



2026

PARTNERSHIP PROPOSAL

THE NUMBERS

OUR REACH

FACEBOOK/ @Wachterhorses 3.7k+
INSTAGRAM / @winningwithwachter 2.7k+
YOU TUBE 100+

AUDIENCE

Monthly Page views: 79,000
Monthly Unique Visitors: 15,000
Female (88%) Male (12%)
Age 18-34(27%) 35-54 (44%)

ABOUT WACHTER HORSES

Lynne and Beda are competitive Grand Prix riders based in Western Canada, operating outside of Calgary, Alberta. Together, they offer high-performance horse and rider training programs both nationally and internationally, grounded in discipline and continuous improvement.

As owners and operators of a premier equestrian facility, they train year-round in demanding and unpredictable conditions, where quality apparel and reliable equipment are essential. Their program blends European (Beda) and North American (Lynne) training philosophies, positioning them as leaders and ambassadors within the equine community.

They actively compete across North America, horse showing on both the West Coast and East Coast, as well as throughout the winter circuit in Florida. This extensive travel and exposure provides a wide variety of opportunities for brand visibility.





WHY WACHTER

Equestrian athletes represent a unique and highly engaged segment of the high-performance sports community. At the competitive level, success depends on the athlete, the horse, training, and the equipment that supports both. Our riders train and compete year-round, placing significant demands on the tack, apparel, boots, and equipment they use every day.

High-performance riding requires exceptional strength, balance, coordination, focus, and stamina, with athletes constantly working to improve both their own performance and that of their horses. The products they use are an integral part of that process, making quality, functionality, comfort, durability, and performance essential. This creates an authentic environment for brands to have their products used and showcased by athletes who genuinely rely on them.

Partnering with our program offers brands the opportunity to connect directly with serious competitors and an engaged equestrian community. Through training, competition, content, and everyday use, sponsors can become part of the performance story while gaining meaningful visibility within the sport. We aim to build partnerships around shared values of performance, quality, dedication, and the pursuit of excellence.



Show TEAM Partnership

We partner with leading brands to bring high-quality products into the world of elite equestrian sport. With year-round training and competition across North America, Wachter Horses offers authentic brand exposure through our team, horses, travels, competitions, and engaged equestrian network.

We are open to partnerships across a range of categories, including apparel, vehicles, footwear, tack, equipment, and other performance products that complement our program.

WHAT WE OFFER:

Brand Awareness

Social media posts

12+ times a year

- Sponsor logo and web link on the Wachter Horses website
- Acknowledgement and promotion on the Wachter Horses Facebook
- Acknowledgement and coverage on our Instagram feed and story
- Sharing of promotional posts from your social media accounts

Arena Signage

Riding ring signage: Your company's 4x8 coroplast signage placed in our arena for all our clients and visitors to consider (sign to be supplied by sponsor)