

Main Sponsor of the project Polish Equestrian Legends / Polish Digital Equestrian Library:

A sponsor's financial support is crucial for implementation of our leading educational projects (Polish Equestrian Legends and Polish Digital Equestrian Library) addressed to the rising generation and everybody who loves history, horse riding and racing.

The **Main Sponsor** is a firm, an institution or a person that helps to cover basic costs of project maintenance (to allow its functioning and further development) for at least 12 months (dating from signature of the agreement).

Information on the **Main Sponsor** / a link to Facebook or Internet portal is contained in overwhelming majority of posts published at social media of the projects Polish Equestrian Legends, Polish Digital Equestrian Library, BoberTeam, in web pages of projects and in printed promotional materials (e.g., a catalogue, information bulletins) during the cooperation.

Within the project Polish Equestrian Legends (PEL), we mention Main Sponsor of this project as follows:

- During entering a new legend into our archive (people, horses, places and events) - 20-25 posts per year.
- On each anniversary of legendary people's birth and death (at present 73 people, there will be 88 by the end of 2022) - about 80 posts per year.
- Occasional posts relevant to special events (great racings, wins of our sponsors' horses, holidays and celebrations connected to important events for Poland and horsemanship) - 20 posts per year.
- 6 posts dedicated to our **Main Sponsor** and his/her activity (each time agreed-upon with Sponsor's representative) as well as commitment into our initiative development.

Within the project Polish Digital Equestrian Library (PDEL), we mention Main Sponsor of this project as follows:

- During adding an item (an article, a book, a film, an artist, an organization) to the archive of Polish Digital Equestrian Library - 80 posts per year.
- Recollection of publications already released at PDEL, e.g., with connection with related anniversaries (e.g., a new legend at PEL, an author's death anniversary, an important date in history of Poland) - 25 posts per year.
- 6 posts dedicated to our **Main Sponsor** and his/her activity (each time agreed-upon with Sponsor's representative) as well as commitment into our initiative development.

The **Main Sponsor** supports a chosen project (PDEL or PEL) with net amount of **USD 650.00 monthly (a settlement with a VAT invoice, promotion and marketing) for the period of 12 months as minimum.**

All parameters given in the above examples are suggested and they can be subject to negotiations if a party wishes to become a **Main Sponsor** or **Partner** of both projects to obtain optimum cooperation.

Main Partner:

A firm or a person involved intensely in the project implementation and its media and educational purposes.

A standard cooperation period is 12 months (dating from signature of the agreement) with possibility to prolong it on a partner's application.

The **Main Partner supports the project financially or materially** (e.g., printing promotional materials, hardware, logistic or personal support etc.). The information on the Main Partner is provided in the project web page, printed promotional materials (e.g., a catalogue, information bulletins) and in social media (at least 12 posts within a year).

Within the project Polish Equestrian Legends, we mention Main Partner of this project as follows:

- During entering a new legend into our archive (people, horses, places and events) - 25-30 posts per year.
- On each anniversary of legendary people's birth and death (at present 73 people, there will be 88 by the end of 2022) - about 100 posts per year.
- 2 posts dedicated to our **Main Partner** and his/her activity (each time agreed-upon with Partner's representative) as well as commitment into our initiative development.

Within the project Polish Digital Equestrian Library, we mention Main Partner of this project as follows:

- During adding an item (an article, a book, a film, an artist, an organization) to the archive of Polish Digital Equestrian Library - 80 posts per year.
- 2 posts dedicated to our **Main Partner** and his/her activity (each time agreed-upon with Partner's representative) as well as commitment into our initiative development.

The Main Partner supports a project with net amount of **USD 370.00 monthly (a settlement with a VAT invoice) for the period of 12 months as minimum**. All parameters given in the above example are suggested and they can be subject to negotiations if a party wishes to become a Main Partner of both projects to obtain optimum cooperation.

The Main Partner of the project PEL in 2021 is **Agencja Jeździecka A.A. Bober**.

The Main Partner of the project PDEL in 2021 is **Mr Andrzej Lohman / the mountain refuge on Skrzyczne**.

A sponsor of the entry about a Legend:

This is a person, an institution or a brand for which our project mission and purposes are important. **The sponsor supports our activities once** to promote the entry on a given legend (people, events, places, horses) wherewith would like to connect his/her name or business name. These resources are used to finance development of Polish Digital Equestrian Library (www.pcbj.pl) and other educational projects connected with horse breeding and riding.

A sponsor of the entry about a Legend **supports a project once** with the **net** amount of **USD 750.00**.

The information on a sponsor of a Legend is provided in the project web page under the entry concerning a given Legend, in printed promotional materials (e.g., a catalogue, information bulletins) and in social media of PDEL, PEL and BoberTeam in the post informing on adding the Legend to the project and in binding materials published at our library; a sponsor will be reminded on each anniversary of a given Legend's birth and death for the whole period of the project realization.

Each sponsor of a Legend will perform this function for unlimited time.

Development of the projects **Polish Equestrian Legends** and **Polish Digital Equestrian Library**

Scope:

The project **Polish Equestrian Legends** (www.plpj.pl) and **Polish Digital Equestrian Library** (www.pcbj.pl) were to be developed for a period of 5 years with its all-Poland scope. However, they are sought-after so much and number of legendary people, horses and related events is so great that we decided to prolong them without any time limit. Thanks to the advanced technology and popularity of social media (facebook, tweeter and instagram), our projects have already the international range.

Our projects in social media and their Internet portals have more than 65,000 observers (including foreign observers) that follow our actions and participate in discussions by means of available high-tech translation tools.

Now, we develop the English version of the project Polish Equestrian Legends that will be started in 2021 outwardly.

Currently, there is also available an English version of the PLPJ page (www.polishequestrianlegends.com).

Target group:

All our initiatives have an educational character and are financed with donations and payments from sponsors and patrons of individual Legends. They address different receivers interested in horse breeding, riding and racing as well as all people that are passionately fond of the independent Poland history shown through horses wherewith we, as the Nation, were and are strongly connected.

Receivers' interest:

The project is sought-after very much. We can see steady increase of number of our sympathizers for the last months. Each our post has many likes, extendings and comments (we invite you to visit our social media portal: <https://www.facebook.com/PolishEquestrianLegends>).

At the request of our receivers, we have extended the scope of Legends by important places (e.g., Służewiec Racecourse, Cracow Horsemanship Club), historical events wherein a horse played the main role (e.g., the battle under Komarów, the first Nations' Cup for Poland, Nice 1925)

Result of our action

Our main purpose is recollection of interesting people, historical events, places and horses that influenced course of Poland's history. We have already published over 100 entries about famous horses, places, events and people related to equestrianism, all of which have been translated into English. The PLPJ.pl website has already been visited by over 38,000 people.

The most measurable effect is digitalization of all pre-war releases of magazines 'Jeździec i Hodowca' (Rider and Breeder) and 'Jeździec i Myśliwy' (Rider and Hunter), 'Broń i Barwa' and 'Koń Polski' (Polish Horse). We succeeded in receiving licences from many Polish authors of interesting equestrian books to use their works for our strategic purposes. Based on the licences received, we have created the first Digital Equestrian Library in Poland (www.pcbj.pl). To the present day, we have published over 500 items at this Library which has been visited by over 23,000 people.