

# *Activities & Events*



## World Series of Cutting

*Where Champions Mark Their Place in History*

**Cutting is the world's richest equine arena sport; however, since smaller purses are offered for horses competing over the age of six, many potential superstars have been retired before reaching their prime... until now.**





### **The World Series of Cutting showcases weekend cutting in an “all-star game” presentation**

- Year-long coast-to-coast series
- A top quality program for the sport’s best Open horses and Non-Pro riders to intensify the competition and produce leading candidates for the World Championships
- \$50,000 added money at each stop
- \$450,000 total added money for series  
(approximately \$800,000 total purse!)
- A great showcase for local and regional stars
- Creates cutting exposure and education for multiple new audiences



**MERCURIA**  
GLOBAL ENERGY SOLUTIONS



## 2010 increased to 8 locations:

○ **Houston Livestock Show & Rodeo** *Houston, Texas*

○ **San Antonio Livestock Show & Rodeo**

*San Antonio, Texas*

○ **Breeder's Invitational** *Tulsa, Oklahoma*

○ **Reno Rodeo** *Reno, Nevada*

○ **AQHA Battle in the Saddle**

*Oklahoma City, Oklahoma*

○ **Calgary Stampede** *Calgary, Canada*

○ **El Rancho Futurity** *Rancho Murieta, California*

○ **All American Quarter Horse Congress** *Columbus, Ohio*





- World Finals
- Weekend Shows
- NCHA Weekend
- Eastern & Western  
National Championships
- Limited Age Events



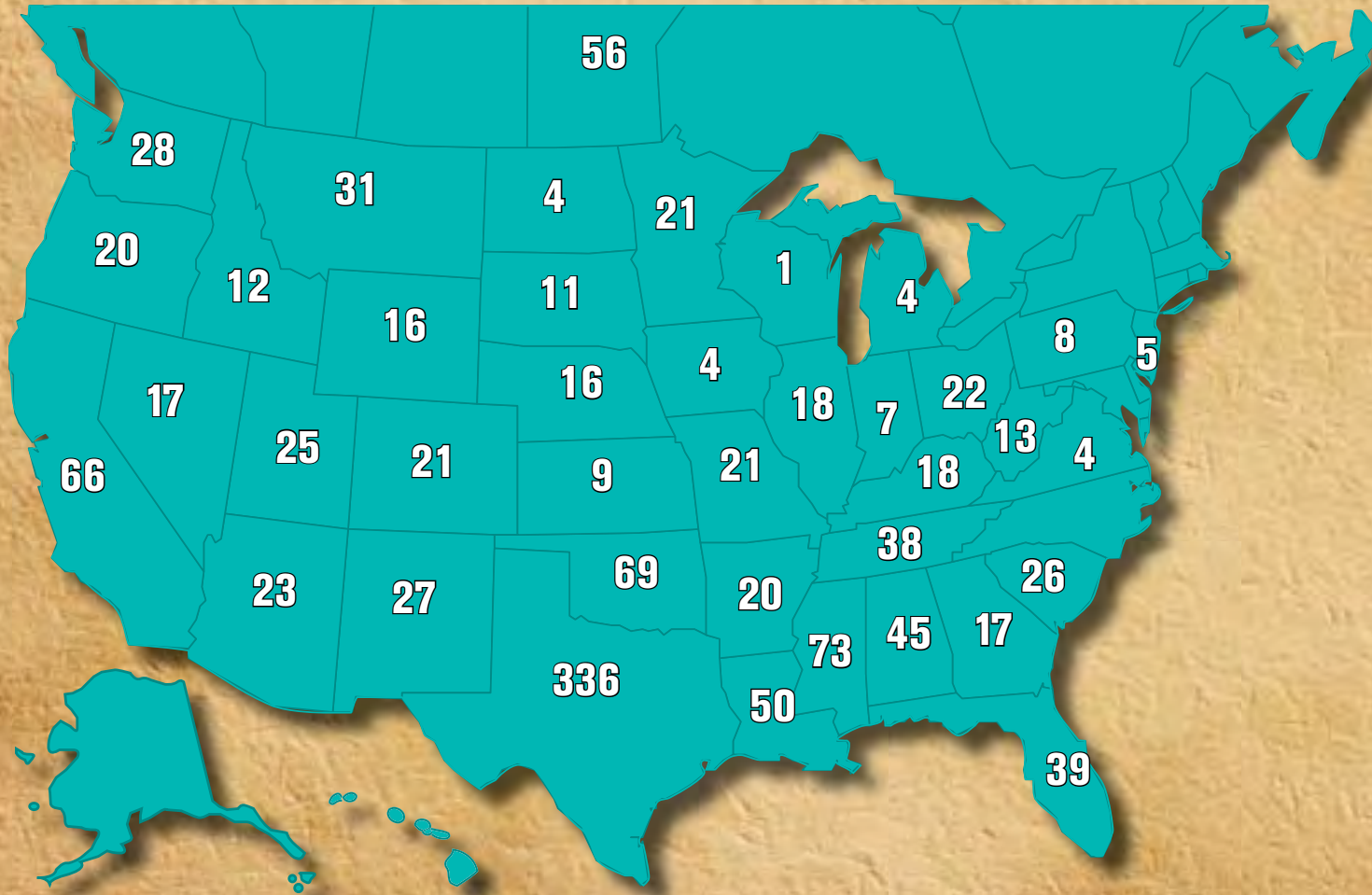


## 2010 Weekend Shows

○ 1,241 Shows (1,185 US / 56 Intl.)

