

Keuring

Tour

2023

SPONSOR HANDBOOK



AFHS • ROYAL FRIESIAN
AUSTRALIAN FRIESIAN
HORSE SOCIETY
Friesian Keuring
AFHS SUPREME

Diamond



AFHS • ROYAL FRIESIAN
AUSTRALIAN FRIESIAN HORSE SOCIETY

BY KFPS

The Friesian Horse Keuring (inspection and classification) is held bi-annually in Australia. A Keuring is the most important event on the calendar for Friesian Horse Breeders world-wide, and has been intrinsically connected to the success of the breed in the past 20 years. This approach has created a bright future for the breed, as the Friesian can equally be used and enjoyed as a sport horse as well as a pleasure horse.

During the keuring, horses are presented as foals and as adults. Foals are presented to be graded using a premium system. Adults are presented to be admitted to the studbook or to be upgraded with a predicate according to the quality of the horse (star, crown or model). Breeding stallions are presented to obtain or renew their breeding permits.

In addition, a horse may be entered for the IBOP test. This test aims at assessing the horse for its suitability for ridden or driven equestrian sports.

Friesians are one of the most spectacular breeds, being black, with a long mane and tail and extravagant movement. They excel in the Olympic sport of dressage and are spectacular in harness. They are often used in classical high school dressage and in movies as well as in highly successful series like Game of Thrones and The Last Kingdom. They recently performed as a team of 12 stallions at the opening of the World Equestrian Games as “The Friesian Train” to a standing ovation. The first Friesian competed at the second last World Equestrian Games. In Australia, two Friesian stallions have competed at the highest level in dressage, Grand Prix. An increasing number of Friesians now compete at national level in Australia.

The Keuring Tour 2023 *(starts 28th March 2023)*

Keurings are held in 6 of the Australian states and the tour will take about 2 weeks. Potentially 150 horses will be presented from the overall population of 800 horses. There are approximately 120 breeders. Depending on the location, a keuring will attract up to 300 people. At some locations, a special show will be presented on the day of the keuring. The judges are inspectors from the Dutch Studbook and fly in from the Netherlands.

The costs of organising this tour are fully carried by the Australia Friesian Horse Society and their members. The costs include international and domestic travel, meals and accommodation for the judging team, catalogues, promotion, ribbons, and local venue costs.

Sponsorship opportunities

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

1. Platinum sponsorship for \$1500
2. Gold sponsorship for \$1000
3. Silver sponsorship \$ 750
4. Bronze sponsorship \$ 500
5. General Supporter or 'Donation of Product'
6. Cup Class sponsorship \$350
7. Individual class Sponsorship at a keuring to the value of \$100. There are up to a maximum of 21 classes at each of the 8 venues, not all classes can be sponsored due to the type of classes they are, but available classes are listed below *(however not all classes may be filled depending on entries)*.

	PLATINUM	GOLD	SILVER	BRONZE	SUPPORTER/ DONATION	CUP CLASS
AMOUNT	\$1500	\$1000	\$750	\$500	Product or Financial	\$350
Logo on Rugs	X					
Advert in Bulletins & Media Releases	X	X	X	X		
Half page advert in Keuring Catalogue					X	X
Full page advert in Keuring Catalogue	X	X	X	X		
Advert on Website	X	X	X	X	X	X
Mention in public announcements	X	X	X	X	X	X



STATE & VENUE	DATE
Western Australia - State Equestrian Centre, Brigadoon.	28th March
South Australia – Friesian Dreams Stud, Mount Jagged.	30th March
Tasmania - Woodend Equestrian Centre, Deviot.	31st March
Victoria Day One - Terarossa lodge Equestrian Centre, Wangoom.	1st April
Victoria day Two - Elmore Equestrian Park, Elmore.	3rd April
New South Wales - Taree Showgrounds, Taree	5th April
SE Queensland - Burpengary Equestrian Centre, Burpengary.	7th April
FN Queensland - Ingham Showgrounds, Ingham.	8th April



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 (VB)

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

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 (VB)

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, Driven or Show harness



SPONSOR APPLICATION FORM

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Select desired option	Select
Platinum \$1500	SPONSORED
Gold \$1000	
Silver \$750	
Bronze \$500	
Supporter/Donation	
Ridden IBOP Cup \$350 (highest score Australia wide)	SPONSORED
Driven IBOP Cup \$350 (highest score Australia wide)	SPONSORED
Breeders Cup Best overall 3yo or over mare Cup \$350	SPONSORED
Breeders Cup Best overall Foal or youngstock (under 3yo) \$350	SPONSORED
Breeders Cup Best overall 3yo or over Gelding Cup \$350	SPONSORED

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 handbook. This is a unique opportunity to share your product, stud or business to the horse loving community that will be attending our Keurings. Due to COVID we have had to postpone this event from 2021 to 2023 and we are expecting above average participation from Spectators and increased entries from our members to present their magnificent Friesian horses. To book your spot, please send completed application to Rebecca Campbell treasurer@afhs.org.au Bank deposits can be made to the Australian Friesian Horse Society inc.. BSB 036 057 Account 103814

