

TITLE SPONSORSHIP INVITATION



WORLD SERIES OF CUTTING



2010 Campaign

NATIONAL CUTTING HORSE ASSOCIATION



CUTTIN' IN

The second stop on the NCHA / 6666 Ranch World Series of Cutting was Canada's Calgary Stampede, where Smart Frele Cat stole the show in the Open and Non-Pro.

The second stop on the NCHA / 6666 Ranch World Series of Cutting was Canada's Calgary Stampede, where Smart Frele Cat stole the show in the Open and Non-Pro.

Sony Plain, Alberta, finished third aboard my Own Son Lena with a 217. "I know that with a 217, they were really going to have to get some good stuff done to beat that mark," said Timmons, who'd started among a group of 28 entries in the Open division. "There wasn't going to be any room for my hobbies, any mistakes. Smart Frele Cat was on his game, definitely."

The Stampede's cutting horse competition is enjoying increased exposure and prize money this year as a stop on the NCHA's 6666 Ranch World Series of Cutting. The series, which is adding \$50,000 in prize money at each of its four tour stops, launched at the Houston Livestock Show and Rodeo and continues on to Columbus, Ohio in October, and Kansas City, Missouri, in November. The Stampede's cutting horse division is the only one of the series to have a non-pro division.

Timmons' success at the Stampede was a result of his increased exposure and prize money this year as a stop on the NCHA's 6666 Ranch World Series of Cutting. The series, which is adding \$50,000 in prize money at each of its four tour stops, launched at the Houston Livestock Show and Rodeo and continues on to Columbus, Ohio in October, and Kansas City, Missouri, in November. The Stampede's cutting horse division is the only one of the series to have a non-pro division.

"We've got a renewed interest in weekend show cutting now," says Timmons. "The trend in the cutting-horse industry over the past 15 years has been more and more toward younger horses in aged events, for the 3-, 4-, 5- and 6-year-olds."

Professional divisions puts the focus again on those weekends, and the world finals in December. "Obviously, dollars draw people," adds Timmons. "It gives people an excuse to keep a horse in training, and keep the trailer headed down the road, when the economy's tough."

Being out 12 Non-Pro finalists, Smart Frele Cat and owner Rod MacDonnell of Stamp Lake, British Columbia, marked an inspiring 220 to take the Championship, earning an additional \$5,921, adding to Timmons' \$6,063 payday in the Open.

"The horse was great. We know he is physical and talented with eye appeal. Today, we went out aggressive," explained MacDonnell. "I don't," added the 47-year-old owner, "we'll see another one like him."

6666 RANCH WORLD SERIES OF CUTTING

Enthusiasm is high after a strong Series start at Houston, with three major events remaining on the calendar.

WARNING: the 6666 Ranch World Series of Cutting could cause increased entries, large parties and unabashed enthusiasm at weekend shows and cutting events at the Houston Livestock Show and Rodeo in early March. A record number of entries—more than 900 in the NCHA and AQHA cuttings combined—yielded for \$50,000 in added money, split equally between the Open and Non-Pro.

"We had a tremendous show," said Mike Rutherford, Jr., chairman of the Houston Livestock Show's cutting committee. "The cattle were good, the ground was good, and the competition was really exciting. I think the crowd proved that. I don't know where we've seen this many people in quite a while at a show outside of Fort Worth."

"The enthusiasm at Houston was amazing. The spot prices were all pointed up, the crowd was really into the cutting, and I thought Houston did a tremendous job of producing the first one," said NCHA Executive Committee member Ernie Beutenmiller, Jr. "I know we're all looking forward to seeing what happens at Calgary and Columbus and Kansas City, but we got a heck of a start in Houston."

The 6666 Ranch World Series of Cutting continues...

the Calgary Stampede in July before traveling to the All-American Quarter Congress in October and the American Royal in November.

Enthusiasm is high for the three remaining events based on the Series' successful debut in Houston. Some of the industry's top older horses put on a quite a show, while the waltzes of weekend cutters were fanned by the lucrative purses.

