

2012 Stallion Auction – Bidding Starts Jan 1

Now recruiting stallions for our annual auction! All proceeds go to the Stakes Fund. Eligible foals will compete for Stakes purse as 4 and 5 year olds in our fall derby. All stallions donating a breeding get a free Breeder's Directory ad in the Yearbook and listed in the online directory for 1 year!

Mare owners: buy your breeding at a discount and get in on the Stakes! The purse for the 2017 Stakes is already sitting at \$1,110! Foals resulting from this auction will be eligible for the 2017 & 2018 Stakes. **Stallions donated so far:**

The Love Man
Smart Little Pepinic

Silver Gun
Neat Little Cat

Smart Steady Date

Its Time To Start Thinking About 2012!

Pledge your sponsorship & book your yearbook space now! Deadline is February 1st to get in the Yearbook!

2012 major sponsorships are \$500 and include 1 full page ad in the yearbook, unlimited banners at all ORCHA events, web links and more!

2012 Affiliate sponsorships are \$300 and include a half page ad in the year book, 1 banner at all ORCHA events web links and more!

Yearbook ads start at just \$40!

Breeders Directory just \$35/year! <- Breeders, you get 1 year online as well!

Trainers Directory just \$35/year! <- Trainers, you get 1 year online as well!

Year End Banquet date is set for February 25th. It will be held at the Christopher Conference Center located in Chillicothe, Ohio. Doors will open at 5pm with Dinner at 6pm and the awards presentation starting around 7pm. Invitations will be mailed to all Top Five finishers, but all ORCHA members are welcome to attend. Ticket information will be posted shortly to the Ohiorcha.com website.

Youth Scholarship The ORCHA will award \$1,000 scholarship at the February awards banquet. Applicants must be High School Seniors and current 2011/2012 ORCHA members. The application is available on the website on the Youth Page.

Congratulations to Caleb Leslie! Caleb is the NRCHA Youth Foundation scholarship winner for the affiliate in the Youth Limited. He will be awarded \$250 through the NRCHA.

NRCHYA Nominations due January 5, 2012

The NRCHYA Board Nominations are due January 5. We'd love to see another ORCHA member on the board! Thank you Emilie Lind for serving in 2011! For the nomination form, please go to the NRCHA website and click on the Youth Page.

2012 Show Schedule

April 20-22, 2012

May 18-20, 2012

June 22-24, 2012

August 24-26, 2012

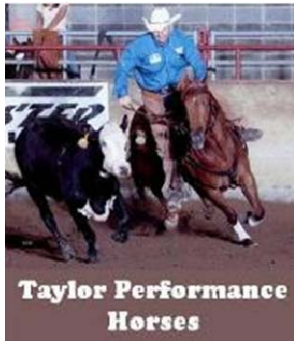
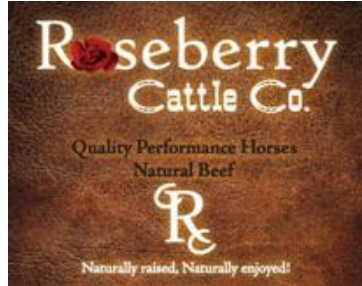
September TBA

October 25-28, 2012



To Our 2011 Sponsors!

Major Sponsors



Heartbreak Ridge



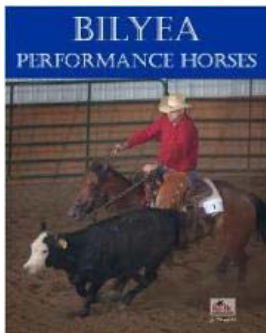
Performance Horses

Frazier's Bottom, WV



Youth Sponsors
 Jacqueline Colby/Darren Roberts
 Gerald & MaryJo Starkey

Affiliate Sponsors





Cow Pony Productions Web Design, Logo Design & Original Artwork.

Get a commissioned painting of your horse!

Artist: Carrie McBride 614-519-2809 or email info@cowhorseohio.com

See the portfolio of work on www.cowponyproductions.com

FOR SALE: 1999 EBY 3-Horse Slant w/ Unfinished Living Quarters

Get a new trailer at a used price! This EBY has NEVER seen a horse, has been stored out of the weather, and with unfinished living quarters, you can make it your own home away from home! Includes a removable rear tack, place for a

generator, a under manger storage, and hay rack with ladder. Trailer can be seen at Henderson's Arena & Western Store in Jackson, OH. \$25,000. For more information: Contact Beth Vallery @ Henderson's Arena and Western Store. (740) 710-1698 or hendersonswestern@yahoo.com



