



# Affiliate Marketing Initiative

Purpose:

Provide participating NCHA Affiliates with some tools and methods to encourage and enhance their own marketing to increase interest in cutting horses, membership, and participation in their events.

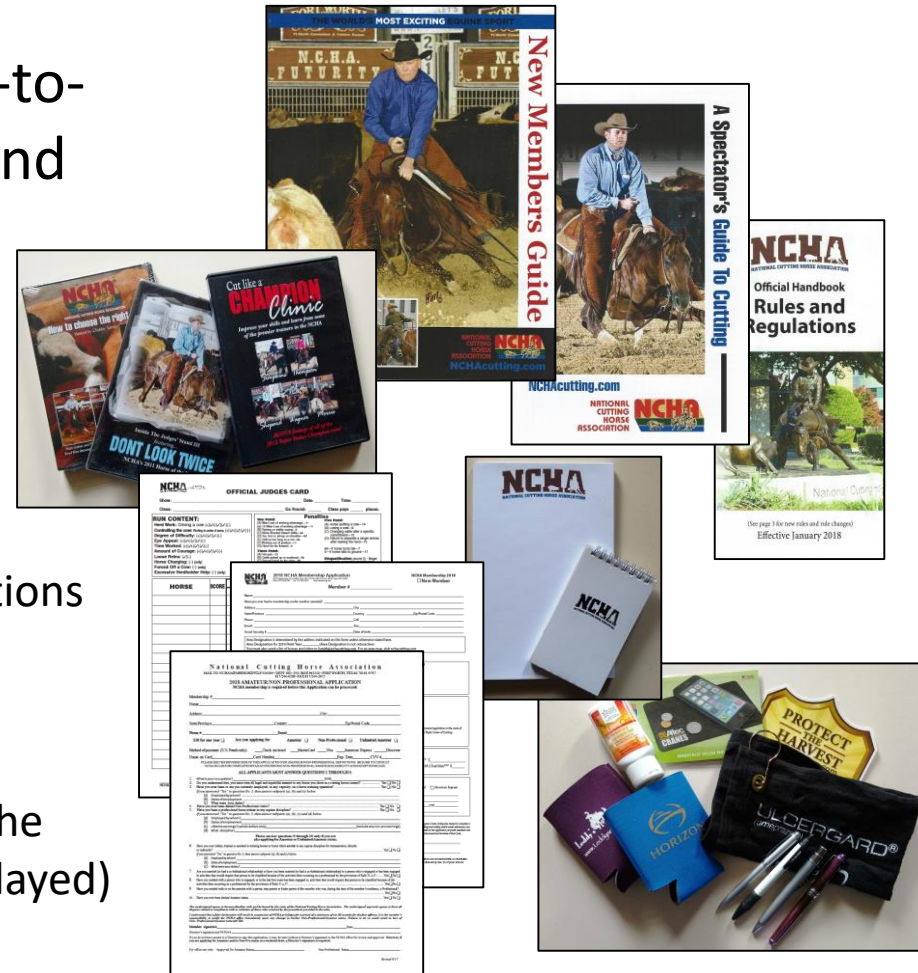
- Affiliate Marketing Kits
- Area/Regional Clinics and Demonstrations
- Web Services
- Workshops and Open Forums for Two-Way Feedback





# Affiliate Marketing Kit

- Available now, just sign up!
- Exact content will vary from time-to-time depending on what is new and available.
  - Promotional DVD Video (DVD now, but distributed digitally when available)
  - *New Members Guide*
  - *A Spectator's Guide to Cutting*
  - *NCHA Rules and Regulations*
  - Membership forms and NP/Am applications
  - Sample judging cards
  - NCHA and Sponsors promotional items
  - NCHA notebooks and notepads
  - NCHA banner in the near future (with the expectation that it be prominently displayed)





# Area/Regional Clinics and Demos

- There are already many successful privately produced and partnered clinics, but many outlying Affiliates struggle with these due to cost of clinicians, cattle, and facilities.
- P&D Committee is encouraging the EC, and will be working with them, to restart the Area/Regional Affiliate support for more clinics and demos.



GLCHA Clinic, 2018



Gabe Reynolds,  
CHTO Clinic, 2016



Bill Riddle Clinic, 2018





# Web Services

- NCHA's new HUB computer system will allow many new functions, including expanded web service capabilities.
- Available Now >> Targeted email campaigns for Affiliates and show producers, with resulting metrics.
- May be able to offer to the Regions/Areas/Affiliates a way to integrate their websites.
- Live feeds of your events.
- More on this coming in the next year...





# Workshop and Open Forum

- Lessons Learned - conversation starter...
  - Set up a table at your shows, clinics, demos, expos and use the Affiliate Marketing Kit.
  - Set up informational booths at your Area's non-cutting equine events/expos. P&D Committee is working on methods to develop this.
  - Distribute your old *Chatters* – don't throw them in the trash or collect them in your basement.
  - Appoint somebody in your affiliate to be responsible for promotion – it needs to be somebody's job.
  - Make sure your NCHA Area Director is involved.
  - Put links for relevant NCHA digital material on your website/FB page.
  - Form alliances with local Reined Cow Horse, Foundation, Ranch Horse, AQHA, Penning, Sorting, HS Rodeo, etc groups.
  - Make this workshop an annual event?
  - What's your experience? Feedback? Questions?





# Contacts

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