"Our intention was to bring some of those great older horses back out of retirement, and it worked," continued Linda Butch's Play Pals A Boon Beutenmiller, Jr. as the perfect fit that they get in for the 6666 Ranch World Series of Cutting, like Sister CD.

"Houston will make the people who will make the Beutenmiller producers about Houston the most gray Stampede event. It's a part of Bill Collins' life. It's been a fine show. The Show Committee is planning a fall event. A fall event will be a full show in Houston."



Old horses get a new chance

The series' added money shows will showcase older cutting horses.

Many specifically, there was the Triple Crown event. And even more specifically, there is the World Championship event.

For many of the best cutting horses in the country have been around for too long to be entered in these events. Some are even champions. But they've got to wait for the chance to be back on the cutting horse scene.

That will all change this year, though.

It starts with the 6666 Ranch World Series of Cutting. The Houston Livestock Show and Rodeo has announced that it will be adding a new event to its cutting horse schedule. The new event is the World Championship event. It will be a one-day event, and it will be held in Houston, Texas. The event will be open to all cutting horses, regardless of age. This is a big deal for the cutting horse industry, as it will give older horses a chance to compete for prize money and recognition.

A Whole New World

The Houston Livestock Show & Rodeo launched the NCHA 6666 Ranch World Series of Cutting in March

The Houston Livestock Show & Rodeo has hosted some of the cutting horse industry's most memorable moments over the years. World Champions like Joe Bar Fitch, Bob Ace Doc, Cash Quixote Rio, Mercedes Little Sue and many others have stirred the dirt here.

On March 7, the show ushered in a new era with the inaugural NCHA 6666 Ranch World Series of Cutting. Roy Carter riding Scootin' Boon for S&S Farms, marked 226 to win the Open division, while Elizabeth Queen, riding Sister CD, the sport's leading active money earner, won the Non-Pro division with a 223.

With \$25,000 added to each division, the event attracted star-studded fields. The 15 finalists in the Open division alone boasted combined earnings of more than \$3.1 million.

The NCHA 6666 Ranch World Series is a tour of four shows with big added money to be held this year, laying the foundation for future growth.

The Houston show will be followed by stops at the Calgary Stampede, the All American Quarter Horse Congress and the Kansas City Royal. All money toward the 2009 NCHA World Champion titles.