○ 38 States

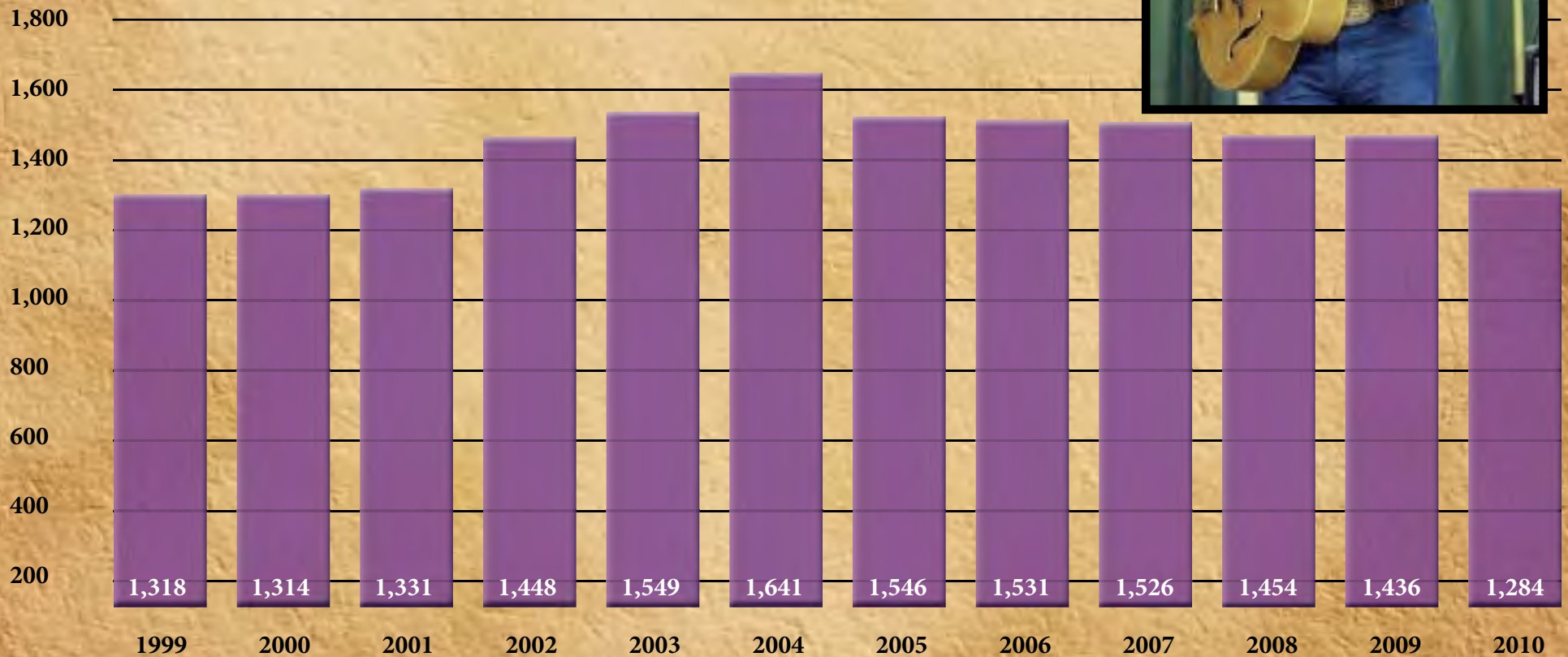
Canada.....	56	Georgia.....	17
Alabama.....	45	Idaho.....	12
Arizona.....	23	Illinois.....	18
Arkansas.....	20	Indiana.....	7
California.....	66	Iowa.....	4
Colorado.....	21	Kansas.....	9
Florida.....	39	Kentucky.....	18
		Louisiana.....	50
		Michigan.....	4
		Minnesota.....	21
		Mississippi.....	73
		Missouri.....	21
		Montana.....	31
		Nebraska.....	16
		Nevada.....	17
		New Jersey.....	5
		New Mexico.....	27
		North Dakota.....	4
		Ohio.....	22
		Oklahoma.....	69
		Oregon.....	20
		Pennsylvania.....	8
		South Carolina.....	26
		South Dakota.....	11
		Tennessee.....	38
		Texas.....	336
		Utah.....	25
		Virginia.....	4
		Washington.....	28
		West Virginia.....	13
		Wisconsin.....	1
		Wyoming.....	16





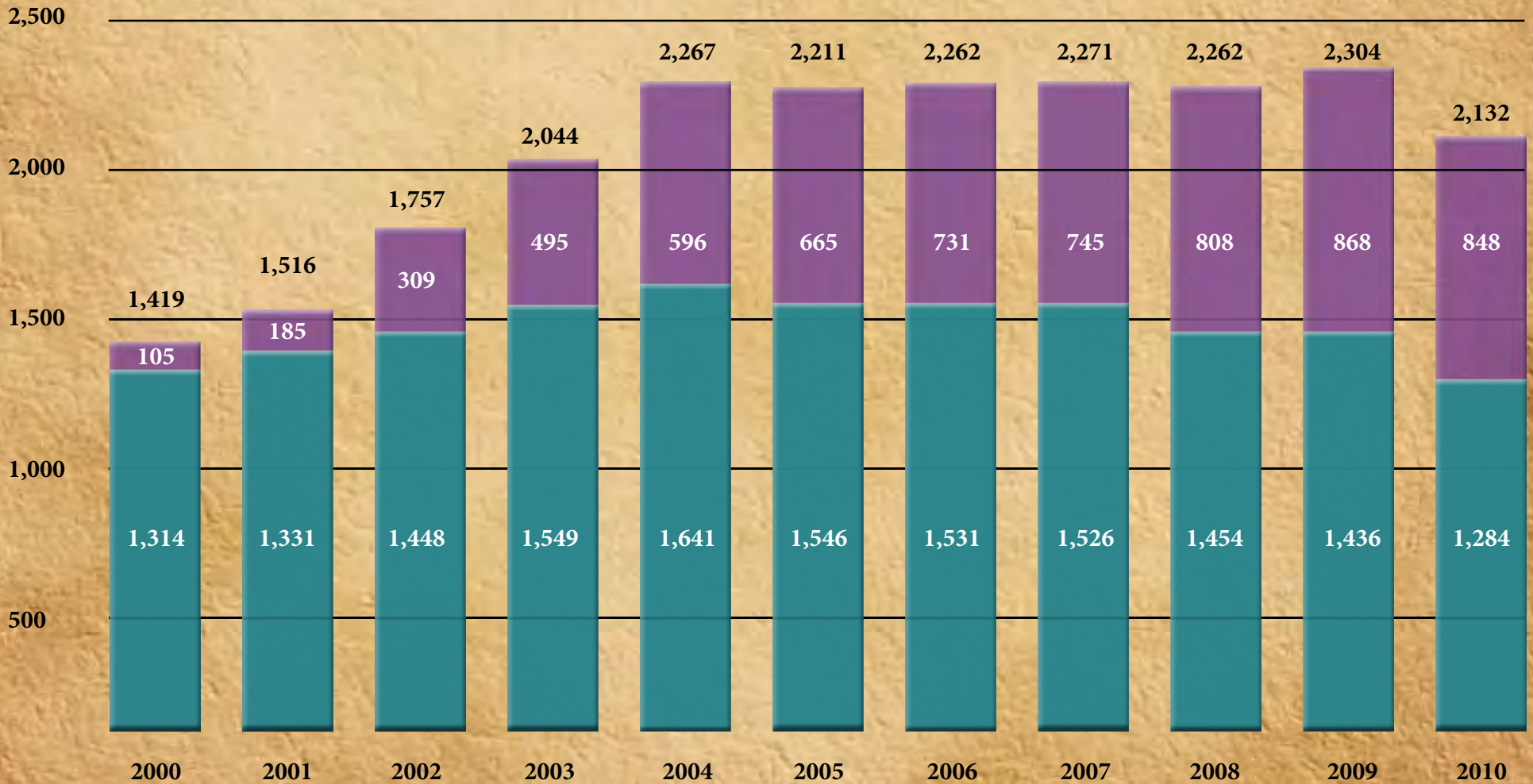
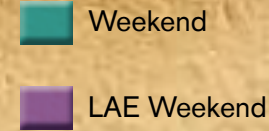
## Total Weekend Shows by Year

