



## 2024 Educational Partnership Benefits

- Logo or name recognition at every Hoofcare Essentials™ Clinic during the year of participation (year defined as 12 months). We will sponsor at least 5 clinics per year. We will also be supporting an even greater number of smaller clinics each year.
- Invitation for your company to attend and have a vendor table at the above clinics (*at discretion of host*).
- Invitation to have a table at any HEF Sponsored Clinic for a demonstration of your product/service. The demonstration will be a hands-on opportunity and will occur on the day prior to the clinic (*at discretion of host*).
- "HEF Educational Partner" logo supplied to participating partners so that you may include it on your marketing materials.
- Recognition plaque with your years of participation which can be displayed at your place of business.
- Logo or name recognition on the HEF website and newsletters, including website links.
- Logo or name on the Hoofcare Essentials™ Clinic attendee bags which will be distributed to every clinic attendee. Partners will be encouraged to provide item(s) for every attendee bag.
- A business card size ad in our new Annual Yearbook. This “coffee-table” style yearbook will feature details including pictures of every Hoofcare Essentials™ Clinic sponsored during the year. Yearbooks will be produced annually. Each Educational Partner will be provided one complimentary yearbook.
- Sponsorship of “Hoof of the Horse” podcasts. Simon Curtis PhD FWCF has been recognized as one of the premier podcast hosts in the farrier industry. The Hoofcare Essentials Foundation has formed an exclusive partnership with Dr. Curtis so that each of his previous and future podcasts will feature a different Educational Partner.

*The cost of the HEF Educational Partnership program is \$1,250 per year (every 12 months).*

### **ADDITIONAL MARKETING OPPORTUNITIES INCLUDE:**

- Educational Partners will be afforded the opportunity to purchase enhanced (1/4, 1/2, and full-page, full color) advertising space in the Annual Yearbook as well as additional copies of the yearbook.
- Sponsorship of items which also will be distributed to all Hoofcare Essentials™ Clinic attendees. These items could include caps, shirts, towels, etc. These items will feature the logo or name of the sponsoring company along with the HEF logo.



## **2024 Educational Partners**

- Absorbine (W.F. Young Inc.)
- American Farriers Journal/Lessiter Media
- Badger Built Aprons
- Bloom Forge
- Castle Plastics Inc.
- Charlee's Fly Spray LLC
- Farrier Product Distribution Inc.
- FormaHoof Ltd.
- GE Forge & Tool Co.
- Glu-U Adhesives
- The Horseshoe Barn
- Kahn Forge Inc.
- Ken Davis & Sons
- Life Data Labs Inc.
- Magnus Magnetica LLC
- Markel Insurance Co.
- Meader Supply Corp
- Mustad USA
- Nanric Inc.
- NC Tool Company
- Northeast Farrier Supply
- Oleo Acres Farrier Supply, Inc.
- Pacific Coast Horseshoeing School
- Palm Beach Farrier Service
- Pathfinder Farrier Products Co.
- Polyflex Horseshoes (No Anvil LLC)
- Purcell Farrier Supply
- Pyranha Inc.
- Red and Blacks
- Soft-Ride Boots
- Stockhoff's LLC
- Visby Farrier Products
- Well-Shod Farrier Supply
- Werkman Horseshoes USA
- Yoder Blacksmith Supplies