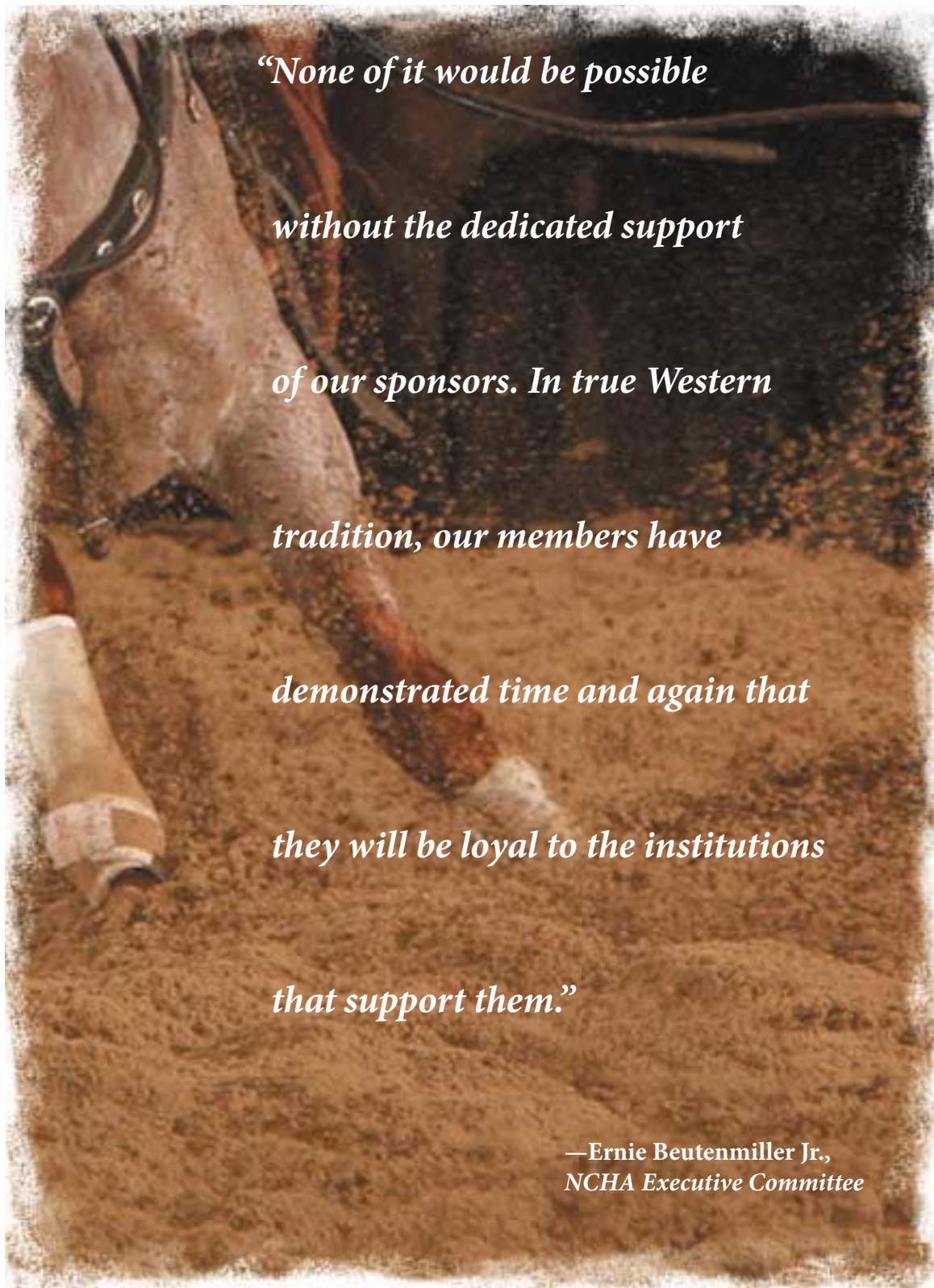
While limited age champions often grab the headlines, the new World Series concept gives seasoned campaigners a financial incentive to keep on going—or to come out of retirement for a piece of the action.

Mike Rutherford, Jr., chairman of the Houston Livestock Show and Rodeo, said the series is a "game-changer" for the cutting horse industry.



Above: Roy Carter rides Scootin' Boon, a son of Smart Lena, to a 226 point in the Open division of the World Series of Cutting in March. Left: Carter collects his trophy from NCHA President Elbert Chubbey, Jr.

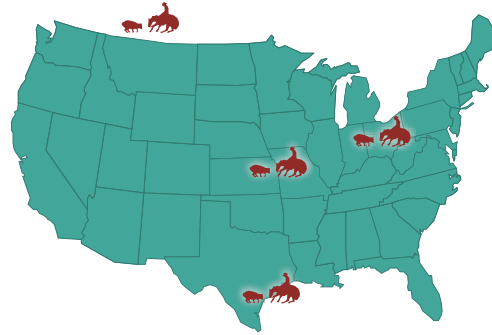
and Sister CD were fixtures in the limited age event spotlight, but the CD Olena gelding...



*“None of it would be possible
without the dedicated support
of our sponsors. In true Western
tradition, our members have
demonstrated time and again that
they will be loyal to the institutions
that support them.”*

—Ernie Beutenmiller Jr.,
NCHA Executive Committee

THE NCHA WORLD SERIES OF CUTTING MADE A STRONG START IN 2009!