○ 2010 Actual: 1,284 Shows





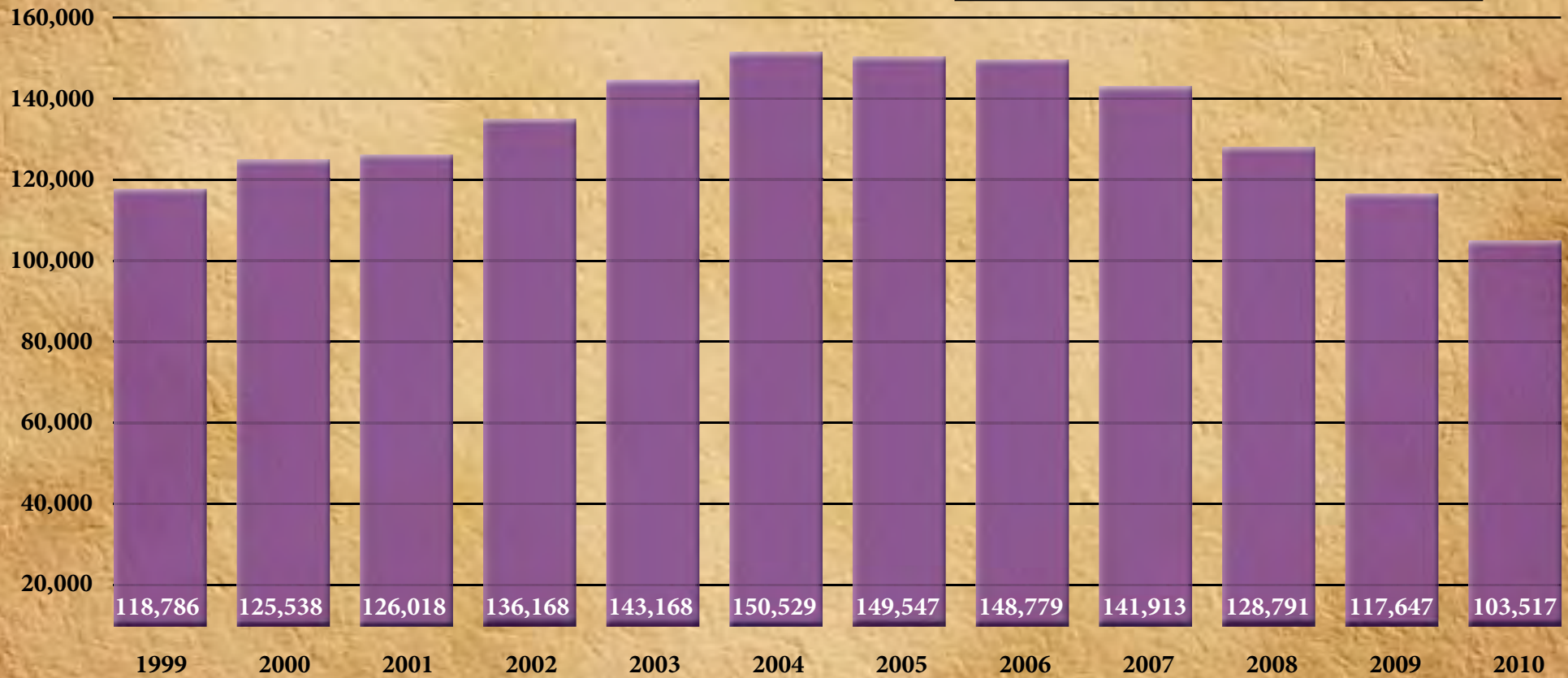
## Combined Weekend Events Shows





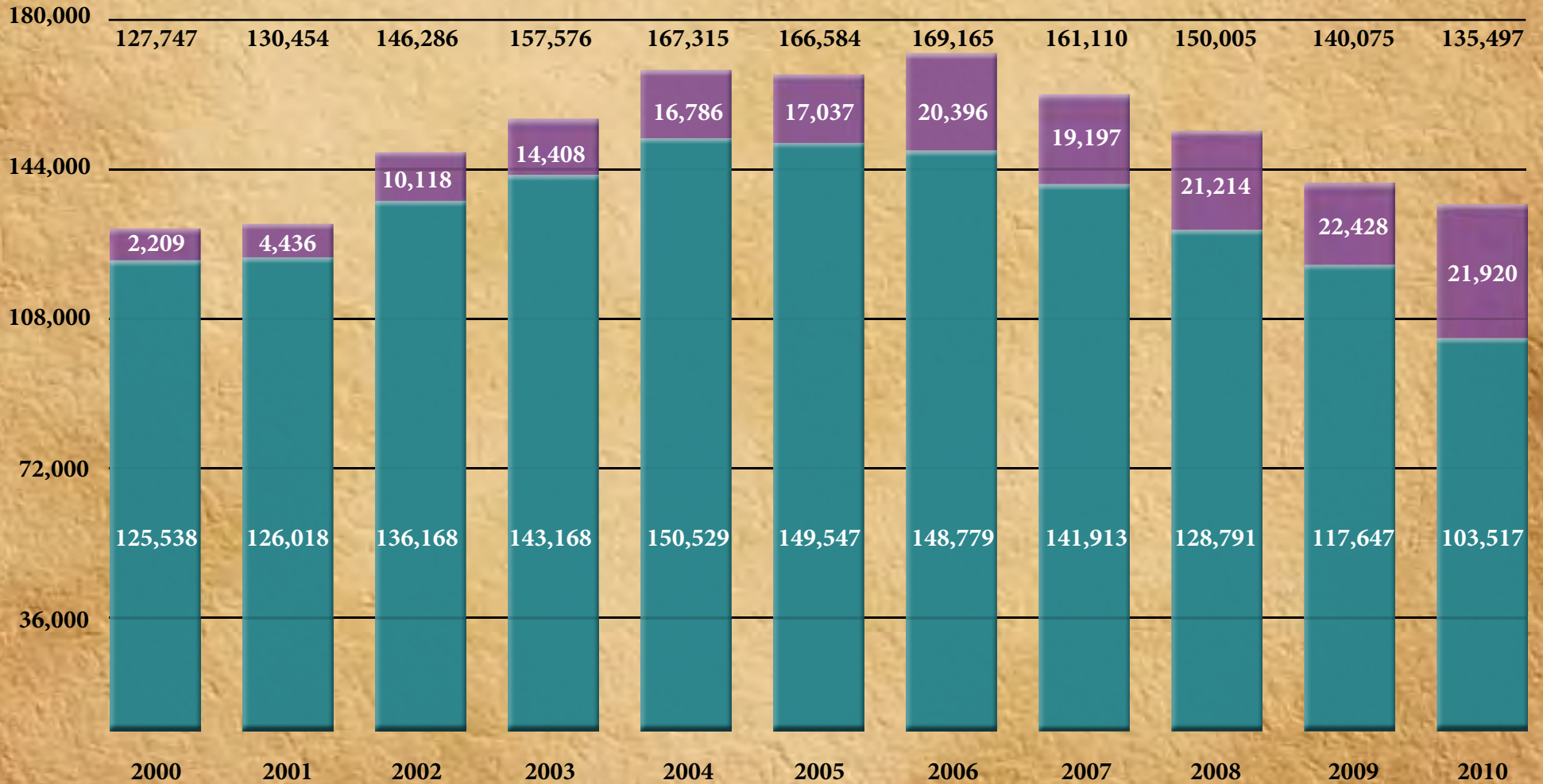
## Weekend Shows Entries

○ Slight decline in entries again in 2010





## Combined Weekend Events Entries





## Added Money for Weekend Cutters

- NCHA World Finals (\$200,000)
  - Eastern National Championships (\$200,000)
  - Western National Championships (\$200,000)
  - World Series of Cutting (\$450,000)
  - Eastern/Western Championships
  - Roo-Hide Saddle Giveaway
  - NCHA Weekend (\$75,000)
  - All Weekend Shows (\$2,833,868)
- 48% increase since 2000





### **AQHA/NCHA Weekend**

- Held June 4-June 6, 2010
- NCHA's largest annual event
- Arenas operating simultaneously across U.S. and Canada
- As of 6/15/2011, AQHA/NCHA Weekend for 2011 was canceled due to EHV-1 virus





## 2010 AQHA/NCHA Weekend Locations



Area Location	Entries
1 .....Pasco, WA .....	340
2 .....Wilton, CA .....	342
3 .....Lewisville, ID .....	206
4 .....Douglas, WY .....	204
5 .....Moriarty, NM.....	158
6 .....Nevis, MN.....	238
7 .....Broken Bow, NE .....	209
8 .....Waurika, OK.....	341
9 .....Weatherford, TX.....	428
10 ...Brenham, TX .....	194
11 ...Sweetwater, TX.....	370
12 ...Belvidere, IL .....	64
13 ...Shelbyville, KY .....	196
14 ...West Monroe, LA.....	222
15 ...Findlay, OH.....	197
16 ...Plant City, FL.....	201
17...Lewisburg, WV.....	165
18 ...N Augusta, SC.....	187
19 ...Shartlesville, PA.....	150
20 ...Kamloops, BC .....	198
21 ...Hillsburg, ON.....	138
22 ...Franklin, TN .....	260
23 ...Birdshill Park, MB .....	78
24 ...Athens, TX .....	295
25 ...Columbia, MO .....	180
<b>TOTAL ENTRIES.....</b>	<b>5, 561</b>



