



2023 Review & 2024 Proposal



2023 *Review*



Local Level Proposed

2023 Investment from HA Designated Funds - \$10,000

LOCAL PROMOTION BENEFITS

LOCAL VOLUNTEERS

DIRECT LINE TO CUSTOMER

GRASSROOTS BREED
PROMOTION

ENCOURAGES GROWTH WITHIN
EACH REGION

BOOTS ON THE GROUND
RESOURCE FOR AHA STAFF

LOCAL PROMOTION: \$10,000

EVENTS

- Kentucky Derby Parade
- Breyerfest
- Equine Affaire

COSTS

- Booth Space: \$1,500/event
- Stall Cost: \$1,500/event
- Promotional Expenses:
\$500/event

APPROXIMATE COST: \$3,000/EVENT

Local Level Outcome

Event Grants - Through Local Level Committee

- Kentucky Derby Parade
- \$4,000 given out to “Grant” applicants
 - 14 Applicants
 - 18,000+ Event Participants (Estimated)
 - Events included; Meet an Arabian Horse, Open Barns, Horse Expos, Equestfest, and Midwest Horse Fair
 - Common promotional goals of awareness of the horse, involving youth, bringing new members, & educating the public

EST COST PER PERSON REACHED: \$0.22

Discovery Horse Program Launch

- Launched in December
- 100+ horses apply
- Receive stall plates & leather halters
- Promote the highest-level horses on the website & social media



Social Media Proposed

2023 Investment from HA Designated Funds - \$15,000

SOCIAL MEDIA ADVERTISING CONT.

PROMOTION: \$9,000

Local Promotion
AHA Programs

EDUCATION: \$3,000

Brand Awareness
Audience Building

RETARGETING: \$3,000

Niche Groups
MDP's CRM Tool

SOCIAL MEDIA ADVERTISING CONT.

PROMOTION: \$9,000

Local Promotion
AHA Programs

Kentucky Derby Parade
Equine Affaire
Breyerfest

Meet an Arabian Horse Month
Discovery Farms
TAIL Tours

SOCIAL MEDIA ADVERTISING CONT.

EDUCATION: \$3,000

Brand Awareness
Audience Building

Registration Information
Datasource
AHA Programs

Community Content
Competition Programs
Convention

SOCIAL MEDIA ADVERTISING CONT.

RETARGETING: \$3,000

Niche Groups
MDP's CRM Tool

Builds on MDP's CRM Tool
Helps AHA Understand Their Customer Base

Social Media Outcome

Non-Sponsored Videos

- Video 1

 - Released: April
 - Views: 440
- Video 2

 - Released: August
 - Views: 2.7

Sponsored Videos

- Video 3

 - Released September
 - Views: 33.7k
 - Reach: 38k
 - Website Views: 2k
- Video 5

 - Released: December
 - Views: 22k
 - Reach: 45k
 - Website Views: 2.6k
- Video 4

 - Released: October
 - Views: 34.8k
 - Reach: 62k
 - Website Views: 2k

Organic (Non-Sponsored) Facebook Average Performance

Reach: 60k

Youth Membership-*January*

- Reach: 352.3k
- Website: 3k
- New members
 - January- 95
 - February- 72
- IF RETAINED - \$3,340 ARR

Discovery Farm- *March*
In progress

- Reach: 8k
- Website: 150

Holiday Sale- *December*

- Reach: 200k
- Website: 3.5k
- \$775 sales

Adult Membership- *February*

- Reach: 375.3k
- Website: 3.7k

TOTAL ESTIMATED REACH: 1,080,600
EST COST PER PERSON REACHED: \$.01 (\$13.88 CPM)

Discovery Farm Proposed

2023 Investment from HA Designated Funds - \$18,000

DISCOVERY FARMS: \$18,000

- Recurring Cost
- Box Production: \$4,000
- Inserts/Prints: \$1,000
- Stickers: \$5,000
- Materials: \$8,000



Discovery Farms Outcome

Number of Farms

March 2023: 215

November 2023: 236

March 2024: 251

**Positive Feedback
from Members at
2023 MDP Convention
Round Table**

Use of Funds

- Bi-Annual boxes
 - New additions
- Discovery Farm of the Year
- Discovery Farm Signs

Outcome

370+ contacts from Meet an Arabian Horse events

- We send emails with information regarding membership, AHA programs, clubs etc.

**Box Cost Per Farm (215) = \$83.72
(Hard Cost Only)**

Est Cost Per Contact Acquired = \$48.64



2024 *Proposal*



Discovery Farms

ASSESSMENT

- Assessing the program's liability and exploring strategies to ensure that farms maintain standards aligned with those of the Arabian Horse Association and USEF.
- Outline expectations of insights to collect from Discovery Farms to enhance our understanding of the program's effectiveness through more comprehensive data and analysis.

**HOLD ON FURTHER INVESTMENT
AT THIS TIME**

Local Outreach Grant Program

OBJECTIVE

- Utilize our more valuable resource - our AHA members - to introduce new people to the magic of the Arabian and Half Arabian Horse

STRATEGY

- Further develop the “Arabian Horse Local Outreach Grant Program” to offer funding to AHA Members to promote the Arabian Horse.
- Collaborate with groups/committees such as the Local Level Committee, We Love Arabian Horses, Regions, and the Promotional Fund to communicate this program.
- Showcase the Arabian & Half Arabian Horses at existing or new LOCAL events.



Local Outreach Grant Program Continued



GOALS

- Collect Information at Grant-funded events
 - Estimated Reach to prospective new members
 - Funnel “opt-in” users to CRM for further communication
 - Gain knowledge of “needs” to continue optimizing promotion of the Arabian & Half Arabian Horse
- Showcase, support and recognize the contributions and dedicated efforts of our AHA Members

COSTS

- \$20,000 Local Outreach Grant Program
- \$3,000 Discovery Horse Program
 - Awards for Horses
- \$5,000 Equine Affair Contact Data Integration

\$28,000 Requested Funding from the HA Designated Funds

**MEET AN ARABIAN &
HALF ARABIAN HORSE AT LOCAL
OUTREACH EVENT**

**DIRECT THEM TO ARABIAN
HORSE FARM OR CLUB TO
LEARN MORE**

**BECOME HOOKED ON THE
ARABIAN HORSE!**

**NEW ARABIAN
HORSE OWNER**

- Local Level Committee
 - 30+ Regional Leaders
 - Direct access to clubs
- We Love Arabian Horse
 - 50+ Ambassadors
 - Social Network
- AHA Clubs
 - 170+ with 10+ Members



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