March
HOUSTON LIVESTOCK SHOW & RODEO
HOUSTON, TX



July
CALGARY STAMPEDE
CALGARY, ALBERTA, CANADA



October
AMERICAN QUARTER HORSE CONGRESS
COLUMBUS, OH

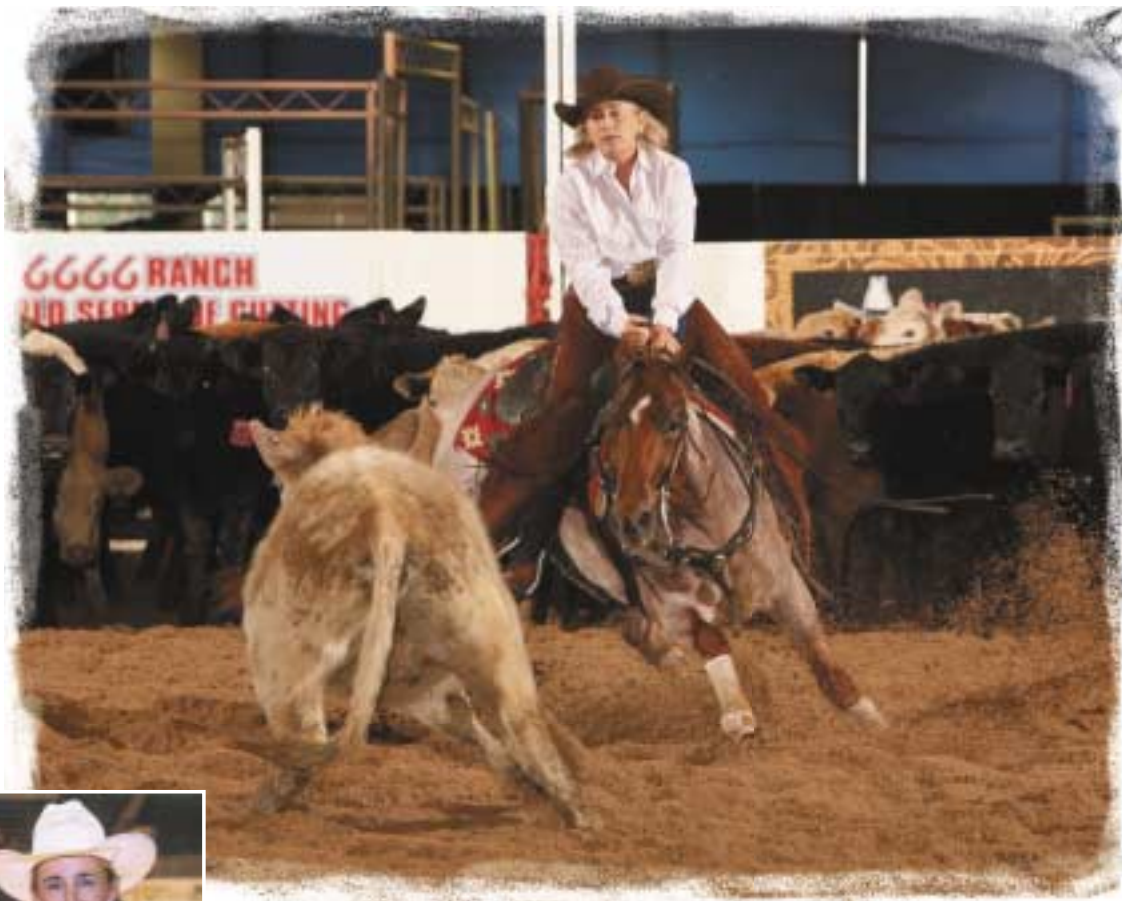


November
AMERICAN ROYAL HORSE SHOW
KANSAS CITY, MO



March 2009

HOUSTON, TEXAS



“With the added money, horses that have graduated out of limited age events can get a new lease on life. It makes it worthwhile to bring a horse back that’s been semi-retired. Play Peek A Boon was fabulous. Like great horses do she just came alive when she walked into the coliseum. She brightened up and took a better step. It was like she was saying, hey, this is where I’m supposed to be. It’s great to see these 8, 9 and 10 year olds and admire them for what they can do.”