## 2010 AQHA/NCHA Weekend

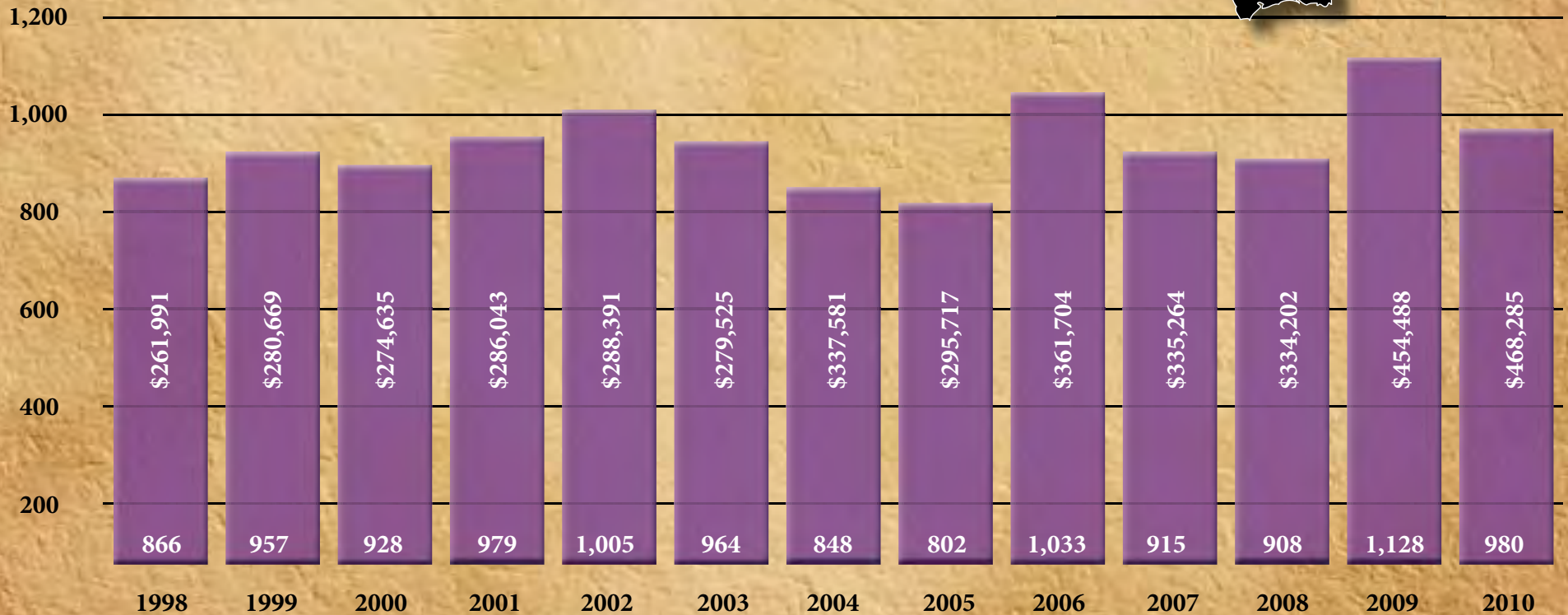
- Distributed \$133,771 in total prizes provided by NCHA sponsors
- \$5,350 per Area
- Each received:
  - 2 Dennis Moreland Bridles
  - 40 certificates for 50 lbs. of Purina Feed (U.S. only)
  - Tioga Territory certificates (Canada only)
  - 2 \$250 NYCHA scholarships
  - Official NCHA trophy
  - \$3,000 cash
  - Pro Equine "Relentless" Splint Boots
  - Cinch / Cruel Girl gift product certificates
  - Smart-Pak certificate





## 2010 Eastern Entries & Purse

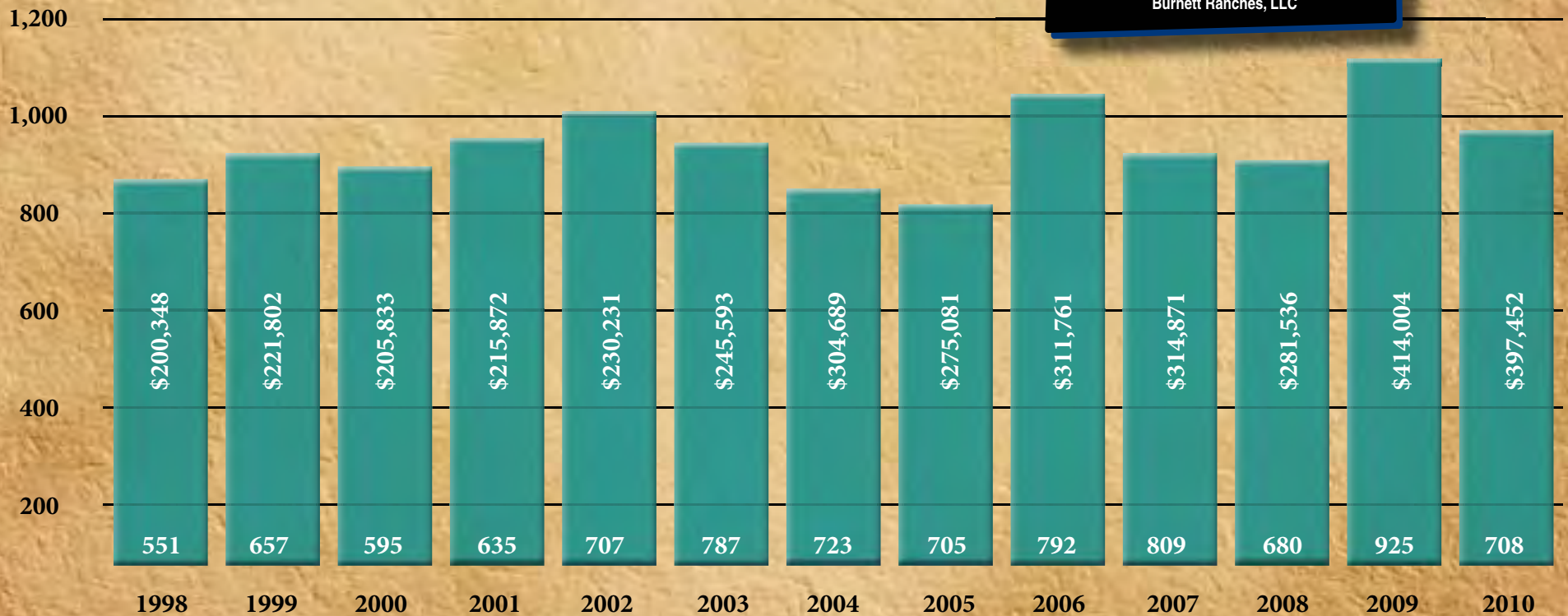
- Conducted in March 2011
- 980 entries
- \$468,285 in prize money





