, and heritage
- A passionate and dedicated equestrian audience
- A nationally recognised breed society
- One of Australia's most prestigious equine evaluation events
- The future development and promotion of the Friesian horse in Australia

Together, we can celebrate the achievements of this remarkable breed while creating valuable opportunities for your business to connect with a highly engaged and appreciative audience.

We invite you to join us on this journey and become a valued partner in the future of the Friesian horse in Australia.



The Keuring Tour 2027

Commencing in April.

A National Celebration of the Friesian Horse

The Australian Friesian Horse Keuring is far more than an inspection tour—it is a national celebration of the Friesian horse and the dedicated breeders, owners, and enthusiasts who are passionate about preserving and advancing this remarkable breed.

Over the course of approximately three weeks, the Keuring Tour travels across six Australian states, bringing together the Friesian community from every corner of the country. With fewer than 600 Friesian horses registered in Australia and approximately 30 active breeders, the Keuring provides a rare opportunity for the nation's finest horses to be showcased, evaluated, and celebrated on a national stage.

More than 100 horses may be presented during the tour, representing a significant proportion of Australia's Friesian population. Each horse tells a story of dedication, careful breeding, and a commitment to excellence that spans generations.

At many locations, the Keuring becomes a true community event, attracting spectators, breeders, competitors, and horse lovers alike. Some venues also host special demonstrations and displays, creating an unforgettable experience that highlights the versatility, beauty, and performance of the Friesian horse.

Adding to the prestige of the event, the judging team consists of highly respected inspectors from the Royal Friesian Studbook (KFPS) in the Netherlands. Their presence ensures that Australian Friesian horses are assessed to the same exacting international standards as horses presented in the breed's homeland.

The entire tour is made possible through the commitment and support of the Australian Friesian Horse Society and its members. Significant resources are invested to bring this world-class event to Australia, including international and domestic travel, accommodation, meals, venue hire, promotion, catalogues, awards, and event logistics.

By supporting the Keuring Tour, sponsors become part of something much larger than a single event. They are helping preserve the future of one of the world's most iconic horse breeds while supporting a passionate community dedicated to excellence, education, and responsible breeding.

Your partnership helps ensure that this extraordinary tradition continues to inspire breeders, owners, and horse lovers across Australia for generations to come.

SPONSORSHIP OPPORTUNITIES

There are several levels of sponsorships as well as general support options.

1. **DIAMOND SPONSORSHIP \$3000**
2. **PLATINUM SPONSORSHIP FOR \$2000**
3. **GOLD SPONSORSHIP FOR \$1500**
4. **SILVER SPONSORSHIP \$ 1000**
5. **BRONZE SPONSORSHIP \$ 750**
6. **CUP CLASS SPONSORSHIP \$400 – BEST OVERALL IBOP**
7. **GENERAL SUPPORTER OR ‘DONATION OF PRODUCT’**

	<i>DIAMOND</i>	<i>PLATINUM</i>	<i>GOLD</i>	<i>SILVER</i>	<i>BRONZE</i>	<i>CUP CLASS</i>
AMOUNT	\$3000	\$2000	\$1500	\$1000	\$750	\$400
Logo on Champion Rug	YES	NO	NO	NO	NO	NO
AFHS Magazine ads	Double page x 4 issues	Full Page x 4 issues	Full page x 2 issues	Half page x 2 issues	Quarter page x 2 issues	Group logo ad only
Keuring Catalogue Ads	Double page	Full page	Full page	Full page	Half page	Group logo ad only
Website advertising	YES	YES	YES	YES	Group logo ad only	Group logo ad only
Facebook advertising	YES	YES	YES	YES	Group logo ad only	Group logo ad only

Cup Classes.

- ★ Breeders Cup Best overall Australian bred 1-2 year old
- ★ Breeders Cup Best Overall Australian bred 3yo or over mare
- ★ Breeders Cup Best Overall Australian bred 3yo or over Gelding
 - ★ Breeders Cup best overall IBOP
- ★ Hans Maes Memorial Award Best Foal (AFHS Sponsored)

STATE & VENUE	DATE
Western Australia	TBA
South Australia	TBA
Victoria - Day One	TBA
Victoria - Day Two	TBA
Tasmania	TBA
New South Wales	TBA
Queensland & FNQ	TBA



AFHS Keuring Categories

Category 1: Premium judging Colts

Category 2: Premium judging Fillies

Category 3: Premium judging Yearling Mares

Category 4: Premium judging two-year-old Mares

Category 5: Judging for inclusion in the mare Studbook from four years and older

Category 6: Judging for inclusion in the Studbook mares from three years

Category 7: Judging for Ster designation for mares already registered in the Studbook four years and older

Category 8: Premium judging of Ster mares four-six years

Category 9: Premium judging of Ster mares for seven years of age and older

Category 10: Premium judging of Crown mares

Category 11: Premium judging of Model mares

Category 12: Judging for inclusion in the Gelding Studbook from three years and older

Category 13: Judging for Ster designation for geldings already registered in the Studbook four years and older

Category 14: Premium judging of Ster geldings for five years of age and older

Category 15: Premium judging of one year old stallions (colts)

Category 16: Premium judging of two-year-old stallions (colts)