- Lindy Burch, Oxbow Ranch



“We had a tremendous show. The cattle were good, the ground was good, and the competition was really exciting! We haven’t seen this many people at a show outside of Fort Worth in quite a while.”

- Mike Rutherford, Jr. , Chairman, Houston Livestock Show Cutting Committee

WITH A SUPER STRONG START IN HOUSTON THE INAUGURAL 6666 RANCH WORLD SERIES LOOKED AND FELT LIKE THE BEGINNING OF SOMETHING BIG. ALL MONEY PAID OUT IN THESE FOUR SPECIAL EVENTS COUNTS TOWARD 2009 NCHA WORLD CHAMPION TITLES.

OVER THE YEARS THE HOUSTON LIVESTOCK SHOW & RODEO HAS HOSTED SOME OF CUTTING’S MOST MEMORABLE MOMENTS. ON MARCH 7, THE SHOW USHERED IN AN EXCITING NEW ERA HOSTING THE INAUGURAL NCHA 6666 RANCH WORLD SERIES OF CUTTING. WITH \$25,000 ADDED TO EACH DIVISION, THE EVENT ATTRACTED STAR-STUDDED FIELDS. THE 15 FINALISTS IN THE OPEN DIVISION ALONE BOASTED COMBINED EARNINGS OF MORE THAN \$3.1 MILLION. THERE WERE 822 TOTAL ENTRIES IN 11 CLASSES -- UP 33% VS. 2008 IN THE NON-PRO CLASS AND UP 25% IN THE OPEN CLASS. WORLD SERIES ACTION FROM HOUSTON WAS TELECAST ON RFD-TV’S POPULAR RODE TO THE WINNERS CIRCLE PROGRAM ON APRIL 17 AND APRIL 24.

PLAY PEEK A BOON — A MARE LINDY BURCH OF WEATHERFORD, TX BROUGHT OUT OF RETIREMENT AFTER MORE THAN THREE YEARS — WAS A PERFECT POSTER CHILD FOR THE NEW 6666 RANCH NCHA WORLD SERIES OF CUTTING.

THE 10-YEAR-OLD MARE HAD EARNED OVER \$180,000 BUT HADN’T BEEN SHOWN SINCE 2006. LINDY LEGGED HER UP AND HAULED HER SOUTH ON I-45. FORTY DAYS AFTER BURCH PULLED HER OUT OF THE BROODMARE PASTURE SHE FINISHED SECOND IN THE WORLD SERIES OPEN FINALS AND WON THE PRESTIGIOUS HOUSTON LIVESTOCK SHOW & RODEO OPEN CHAMPIONSHIP.



6666 RANCH WORLD SERIES OF CUTTING

Above: NCHA Executive Director presents Elizabeth Queen with her trophy for winning the Non-Pro division of the World Series of Cutting.
Right: Queen in action on Sister CD.

show, and have had a lot of fun. "This is a lot more laid back (than the aged events). It's less stressful, especially with Sister, because he's so low-maintenance. I like it!"
Oxbow Ranch's Play Peek A Boon has earned over \$180,000 but the

NCHA 6666 Ranch World Series of Cutting: Houston Open Finals with estimated payouts			
226.0	Scoutin Boon	Roy Carter	\$8,013
	(Smart La Scout x Sistas Blue Boon, by Peptobonama)	S&S Farms	
224.5	Play Peek A Boon	Lindy Burch	\$7,137
	(Freckles Playboy x Peek A Boon, by Smart Little Lena)	Oxbow Ranch	
221.0	Dual Rey Me	Jeremy Barwick	\$6,260
	(Dual Rey x Miss Smart Rey Jay, by Smart Little Lena)	Jeremy Barwick	
216.5	Gabreyella	Craig Morris	\$4,945
	(Dual Rey x A Playboys Desire, by Freckles Playboy)	Judy Morris	
216.5	Neat Little Cat	Scott Mondarg	\$4,945
	(High Bow Cat x Neat Little May, by Smart Little Lena)	Jim Spaulding	
214.5	Alotta Merada Style	Steve Oehlert	\$3,630
	(High Bow Cat x Neat Little May, by Smart Little Lena)	Karl Sutton	