## 2010 Western Entries & Purse

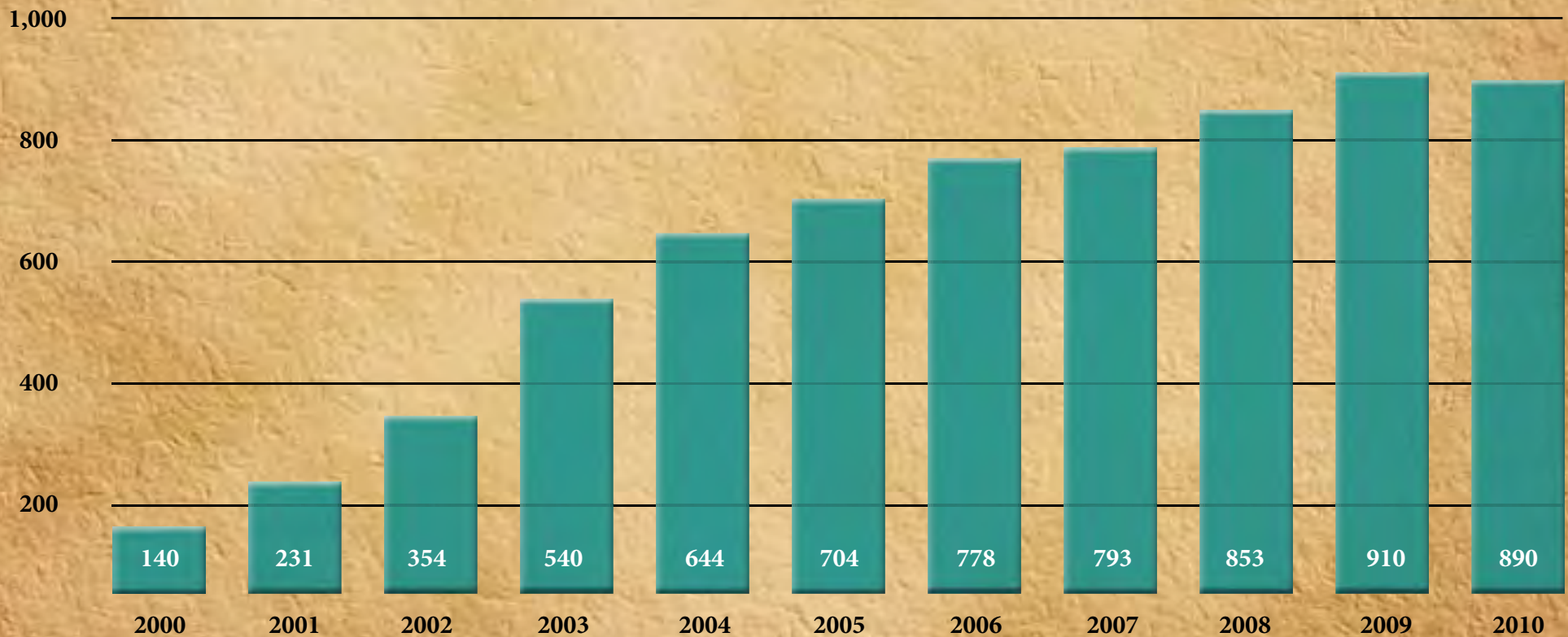
- Conducted in April/May 2011
- \$397,452 in prize money





## Limited Age Events NCHA Approved LAE Shows by Year

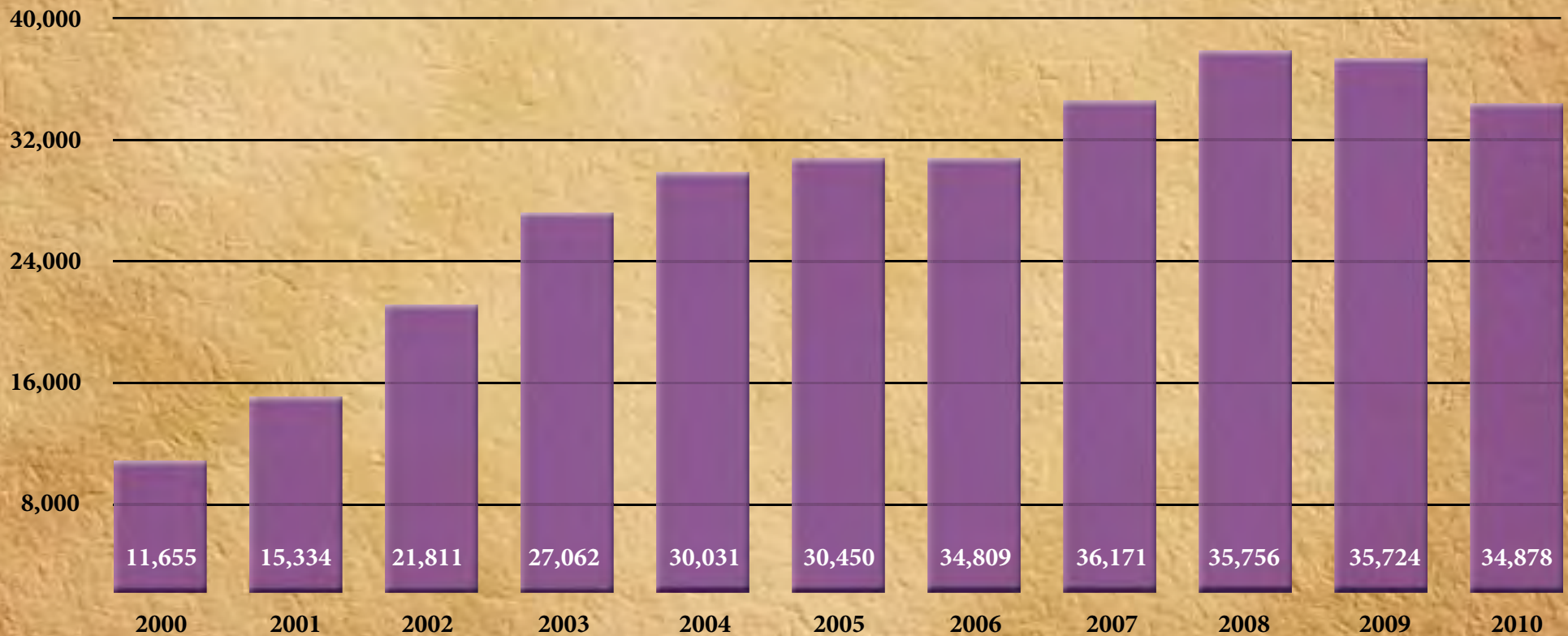
- 890 shows in 2010
- 750 new shows since 2000 (+536%)





## Limited Age Events NCHA Approved LAE Entries by Year

- Total entries up 23,223 since 2000 (+199%)



