



# WBFSH

WORLD BREEDING FEDERATION  
FOR SPORT HORSES

## 2025 ANNUAL REPORT to the General Assembly Nottingham Road (RSA)

WBFSH Department of Marketing Promotion Communication

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### 1) Introduction

In 2024/2025 the WBFSH Marketing Department continued to grow the communication and promotional initiatives of the World Breeding Federation for Sport Horses (WBFSH) in pursuit of its overall aim to continue to grow our global engagement and recognition. Our digital transformation and growth as 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.

In our pursuit of and commitment to our overarching goals, the WBFSH Marketing Department has consistently strived to enhance its communication strategies and broaden its spectrum of activities. A significant part of our efforts has been dedicated to the ongoing development of our digital presence, with particular emphasis on the evolution of our website and online communications.

The website, which serves as the digital hub of our organization, continues to undergo far reaching transformations. Much of this work occurs "behind the scenes" and is culminating in foundational work for our Global Equine Studbooks Data Project.



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Our custom-built CMS whose digital architecture underpins our virtual presence has not only been fundamental in enhancing our online presence, yielding top rankings on google on a wide range of relevant breeding-relating searches, but it also forms the foundation for our future growth and development.

The revamped website now offers a more intuitive and user-friendly interface, ensuring that visitors can effortlessly access valuable resources, pertinent information, and updates pertaining to sport horse breeding and the activities of the WBFSH. Furthermore, we have enriched the content repository, providing a wealth of educational materials, research findings, and insights into the world of equine breeding.

Our commitment to the development of the website is emblematic of our dedication to facilitating knowledge dissemination, fostering collaboration among stakeholders, and ultimately fortifying our position as a central hub for sport horse breeders, studbooks, and enthusiasts worldwide. We remain steadfast in our mission to continually refine our digital presence and offer a dynamic platform that empowers the global equine breeding community.

## 2) Activities

### Driving Global Welfare Through Information Exchange

The overarching remit of all 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 General Manager and the Secretariat in supporting high quality press releases and mail communications, as well as providing imagery that underscores the high value brand image of our organisation and its members.

### Further Developments of our Digital Presence: The Studbooks Data Project

Following a strong mandate from our membership, development work on a studbooks data project in collaboration with our digital partners has commenced.

Our organisation's approach has been to develop the project centered on the needs of the studbooks and on maximising the benefits to them. This includes state-of-the-art data translation technologies that can feed information back to the studbooks and foster outreach not only to our 240000 breeders worldwide, but beyond that to all owners and riders of our close to 2 million WBFSH studbook horses.

Test data batches have been received from several studbooks of different sizes to create a digital solution that delivers our organization's ambitions for digital leadership while remaining achievable for everyone. This data formed the basis for the build of a data infrastructure to receive complete studbook datasets. We are now in ongoing discussions with early adopting members to form part of the development phases of the project and create a data policy group.

To fund the project which will be delivered at no cost to early adopting studbooks, specific sponsorship packages have been developed and detailed sponsorship conversations are ongoing.



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## Physical Presence at Key Events

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.

## Sponsorships

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 organization. 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 endeavor 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.

At the heart of our mission lies a commitment to delivering timely and informative publications. We take pride in providing a steady stream of news updates that serve as a valuable resource for our community. These updates are disseminated through multiple channels, including our official website and an exclusive dedicated section within the esteemed World Breeding News publication. Our website serves as a dynamic platform where we promptly publish the latest news, ensuring that it is readily accessible to our global audience. Simultaneously, our collaboration with World Breeding News, a renowned monthly publication, underscores our dedication to widespread dissemination. Our dedicated section within this prestigious publication amplifies the reach of our updates, allowing us to connect with a diverse and engaged readership.

Through these publications, we aim not only to inform but also to inspire and foster dialogue within the sport horse breeding community. This commitment to transparent, high-quality communication reflects our unwavering dedication to the advancement of our organization's mission and the enrichment of our global network of stakeholders.

## Webinars: Unlocking Knowledge and Engagement

Over the past years, the WBFSH has proudly organized a series of insightful webinars, and the support of our dedicated Marketing Department has played a pivotal role in their resounding success. One standout among these webinars, in particular, merits special attention—the session on breeding values. This webinar's remarkable success is underscored by the substantial number of registrations and the active participation and engagement both during and after the event. It unequivocally demonstrates that topics of this nature resonate deeply with our members, as they hunger for in-depth information and knowledge.

The exceptional turnout for these webinars underscores their intrinsic value. They transcend mere information dissemination; they serve as dynamic platforms for interaction, knowledge exchange, and community-building within the sport horse breeding sphere. The robust attendance and spirited



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discussions that follow these events exemplify their indispensable role in catering to the informational needs of our members.

Furthermore, it is worth noting that webinars also present a compelling value proposition for potential sponsors. These events offer an opportunity for sponsors to align their brand with high-quality educational content and engage directly with a captive and invested audience. As we continue to champion the interests of our members and the broader breeding community, webinars remain an indispensable tool for fostering connections, disseminating knowledge, and fortifying the bond that unites us all in our shared passion for sport horse breeding.