July 2009

CALGARY STAMPEDE



“The intention has always been to show the best of the best of cutting to an international audience that comes to Calgary for the Stampede. More than anything, this formalizes the long-standing partnership we’ve had with NCHA, and enables us to grow our show to even larger numbers. We also have a strong partnership with Houston. I went down for the finals and saw the way the NCHA 6666 Ranch World Series grew their entries. All the

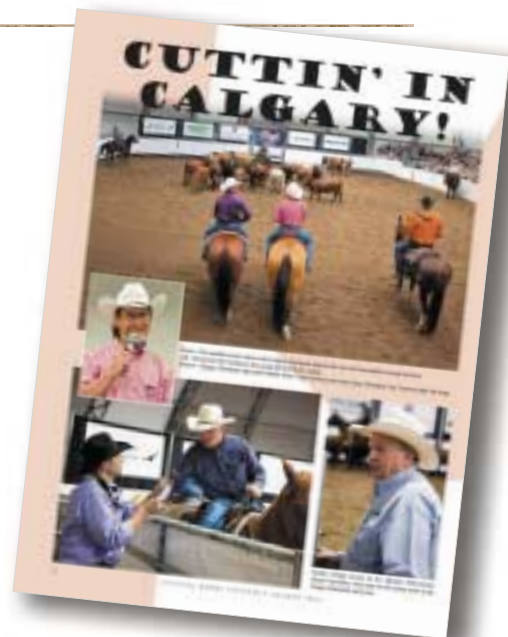
press and reviews emphasized good older horses and weekend cuttings which is really nice.”

- Christine Sowiak, Chair, Western Performance Horse Committee, Calgary Stampede



CS
Calgary Stampede

“The trend in the cutting-horse industry over the past 15 years has been more and more toward younger horses in aged events. We’ve got a renewed interest in weekend show cutting now. This money coming into the Open and the Non-Professional divisions returns the focus to weekends and the World Finals. The added money gives people an incentive to keep a horse in training and the hauler headed down the road when the economy’s tough.”



*- Les Timmons, President Canadian Cutting Horse Association,
and 2009 6666 Ranch World Series Open Finals winner*

INCLUSION ON THE NCHA’S PRESTIGIOUS FOUR-STOP 6666 RANCH WORLD SERIES OF CUTTING IN 2009 RECOGNIZED THE CALGARY STAMPEDE AS ONE OF NORTH AMERICA’S PREMIER STOCK SHOWS AND RODEOS FEATURING CUTTING HORSE COMPETITION AT THE HIGHEST LEVEL. THE INCREASED PRIZE MONEY PRODUCED EVEN BETTER COMPETITION THIS YEAR. SOME AMERICAN AND EUROPEAN COMPETITORS DID NOT MAKE THE TRIP TO CALGARY BECAUSE OF CONFIRMED CASES OF VESICULAR STOMATITIS THAT TEMPORARILY CLOSED THE INTERNATIONAL BORDER. HOWEVER, SEVERAL TOP U.S. CUTTERS STILL TRAVELED TO CANADA TO COMPETE INCLUDING PROS CHUBBY TURNER, LINDY BURCH AND PETE BRANCH PLUS NON-PROS DAN AND KAREN HANSEN, MARY JO MILNER, MCKENZIE MULLINS AND STEPHANIE HAYMES-ROVEN. HOSTING A 6666 RANCH WORLD SERIES OF CUTTING EVENT ALSO INCREASED EXPOSURE FOR THE STAMPEDE INCLUDING COVERAGE WITHIN NCHA’S RODE TO THE WINNER’S CIRCLE SHOW ON THE RFD-TV NATIONAL TELEVISION NETWORK DISTRIBUTED IN OVER 40 MILLION HOMES ACROSS ALL 50 STATES IN AMERICA.