Skeet MD Dust

2006 Sorrel Mare. 15 hands. 1100 lbs. Skeets Peppy x MD Dustalena (a Doc Olena mare that Bob Avila owned and his sons showed reined cow). She won the ORCHA Non-pro and Amateur Derby 2010. She ranked #23 on the list by NRCHA for 2010 Top limited aged Non-pro horses. She gave Emilie Lind the ranking of #17 top non-pro rider in NRCHA. She has won multiple regional titles and association titles. She has earned merits with NRCHA. She is a solid and consistent 71 herd, 72 rein, 72 fence. But she has marked a 73 in all of the three events multiple times. For Sale: \$15,000 Emilie Lind (517)304-5774
MORE INFO: ohiorcha.com/classified)

Jezebel Jazz 2008 Sorrel Mare

Sire: Dual Jazz (Million dollar sire by Dual Pep)

Dam: Ima Rodder (Colonel Freckles)

Really nice three year old. Had 8 months professional cutting training in Missouri as two year old. Made her into a reined cow futurity horse. Has a huge, deep stop. Cool swooping moves. Awesome down the fence. Really pretty rating horse and natural fence-turner. Quick footed. Really pretty circles, lead changes, smooth gaits. Quiet minded horse, doesn't get rattled. Has a lot of speed when asked. Has a lot of potential for next years derbies. Will be shown in the ORCHA futurity if not sold before so. For Sale: \$7,000
Emilie Lind (517)304-5774 (MORE INFO: ohiorcha.com/classified)



ORCHA Sponsorship Opportunities

2009 NRCHA Affiliate of the Year



The Ohio Reined Cow Horse Association is the largest NRCHA affiliate east of the Mississippi and one of the top NRCHA affiliates in the country! We draw entrants from Ohio, Michigan, Indiana, Kentucky, Virginia, Pennsylvania, West Virginia, Tennessee, New York, Florida and Canada.

How we work for you

The ORCHA Yearbook

The ORCHA publishes a Yearbook recapping the show season. It will include the 2011 Year End results, the 2012 event schedule, a Breeder's and Trainer's directory, description of classes for spectators and ADVERTISING SPACE. This publication is a "must have" for all of our members, competitors and spectators. The valuable references and information inside will ensure that they will want to hold on to it and refer to it often, making it a great place retailers to advertise their products & services. This publication will be distributed at all ORCHA events and available for local retailers. Description: 8 ½ x 11; Full color glossy cover pages; B/W inside. Deadline is February 1, 2012; just in time for distribution at our year end awards banquet to be held at the end of February.

Ohio RCHA Newsletter

The ORCHA publishes a bi-monthly newsletter that is sent to members and current & past newsletters are posted online.

www.ohiorcha.com website

ORCHA shows are listed with the NRCHA, APHA and Quarter Horse News websites, all linking back to our site. Our site averages over 130 unique visitors a day. Major sponsor web links are listed on most of our web pages. The website is updated weekly at a minimum.

Email blasters

Before each Ohio RCHA show, an email blaster is sent out to over 1,400 email addresses to help promote the show. Major & Affiliate Level Sponsor logos with links to their web site are included on each email. Blasters are also sent as each newsletter comes out. We average 1-2 emails a month. Stats show that over 75% of the emails sent are read within 2 days and have readers back to our site.

Breeder Directory and Trainer Directory

We also have Breeder and Trainer Directories. These are located online and also in our Yearbook. We keep this advertising rate low to attract many breeders and trainers so that the website and the yearbook become an information resource to the regional cow horse participants.

Classifieds

This is an economical way to advertise your reined cow horse related business on our website. List your equine business service, horse for sale or saddle for sale.

The ORCHA will consider taking goods such as saddles, buckles, coolers, saddle pads, halters, ect. in lieu of, or in combination with, a cash sponsorship.

2012 Sponsorship Levels and Pricing

Major Event Naming Rights (negotiable/ \$2,500 min)

You receive all the benefits of the Major sponsor plus other negotiated benefits.

Extreme Cow Horse Saddle series – saddle sponsor (\$1850)

You receive all the benefits of the Major sponsor plus other negotiated benefits.

Major Event Division Sponsor (negotiable/ \$250 min)

Negotiated benefits dependant on monetary value

Morrison Sponsor (\$61.50 Plaque or \$513 Bronze)

Major Sponsor (\$500)

- Unlimited banners displayed in arena during all shows and clinics (banner is sponsor provided)
- Full page ad in the Yearbook, ad in all newsletters
- Sponsorship announcements made at all horse shows.
- Email blaster with logo and link to web site.
- Advertisement and link on ORCHA website; home page, classifieds and sponsor page.
- 4 tickets to the Annual Awards Banquet

Affiliate Sponsorship (\$300) \$50 a weekend!