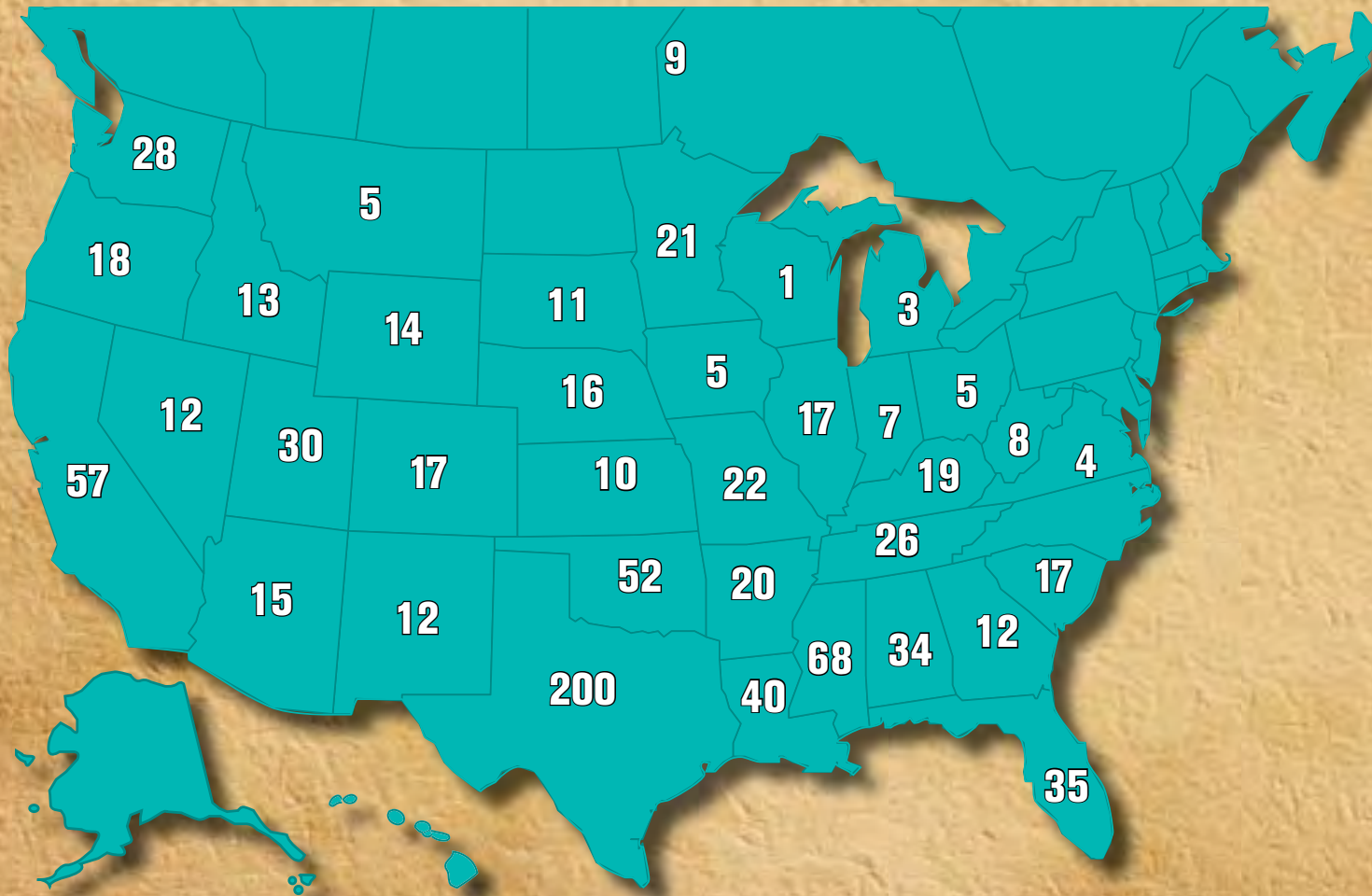


## 2010 Limited Age Shows

○ 893 shows (814 U.S. / 19 Intl.)

○ 35 states

Canada .....	9	Colorado .....	17
Other International .....	10	Florida .....	35
Alabama .....	34	Georgia .....	12
Arkansas .....	20	Iowa .....	5
Arizona .....	15	Idaho .....	13
California .....	57	Illinois .....	17
		Indiana .....	7
		Kansas .....	10
		Kentucky .....	19
		Louisiana .....	40
		Michigan .....	3
		Minnesota .....	21
		Missouri .....	22
		Mississippi .....	68
		Montana .....	5
		Nebraska .....	16
		New Mexico .....	12
		Nevada .....	12
		Ohio .....	5
		Oklahoma .....	52
		Oregon .....	18
		South Carolina .....	17
		South Dakota .....	11
		Tennessee .....	26
		Texas .....	200
		Utah .....	30
		Virginia .....	4
		Washington .....	28
		Wisconsin .....	1
		West Virginia .....	8
		Wyoming .....	14
		Total .....	874





## Top 25 Major Limited Age Events

Listed by total purse money paid in all divisions



2010 Event	Total Purse
NCHA Futurity	\$3,383,116
NCHA Super Stakes	\$3,012,331
NCHA Summer Spectacular	\$2,044,882
Breeders Invitational	\$1,518,065
PCCHA Futurity (Golden Hills)	\$928,679
Brazos Bash	\$812,682
Abilene Spectacular	\$618,453
Bonanza	\$586,874
Music City Futurity	\$559,479
Augusta Futurity	\$494,477
Arbuckle Mountain Futurity	\$459,112
The Cattlemen's Derby	\$422,641
West Texas Futurity	\$404,288
Tunica Futurity	\$389,999
El Rancho Futurity	\$331,989
Non-Pro plus The Open	\$295,962
PCCHA Derby Classic	\$293,301
Fort Klamath Ranch Festival	\$291,026
Southern Cutting	\$290,751
ICHA Futurity	\$285,075
Calgary Stampede	\$278,200
Canadian Supreme	\$261,423
South Point Winter Champion	\$257,648
Utah Cutting Futurity	\$172,184
Chisholm Trail	\$129,628
<b>Total</b>	<b>\$18,522,265</b>



