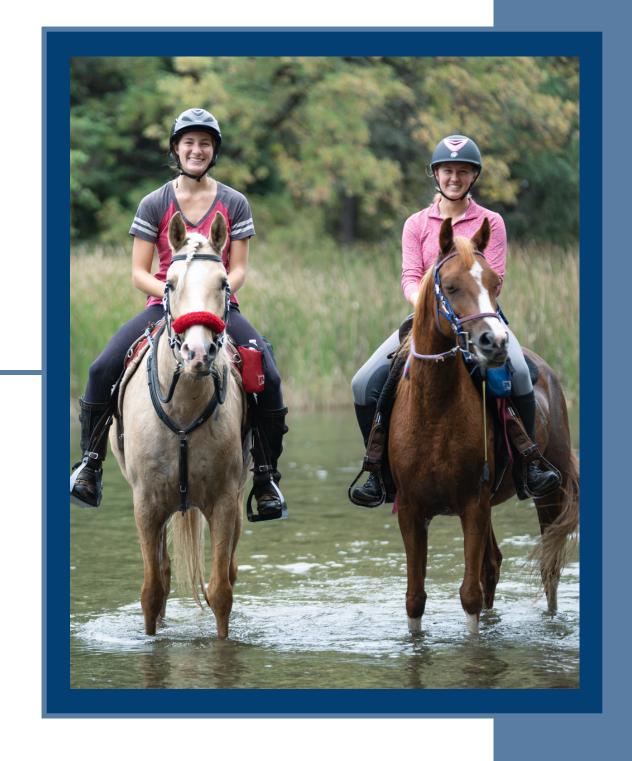
2023 Review &

2024 Proposal



2023 Kurikur



Local Level Proposed

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



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

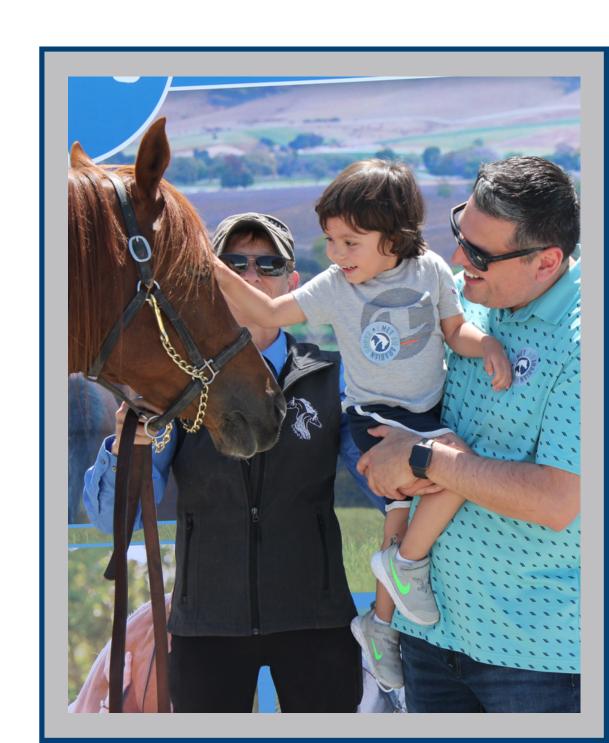
Event Grants - Through Local Level Committee

- 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 ADVERTSING 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 ADVERTSING 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 ADVERTSING CONT.

EDUCATION: \$3,000

Brand Awareness
Audience Building

Registration Information
Datasource
AHA Programs

Community Content
Competition Programs
Convention

SOCIAL MEDIA ADVERTSING 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 Video 2

- Views: 440
- Released: April
 Released: August

Views: 22k

• Views: 2.7

Video 5

• Reach: 45k

Sponsored Videos

Video 3

- Released September Released: December
- Views: 33.7k
- Reach: 38k
- Website Views: 2k
 Website Views: 2.6k

Video 4

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

Youth Membership- January

Organic (Non-Sponsored) Facebook Average Performance

- Reach: 352.3k
- Website: 3k

Reach: 60k

- New members
 - January- 95
 - February- 72
- IF RETAINED \$3,340 ARR

Adult Membership- February

- Reach: 375.3k
- Website: 3.7k

Discovery Farm- March

In progress

- Reach: 8k
- Website: 150

Holiday Sale- *December*

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

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

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.

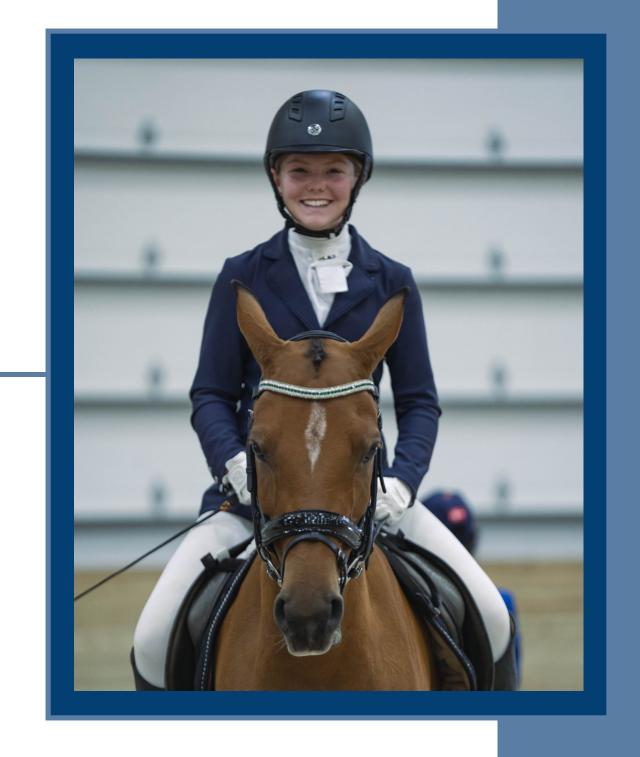
Positive Feedback from Members at 2023 MDP Convention Round Table



Box Cost Per Farm (215) = \$83.72

(Hard Cost Only)

Est Cost Per Contact Acquired = \$48.64



Discovery Farms

ASSESMENT

- 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



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.



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



arabianhorses.org
Savana.linder@arabianhorses.org