- 1 banner displayed in arena during all shows and clinics (banner is sponsor provided)
- 1/2 page ad in the Yearbook
- Sponsorship announcements made at all horse shows.
- Email blaster with logo and link to web site.
- Advertisement and link on ORCHA website; classifieds and sponsor page.
- 2 tickets to the Annual Awards Banquet

Youth or Green Buckle Sponsor (\$100)

- Listed as Youth or Green Buckle Sponsor in the Yearbook
- Advertisement on ORCHA website on sponsor page.
- Recognition as Buckle Sponsor during Year End Award Banquet

Other Advertising Opportunities

Yearbook Ads	Due Feb 1, 2012	For distribution starting Feb 2011			
Full Page Color	\$300	Full Page B/W	\$200	½ Page B/W	\$110
¼ Page B/W	\$60	1/8 Page B/W	\$40		

Trainer/Breeder Ads Just \$35/year!

12 months on the website and an ad in the Yearbook directory!

Classified Ad \$7/2 months or \$35/year.

Ads will appear on website for 2 months and in one newsletter. (up to 2 photos)

Don't have a website? We can build a web page for you! You can list items or horses for sale, have multiple photos and give detailed information about your business. For just \$60/year, you get an ad in the Yearbook directory, a listing on the Breeders, Trainers or Classifieds page, a link to your own page and you can have it updated monthly.

2012 Sponsorship Form



Sponsorship Levels

- Major Event Naming Rights
- Major Event Division Sponsor
- Saddle Sponsor \$1850
- Major Sponsor \$500
- Affiliate Sponsor \$300
- Youth Sponsor \$100
- Green Buckle Sponsor \$100
- Morrison Plaque \$61.50
- Morrison Bronze \$513

Directory Ads

- Trainer Directory \$35
- Breeders Directory \$35
- Classified Ad 2 months \$7
- Classified Ad 1 year \$35

Yearbook Ads

- Full Page color \$300
- Full page B/W \$200
- 1/2 Page \$110
- 1/4 Page \$60
- 1/8 Page \$40

Check here if you need design help! We will contact you.

Print ads and photos can be emailed directly to info@ohiorcha.com

Please make checks payable to: ORCHA

Please provide advertisement layout and email to info@ohiorcha.com or mail to:

Ohio Reined Cow Horse Association
PO Box 16023
Columbus, OH 43216

Questions can be directed to
Carrie McBride by phone
614-519-2809 or via
email: info@ohiorcha.com

Ad information

Company or Individual Name: _____

Contact Name: _____

Phone: _____

Address: _____

Email: _____

Website: _____

Plain text ad information for Classified, Breeders or Trainers Ad:

Ohio Reined Cow Horse Association Stallion Auction Contract - 2012 Breeding Season

Stallion: _____ Registration #: _____

Breed: _____ Stud Fee: _____ Chute Fee: _____

Type of Breeding Contract: _____ No Guarantee
_____ Live Foal/Stand & Nurses
_____ Breed back following year if mare does not get in foal
_____ Other: _____

Is transported semen available? Yes: _____ No: _____ if yes, what fee, if any? _____

Is artificial Insemination available? Yes: _____ No: _____ if yes, what fee, if any? _____

Is Stallion DNA tested? Yes: _____ No: _____

(All stallion services sold MUST have DNA test results in the breed's national registration office)

Donation Options (must be completed) Initial ONE of the following:

_____ I hereby donate one breeding service during the 2012 breeding season to the Ohio Reined Cow Horse Association Stallion Auction.

- I understand that only the breeding is being donated and the ORCHA assumes no further responsibilities after the sale of the stallion service at the Auction. All farm fees, Chute fees, mare care, ect are payable by the mare owner and are the concern of the stallion and mare owners.

_____ I would like to purchase my stallions' service for 70% of his advertised breeding fee. This will eliminate him from the public auction; he will be listed in all publications and on the websites, and his foals will be eligible for the incentive program.

Donor Information

Donor's Name: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Farm where stallion will stand in 2012: _____

Contact Name: _____ Contact Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Website: _____

Email: _____ Fax: _____

I understand that, if the stallion is sold any time before the Stallion Stakes Auction, the donor of the stallion breeding must immediately notify the Ohio Reined Cow Horse Association; the service donation contract will remain in effect and transfer to the new owner.

Stallion owner or authorized agent: _____ Date: _____

Please return this contract with a copy of the stallion's registration papers to:
Ohio RCHA, PO Box 16023, Columbus, OH 43216 Questions? 614-519-2809