Category 17: Judging of three years and older stallions to become Ster

Category 18. Permit Stallions for inspection

Category 19: Observing Foalbook stallions with a request for a breeding permit

Category 20: Observing Foalbook stallions who are already Ster

IBOP - Ridden or Driven

SPONSOR APPLICATION FORM

COMPANY
CONTACT NAME
ADDRESS
EMAIL
PHONE NUMBER

Select desired option	Select <small>(please tick)</small>
DIAMOND \$3000	
PLATINUM \$2000	
GOLD \$ 1500	
SILVER \$1000	
Supporter/Donation List product or nominate donation amount.	
IBOP Cup Class Sponsorship \$400 (Ridden or Driven) Best overall	
Breeders Cup Best overall Australian bred 1-2-year-old	
Breeders Cup Best Overall Australian Bred 3yo or over mare	
Breeders Cup Best Overall Australian Bred 3yo or over gelding	
Hans Maes Memorial Award – Best Foal. (AFHS Sponsored).	NA

Please complete this page and email to our treasurer

Jacqueline Lines treasurer@afhs.org.au

Additional advertising is available in the AFHS Magazines Keuring editions (two editions).

Print Advertising in glossy A4 Friesian Magazine ~ Keuring Special editions.	Cost	Select
2 x Full page (A4) advertisement	\$250	
2 x Half page advertisement	\$125	
2 x Quarter page advertisement	\$75	
2 x Full centrespread (A3)	\$500	
2 x Inside cover front	\$250	
2 x Inside cover back	\$250	

Thank you for reviewing our Sponsor guide.

This is a unique opportunity to share your product, stud or business to the horse loving community that will be attending our Keurings. We are expecting above average participation from spectators and increased entries in 2027 from our members to present their magnificent Friesian horses.

Please send completed application to Jacqueline Lines treasurer@afhs.org.au

Bank deposits can be made to the:
Australian Friesian Horse Society inc.
BSB 036 057
Account 103814



AFHS

NATIONAL CHAMPION

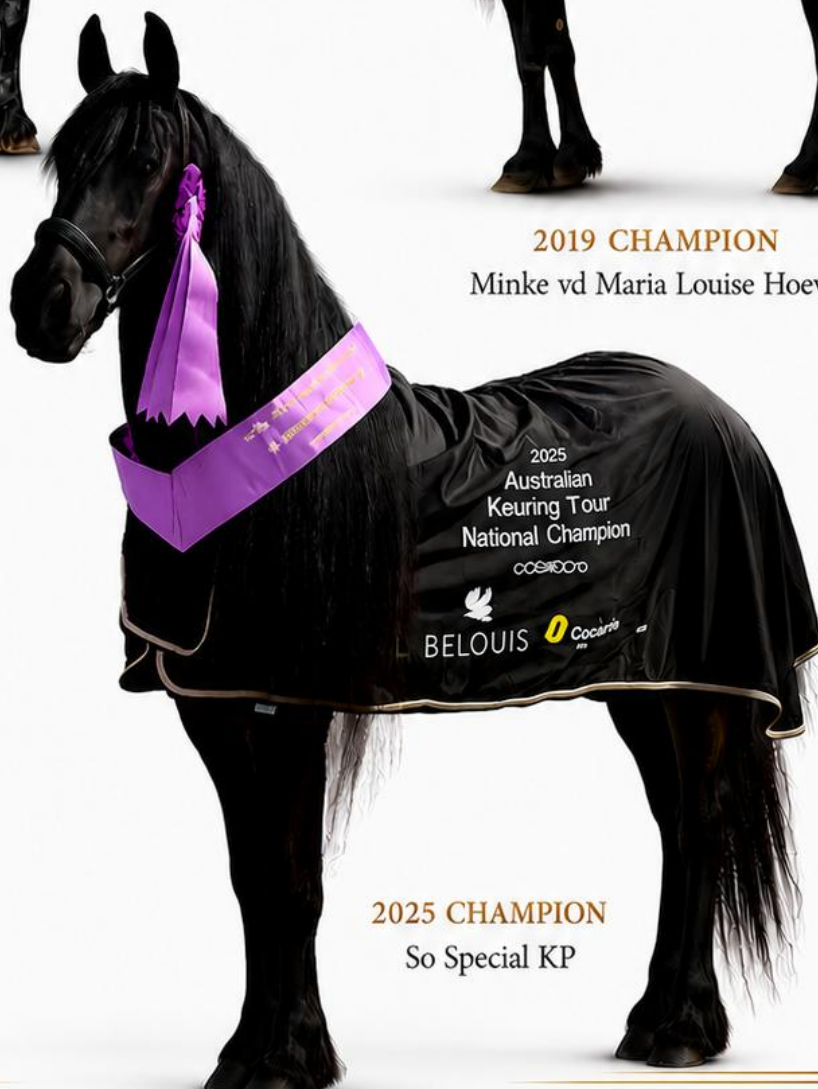
FRIESIAN HORSES



2023 CHAMPION
Bregjie fan't Lakerveld



2019 CHAMPION
Minke vd Maria Louise Hoeve



2025 CHAMPION
So Special KP

👑 **ICONIC**

👑 **ELEGANT**

👑 **NOBLE**

CELEBRATING THE
BEAUTY, BREED &
ACHIEVEMENT OF
THE FRIESIAN HORSE