



The Irish Horse Board

The National Marketing Service

The National Marketing Service promotes and markets Irish bred horses and Irish breeders and producers, to protect, enhance and build the reputation of the sport horse industry, to increase National and International exposure of the Irish Sport Horse Industry and to maximise the economic return to breeders relative to expenditure.

The Irish Horse Board is required to

- Prepare a Marketing Plan for the sport horse sector for all relevant sport horse breeds to maximise the economic return for Irish breeders and producers
- Implement a Sport Horse Marketing Strategy for the sector
- Actively engage and consult with the recognised breed societies operating in Ireland in the development and implementation of the Irish sport horse marketing plan and strategy
- Develop partnerships with mainstream media outlets in Ireland and abroad
- Provide and resource a press office in relation to breeding and production of Irish sport horses
- Engage with auction / sales providers
- Provide advice and training to breeders and producers on how to market their product
- Design and implement relevant innovative multimedia platforms for marketing Irish sport horses
- Apply proper financial controls to the use of State monies as defined by Circular 13/2014.

The State monies made available for the operation of this service are part of the Minister's allocation each year. The term of the contract will be for a 1 year period and the Contracting authority reserves the right to extend it on an annual basis with a maximum of 3 annual extensions. The total duration of the contract shall not exceed 4 years. Monies available are subject to the amount allocated in the Budget on an annual basis and are paid in arrears on the basis of invoices. In the first year €0.8 million has been made available.