

## **HORSES OF ICELAND: Partnership Agreement**

### **ABOUT THE PROJECT**

Horses of Iceland is an international marketing project designed to strengthen the image of the Icelandic horse through strategic marketing and cohesive promotion activities. The main focus is on value creation and increased revenues within industries related to the Icelandic horse.

This project should benefit all stakeholders within the Icelandic horsemanship community by strengthening the brand identity of the Icelandic horse and therefore increasing the revenues from horsemanship related products and services, with a strong promotional strategy. A partnership cooperation will ensure a unified message with more momentum and focus. Digital communication platforms such as a website and social media, as well as public relations, and marketing material play a major role in this project.

The Ministry of Food, Agriculture and Fisheries, Business Iceland, Horse Breeders Association of Iceland (FHB), the Equestrian Association of Iceland (LH), the Icelandic Horse Trainers Association (FT), Exporters, and the Icelandic Travel Industry Association (SAF) are all supporting this project and on the Board.

### **PARTICIPATION BENEFITS AND OPPORTUNITIES**

Parties involved in breeding Icelandic horses, producing horse related products, or providing services related to the Icelandic horse, as well as anyone interested in offering financial support; organizations, suppliers, and institutions, are offered to partake in this marketing project. Some of the major benefits are as follows:

- Contribution in the consulting Board which will hold meetings annually to discuss the marketing strategy
- The opportunity to influence and shape marketing procedures
- Receive information about all marketing procedures as well as results from market research, as well as training in various areas of expertise
- Network with other participants
- Visibility and information about the participant on various platforms, i.e. logo and link on the projects' website, visibility at events, being part of information material used for press and media packages with direct email contact
- The possibility to connect marketing procedures with various events
- Permission to feature the project (Horses of Iceland – bring you closer to nature) on one's website with direct link to project's website
- Other opportunities which will evolve in correlation with the participant

Payments will be made twice a year, June and November.

**PARTICIPATION CONFIRMATION:**

Company / Organization / Name: \_\_\_\_\_

kt : \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Website: \_\_\_\_\_

By signing this agreement, I hereby confirm my participation in the promotion of the Icelandic horse with \_\_\_\_\_ Icelandic Krona per year. This agreement is made for \_\_\_\_\_ years with a 12-month termination period.

\_\_\_\_\_

Signature / Date

**Send signed agreement to:**

*Business Iceland – Horses of Iceland Manager Jelena Ohm*  
[jelena@businessiceland.is](mailto:jelena@businessiceland.is)  
*phone +354 511 4000*