



THOROUGHBRED OWNERS AND BREEDERS ASSOCIATION

SPONSORSHIP OPPORTUNITIES

2026

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SPONSORSHIP OPPORTUNITIES

Organization Overview

Name Thoroughbred Owners and Breeders Association

Headquarters Lexington, Kentucky

Type National Trade Organization

Mission To improve the economics, integrity, and enjoyment of the Thoroughbred Industry on behalf of the owners and breeders

Sponsorship Opportunities

Available Levels Corporate & Event-based sponsorships

Audience Reach TOBA members and the broader Thoroughbred industry

Marketing Platforms Multiple opportunities for advertising, branding and recognition

Custom Partnerships Flexible, tailored sponsorships available upon discussion

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Corporate Sponsorships & Partnerships

\$20,000 top partner sponsorship

All sponsorship benefits may be purchased à la carte at a mutually agreed-upon rate.

Logo + link + paragraph on TOBA website as it regards to the specified sponsor type

Includes table of 8 to National Awards

Full-page color ad in National Awards program

Logo recognition on award items: signage, video, loop, social media, and any other location where award sponsors, corporate sponsors and partners are recognized

Formally acknowledge sponsorship during event presentation

Recognition on any press release related to awards

30-second commercial during awards video

Official award sponsor (to designated award)

Designated # of individual e-mail(s) sent on behalf of SPONSOR to TOBA membership

Access to TOBA postal mailing list for # of mailing(s)

Presentation of an award by sponsor representative live during national awards

Full-page color ad in annual membership directory

Official press release announcing sponsorship

Logo recognition on ALL mailings, publications, event signage, and any other location (print and electronic) where all corporate partners and corporate sponsors are recognized

Ability to include ad or image/verbiage in any monthly membership newsletter (sent electronically)

TOBA will share up to twelve (12) social media promotions in the form of an X post, Instagram story, or Facebook Story

TOBA will feature a slider on their homepage for 1 month linking to a featured story or link of sponsor's choosing (at the discretion of TOBA's approval)

TOBA will provide SPONSOR materials or brochures in all new member packages (as provided by SPONSOR)

TOBA to distribute SPONSOR materials to attendees at clinics and seminars (as provided by SPONSOR)

TOBA invites SPONSOR to do a presentation at one (1) of the pertaining clinics or seminars with recognition on press releases related to the clinic

Logo recognition on clinic & seminar items: signage, social media, and any other location where clinic & seminar sponsors, corporate sponsors and partners

Formally acknowledge sponsorship during welcoming and closing remarks at clinics and seminars

A year-long TOBA Membership

Awards Sponsorships

| SPONSORSHIP LEVEL | Platinum | Gold | Silver |
|--|-------------|-------------|-------------|
| | \$10,500 | \$5,500 | \$2,500 |
| Recognition on TOBA Website as it regards to the specified sponsor type | logo + link | logo + link | logo + link |
| Includes # of tickets to National Awards | 8 | 4 | 2 |
| Full-page color ad in Awards Program | ✓ | ✓ | ✓ |
| Logo recognition on award items: signage, video, loop, social media, and any other location where award sponsors, corporate sponsors and partners are recognized | ✓ | ✓ | ✓ |
| Formally acknowledge sponsorship during event presentation | ✓ | ✓ | ✓ |
| Recognition on any press release related to awards | ✓ | ✓ | ✓ |
| 30-second commercial during awards video | ✓ | ✓ | |
| Official award sponsor (to designated award) | ✓ | ✓ | |
| Designated # of individual e-mail(s) sent on behalf of SPONSOR to TOBA membership | 1 | 1 | |
| Access to TOBA postal mailing list for # of mailing(s) | 1 | | |
| Presentation of an award by sponsor representative live during National Awards | ✓ | | |

Clinic Sponsorships

| SPONSORSHIP LEVEL | Clinic Sponsor | Lunch Sponsor | Reception Sponsor |
|---|--------------------|------------------|-------------------|
| | \$1,000/ clinic | \$800/ clinic | \$500/ clinic |
| Opportunity to speak at designated clinic for 45 minutes | | | |
| Logo on all designated clinic marketing | | | |
| Ad in TOBA Newsletter leading up to the designated clinic | | | |
| Business cards and swag to be included in designated clinic bag | | | |
| Complimentary Registrations | 2 | 1 | |
| Opportunity to set up signage during designated clinic | | | |
| Complimentary TOBA Membership | | | |
| Personalized email from your business to designated clinic registrants after the clinic | | | |
| Opportunity to host an evening reception that includes branding, opportunity to speak about your business, and networking (<i>only available for Pedigree and Conformation Clinic in Ocala in March and Breeding Clinic in Kentucky in May</i>) | | | |