October 2009

ALL AMERICAN QUARTER HORSE CONGRESS COLUMBUS, OHIO



*“The Congress showcases a cross section of all the Quarter Horse events and does each one in a quality way. Cutting has remained one of the most popular spectator events at the show. The historical and present significance of the Congress makes it a natural fit for the 6666 Ranch World Series of Cutting. We’re very excited. We expect it to boost our entries and we’re looking forward to it giving us more of a national presence in cutting. We have a big spectator base here and we want to give our fans a chance to see some of the sport’s best horses and riders. We’ll go through about 800 entries and 2200 head of cattle during the cutting.” - **Chuck Smith**, Chair, AAQHC Cutting Horse Steering Committee*

THE ALL AMERICAN QUARTER HORSE CONGRESS IS BILLED AS THE “WORLD’S LARGEST SINGLE-BREED HORSE SHOW.” THE SHOW RECEIVES MORE THAN 17,000 HORSE SHOW ENTRIES AND WILL HOUSE MORE THAN 8,500 REGISTERED AMERICAN QUARTER HORSES DURING ITS THREE-WEEK SCHEDULE. THE CONGRESS ATTRACTS MORE THAN 650,000 PEOPLE TO THE COLUMBUS AREA, BRINGING MORE THAN \$110 MILLION TO THE CENTRAL OHIO ECONOMY.

November 2009

AMERICAN ROYAL HORSE SHOW KANSAS CITY, MISSOURI



*“I’m an enthusiastic supporter of the 6666 Ranch World Series program. My business and duties around the Ranch won’t allow me to go every weekend to haul for the World but I can go to one big cutting a month and show in the most prestigious Opens of the year. This new program appeals to a lot of people and I think it is sure to strengthen our older horse market. I intend to compete in both the Congress and the American Royal.” - **Lindy Burch**, Oxbow Ranch*

THE FINAL STOP FOR THE 6666 RANCH WORLD SERIES OF CUTTING IN 2009 IS THE AMERICAN ROYAL LIVESTOCK SHOW. A KANSAS CITY TRADITION SINCE 1899, THE AMERICAN ROYAL IS ONE OF THE NATION’S LARGEST COMBINED LIVESTOCK, HORSE SHOW AND RODEOS. DURING SEPTEMBER – NOVEMBER EACH YEAR MORE THAN 250,000 PEOPLE ATTEND THE AMERICAN ROYAL INCLUDING OWNER/BREEDERS, FUTURE BUSINESS AND AGRICULTURE LEADERS AND ANIMAL ENTHUSIASTS FROM A 30-STATE REGION. THE HORSE SHOWS DRAW OVER 7,000 HORSE OWNERS, TRAINERS, GROOMS AND RIDERS NATIONWIDE AND A TICKETED AUDIENCE OF OVER 12,000 HORSE LOVERS.

Title Sponsorship

2010 NCHA MERCURIA GLOBAL ENERGY GROUP WORLD SERIES OF CUTTING

Important to make every effort to expand on significant momentum gained in 2009

Keep four existing shows:

MARCH – HOUSTON, TX

JULY – CALGARY, ALBERTA, CANADA

OCTOBER – COLUMBUS, OH

NOVEMBER – KANSAS CITY, MO

Add four new shows:

