



EXCLUSIVE PARTNER PACKAGE 2011

Our Exclusive Partner Package is an annual promotional campaign that offers the broadest promotional opportunities available within the entire cutting horse industry.

YEAR-ROUND PROMOTION NCHA FUTURITY SALE • NCHA SUPER STAKES SALE NCHA SUMMER SPECTACULAR SALE

THE CUTTING HORSE INSIDER

- THE CUTTING HORSE INSIDER is a pre-recorded broadcast for RFD-TV featuring your own personalized segment that you provide to us.
- This year's goal for THE CUTTING HORSE INSIDER is to PROMOTE YOU, THE NCHA FUTURITY SALES AND THE FUTURITY ITSELF – PRIOR TO THE ACTUAL SHOW.

CHRIS COX HORSEMANSHIP TO HOST IN 2011

Internationally acclaimed horseman and cutting's own cowboy, Chris Cox, will dedicate three episodes of his weekly show to Western Bloodstock and our Exclusive Partners prior to this year's Futurity. Chris will personally interview you and Western Bloodstock principals for a pre-recorded prelude to your own personalized segment.

YOUR INTERVIEW AND PERSONALIZED SEGMENT...

- Will be broadcast three times during the same week to the estimated audience of 192,000 to assure as much pre-Futurity promotion for you as possible.
- Will be played non-stop during every NCHA aged event at the Western Bloodstock Trade Show Booth.
- Will be displayed and available for download year-round on the Western Bloodstock website. See the Cutting Horse Insider tab at www.westernbloodstock.com.

SUPER STALLION SATURDAY

- Your stallion(s) or business will receive free entry in Western Bloodstock's Super Stallion Saturday. This year's event honors all living NCHA Futurity Champions and precedes the NCHA Futurity Seasoned Cutting Horse Sale – all held in the Watt Arena, Saturday, December. 10.

CUSTOM BANNERS & SIGNS

- Your customized banner will be displayed at every Western Bloodstock Sale in Fort Worth.
- Your customized sign will also be displayed at the Western Bloodstock Trade Show Booth.

ADVERTISING

- Your Full Page Color Advertisement will be included in every Western Bloodstock Sale Catalog for the next year including – THE 2011 & 2012 HEADQUARTERS SALE IN AMARILLO, TEXAS.
- Your Partnership Participation will be Recognized within a full page group advertisement in:
 - 2011 December CHATTER
 - 2011 NCHA Futurity Program
 - 2012 NCHA Super Stakes Program
 - 2012 NCHA Summer Spectacular Program

NCHA RADIO

- Your Partnership Participation will be promoted year-round on NCHA Radio.
- Your Partnership Participation will be promoted each hour in the exhibit hall during the 2011 NCHA Futurity.

**TOTAL PACKAGE IS A \$25,000 VALUE OFFERED TO AN EXCLUSIVE GROUP FOR
ONLY \$10,000**



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THE CUTTING HORSE INSIDER DETAILS

Partner will meet Western Bloodstock Principals at Chris Cox Horsemanship Company in Millsap, Texas, for a personal interview.

Personal Interview - 2 ½ minutes in length
Personal Pre-Recorded Segment - 2 ½ minutes in length
Total Airtime Per Partner - 5 minutes in length
Total Airtime Per Episode - 26 minutes in length
Partner Segments Per Episode – 5

Episode 1 Airs

Tuesday, Noon, November 8
Tuesday PM, November 8
Sunday PM, November 13

Episode 2 Airs

Tuesday, Noon, November 15
Tuesday PM, November 15
Sunday PM, November 20

Episode 3 Airs

Tuesday, Noon, November 22
Tuesday PM, November 22
Sunday PM, November 27

Taping Must Be Complete By:

October 10 for Episode 1
October 17 for Episode 2
October 24 for Episode 3