## “Triple Crown” Purse Comparison

**\$8.4 Million**



**\$4 Million**

Kentucky Derby  
Preakness Stakes  
Belmont Stakes

**\$3 Million**

Ruidoso Futurity  
Rainbow Futurity  
All American Futurity

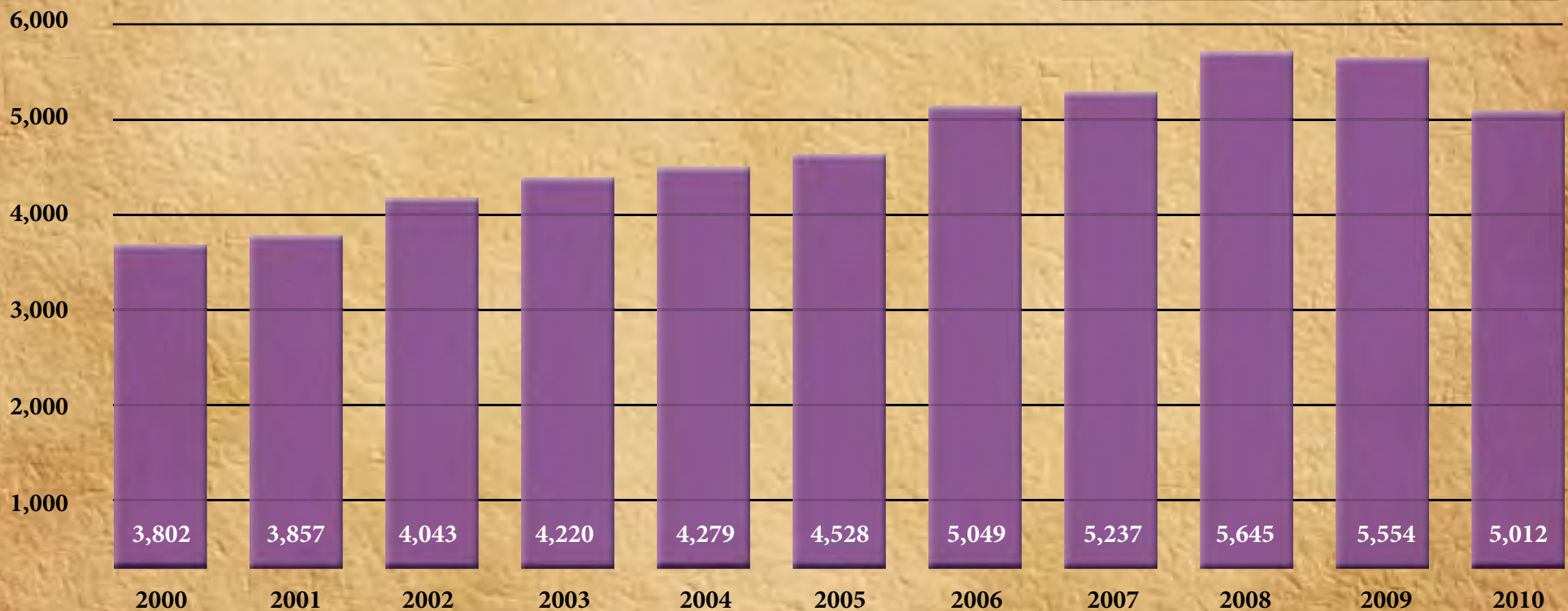


## Limited Age Events NCHA "Triple Crown of Cutting"

○ 5,012 total entries



### LAE Entries by Year





## NCHA Produced LAEs

○ \$1,000,000 in Added Money

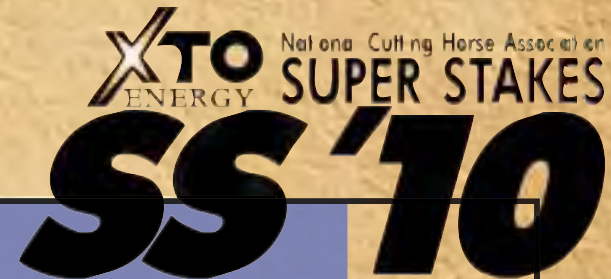


FUTURITY			
Year	Total Entries	Added Purse	Total Purse
1998	1,232	\$345,000	\$2,376,514
1999	1,288	\$345,000	\$2,559,058
2000	1,530	\$349,346	\$2,844,556
2001	1,446	\$355,655	\$2,804,160
2002	1,493	\$378,516	\$2,850,793
2003	1,436	\$345,000	\$2,802,693
2004	1,516	\$345,000	\$2,813,373
2005	1,559	\$350,000	\$3,213,475
2006	1,636	\$1,002,365	\$4,064,558
2007	1,839	\$1,000,000	\$4,400,096
2008	1,986	\$1,000,000	\$4,385,433
2009	2,016	\$1,000,000	\$4,218,976
2010	1,611	\$1,000,000	\$3,383,116
<b>Total</b>	<b>22,601</b>	<b>\$8,457,882</b>	<b>\$46,759,441</b>



### NCHA Produced LAEs

○ \$1,000,000 in Added Money



SUPER STAKES			
Year	Total Entries	Added Purse	Total Purse
1998	916	\$287,240	\$1,476,966
1999	1,043	\$359,277	\$1,629,055
2000	1,157	\$421,768	\$1,758,307
2001	1,249	\$417,216	\$1,944,592
2002	1,360	\$556,353	\$2,181,796
2003	1,460	\$675,133	\$2,365,602
2004	1,483	\$560,872	\$2,315,562
2005	1,589	\$627,071	\$2,457,601
2006	1,925	\$767,490	\$2,937,493
2007	1,888	\$991,826	\$3,235,026
2008	2,051	\$1,002,475	\$3,346,445
2009	1,959	\$1,000,000	\$3,158,571
2010	1,918	\$1,000,000	\$3,012,331
<b>Total</b>	<b>21,497</b>	<b>\$9,110,849</b>	<b>\$34,288,818</b>



## NCHA Produced LAEs

- Another great year for Summer Spectacular Entries



SUPER STAKES			
Year	Total Entries	Added Purse	Total Purse
1998	875	\$165,000	\$1,029,606
1999	993	\$160,000	\$1,104,363
2000	1,115	\$160,000	\$1,243,141
2001	1,162	\$160,000	\$1,403,111
2002	1,190	\$210,000	\$1,486,100
2003	1,324	\$210,000	\$1,559,211
2004	1,280	\$242,226	\$1,581,811
2005	1,380	\$210,000	\$1,645,540
2006	1,488	\$553,778	\$2,307,534
2007	1,510	\$389,531	\$2,231,478
2008	1,608	\$400,000	\$2,267,536
2009	1,579	\$400,000	\$2,041,623
2010	1,483	\$550,000	\$2,044,882
<b>Total</b>	<b>18,424</b>	<b>\$4,130,535</b>	<b>\$23,718,577</b>