FEBRUARY – ARDMORE, OK

MAY – BATESVILLE, MS

JUNE – COLORADO SPRINGS, CO

SEPTEMBER – RANCHO MURIETA, CA



**Produce/air special episodes of
RFD-TV “Rode to the Winner’s Circle”
for each World Series event**

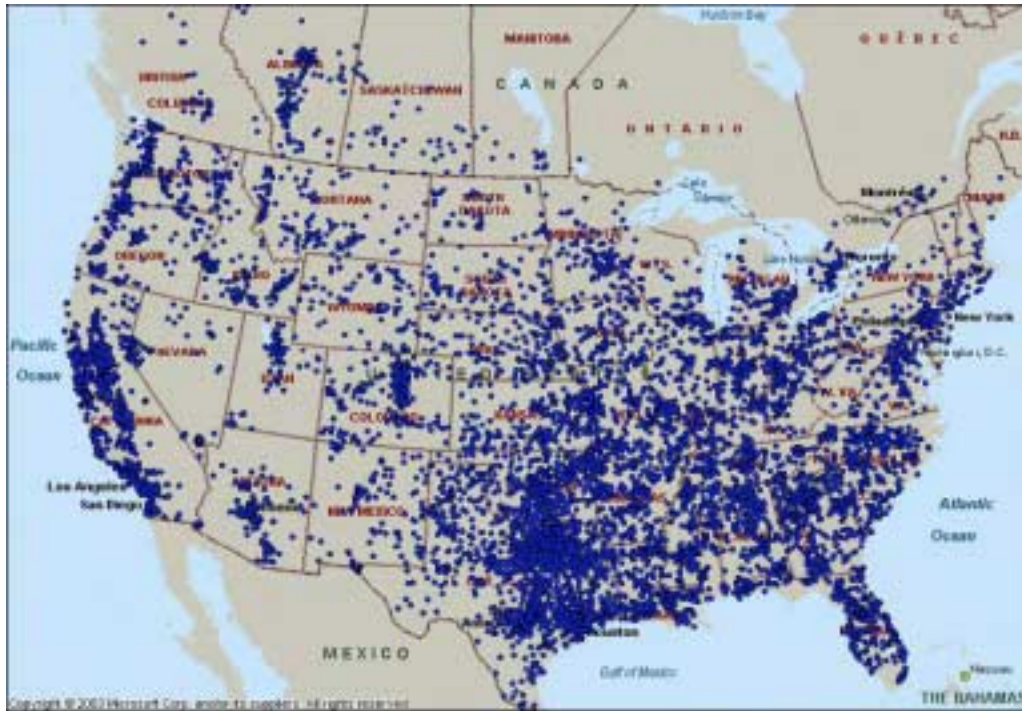
2010 World Series of Cutting Title Sponsorship Cost:

EIGHT SHOWS EACH WITH TV – \$300,000

EIGHT SHOWS PLUS NCHA WORLD FINALS TITLE
SPONSORSHIP, WITH TV – \$400,000

Deliverables/benefits to be increased consistent with increase in investment. The World Series of Cutting is a proven concept with significant potential for additional development. NCHA wants to return exceptional value to the 6666 Ranch for its continued support and to ensure complete satisfaction with its expanded participation in the program.

NCHA DEMOGRAPHICS



NCHA HAS 20,000 MEMBERS
IN 20 COUNTRIES / 50 STATES

AN EXTENSIVE MEMBER PROFILE STUDY CONDUCTED BY DECISION ANALYST, INC., ARLINGTON, TEXAS, FOUND THAT NCHA MEMBERS HAVE COMBINED PURCHASING POWER OF MORE THAN \$1 BILLION.

9.1% OF NCHA'S 20,000 MEMBERS LIST THE FINANCIAL OR OIL & GAS SECTORS AS THEIR PRIMARY SOURCE OF INCOME.

NCHA MEMBERS:

- 75% MARRIED
- 78% LIVE IN RURAL ENVIRONMENT
- 37% OWN THEIR OWN BUSINESS
- 75% HAVE AT LEAST 2 PEOPLE IN THEIR HOUSEHOLD INVOLVED WITH HORSES.
- OWNS/LEASES 128 ACRES OF LAND
- OWNS/LEASES 66 HEAD OF CATTLE
- ANNUAL INCOME \$177,000
- INVESTMENT PORTFOLIO OF \$230,000
- NET WORTH OF \$1.5 MILLION



“The Series is a winner! It’s providing greater opportunities for our members, exciting competition for the spectators, and it’s a tremendous attraction for the participating shows. We look forward to continued growth in the program.”

- Jeff Hooper, NCHA Executive Director

