



Equine Guelph is the horse owners' and care givers' Centre at the University of Guelph. It is a unique partnership dedicated to the health and well-being of horses, supported and overseen by equine industry groups. Equine Guelph is the epicentre for academia, industry and government – for the good of the equine industry as a whole. These efforts ensure the future vitality of the horse and the industry.

Why Partner with Equine Guelph?

- Equine Guelph, at the University of Guelph, is the only organization in Canada that reaches all disciplines in the equine industry (from the backyard pony to the performance horse)
 - Equine Guelph's newsletter reaches 30,000 multi-discipline horse owners bi-annually
 - Equine Guelph's website attracts over 39,000 visitors annually
 - Equine Guelph communicates directly to horse owners through monthly e-bulletins ('friend' d-base is 5,000 and growing)
 - Equine Guelph releases are supported (ie. get exceptional 'pick-up') by industry, media and associations (300) through publishing in both print and web formats. Potential web audience is over 6 million.
 - Equine Guelph's online education programs (Equine Science Certificate, Certificate in Equine Business Management, Diploma in Equine Studies) offer 16 courses to over 700 students annually throughout all provinces across Canada (67% of students are from Ontario) as well as to international students
 - Equine Guelph's youth program, *EquiMania!*, educates over 50,000 children and adults annually through its travelling interactive exhibit throughout Canada and beyond. In 2010 over 850,000 tradeshow visitors could access *EquiMania!*
- Equine Guelph is in its infancy (formed in 2003) but has an extensive, strategic long-term vision
- Equine Guelph aspires to be the hub in Canada for practical information on horse health
- Aligning with Equine Guelph provides corporate sponsors with the perfect combination of effective marketing while supporting a philanthropic cause (ie. education)