

Promotions



Triple Crown Event Publicity

TO
2010 XTO ENERGY / NCHA
SUPER STAKES
 March 26 - April 16, 2010
 Will Rogers Memorial Center, Fort Worth, Texas

THIRD CUTTING

Presented by XTO Energy
 Official Championship
 Will Rogers Memorial Center, Fort Worth, Texas

2010 Borden Milk / NCHA World Championship
FUTURITY
 November 21 - December 11, 2010
 Will Rogers Memorial Center, Fort Worth, Texas
 Daily go-rounds beginning at 8 am

BEST OF THE WEST
 Presented by Coors Light

Located in the Amon G. Carter Exhibit Hall
 Featuring clothing, tack, jewelry & much more!
 Open November 21 - December 11, closed Thanksgiving Day
Admission is Free!

2010 Mercuria Energy/NCHA
WORLD FINALS
 Will Rogers Memorial Center - Main Arena, Fort Worth, TX
 November 26 & 27, December 2 & November 6, 2011
 Daily go-rounds begin at 8 pm, 14 pm on December 6th

2010 NCHA
SUMMER cutting SPECTACULAR
 July 11 - 31, 2010
 Will Rogers Memorial Center, Fort Worth, Texas

THIRD CUTTING

2010 BORDEN MILK / NCHA WORLD CHAMPIONSHIP
FUTURITY
Nov. 21 - Dec. 11
 Will Rogers Memorial Center
 Fort Worth, Texas
 Daily go-rounds beginning at 8 am.

ROCKIN' W
 2010 NCHA World Championship
 Official Futurity Open Champion
 Official Futurity Reserve Champion
 Official Futurity Reserve Champion
 Official Futurity Reserve Champion

Free admission

2010 Borden Milk / NCHA
World Championship Futurity
 Will Rogers Memorial Center • Fort Worth, Texas
Nov 21 thru Dec 11

Be sure and visit all the vendors at the Best of the West tradeshow presented by Coors Light, featuring clothing, furniture, jewelry, tack, artwork and much more!
 Located in the Amon G. Carter exhibit hall.
 Open November 21 - December 11, closed Thanksgiving Day.

For more information contact the NCHA at (817) 244-6188 or log on to our website at www.nchacutting.com



Triple Crown Webcasts

- Began webcasting daily from Triple Crown events in 2000
- Building impressive viewing audiences

| Event | Viewers |
|--------------------|---------|
| Super Stakes | 53,755 |
| Summer Spectacular | 60,531 |
| Futurity | 160,895 |
| Total Views | 225,407 |



Media & Ad Trades

- 500 30-second radio spots played during 2010 Triple Crown events on 95.9 The Ranch & 92.1 County Legends
- 4 two-hour live on location remotes
- Current full-page, four-color advertisements in the following publications:
 - AQHA Journal
 - Stock Horse News
 - Quarter Horse News
 - Farm & Ranch Magazine
 - Open Fences Magazine
 - Parker County Today
 - Fort Worth Business Press
- Several of these publications have electronic versions on-line, giving NCHA even more exposure!





NCHA eNewsletter

- Regular information updates
- Distributed every Wednesday
- 11,475 emails on current distribution list

News from the National Cutting Horse Association

Get the Latest News on nchatev.com
 Watch the week's top stories in the time it takes to shoe your horse on EQUUS, the NCHA News show.

The 40th episode, hosted by NCHA Director of Marketing Kalyn Sanders is on nchatev.com. This episode features an update on the EHV-1 virus, news about the NCHA Vice President election, a wrap up of the MYCHA Stallion Auction and more. Be sure to see who's on top in the World Standings each week!



June's Feature online
www.nchatev.com

NCHA NEWS
[sallyharrison.com](http://www.sallyharrison.com)
theblogthatcuttersread.com

NCHA's Latest Features
www.nchatev.com
 How to Choose the right Cow
www.nchatev.com

Major Results:

EHV-1 update:
 For the latest news on EHV-1, including an updated state-by-state breakdown of reported cases, see the USDA EQUUS EQUUS.

All NCHA Shows Will Be Cancelled Through June 5, 2013
 The NCHA appreciates this proactive move by show producers in a nationwide show of precaution and solidarity to help stop the spread of the contagious and potentially deadly Equine Herpes Virus-1 among horses.

The NCHA Executive Committee, in the best interest of cutting and horse health, has **cancelled the June 3 - 5 AQHA/NCHA Weekend** at the 25 locations where the events were scheduled across the country.

A recommendation concerning shows for the time period of June 6 - 12 will be provided via the NCHA web site and Facebook page on the evening of June 2nd.

The virus can be contagious among horses, but is **NOT transmittable to humans**. While the NCHA does not want to unnecessarily alarm horse owners, we do want to stress the severity and highly contagious nature of this virus, and be a clearinghouse of factual information so you can make informed decisions on this matter regarding your personal horses and production of NCHA-approved events. Read more...

Additional information about the EHV-1 virus can be found at the following links:

- [USDA Website](#)
- [American Horse Council Update](#)
- [Arizona Update](#)
- [California Update](#)
- [Canada Update](#)
- [Colorado Update](#)
- [Texas Update](#)
- [Wyoming Update](#)
- [State by State Update](#)
- [Outbreak of neurological disease caused by EHV-1](#)
- [Horses returning from a horse show with a risk of exposure to EHV-1](#)
- [A Guide To Understanding the Neurologic Form of EHV Infection](#)



NCHA & Facebook

- NCHA's Facebook was created in 2009.
- Currently 20,000 fans from all over the world!
- More than 10,000 new fans in past 12 months
- Availability to post pertinent information and show updates, upload photos and videos, promote sponsors, and hold giveaway contests for sponsor products





RFD-TV Telecast of the 2010 Futurity Open Finals

- Sponsored by the David & Stacie McDavid Family
- RFD launched in December of 2000
- Nation's first 24-hour TV network
dedicated to serving needs/interests
of rural America and agriculture
- Signal distributed nationwide via DISH Network,
DIRECTV, Mediacom, and NCTC cable systems
- 31 million homes

Spoonfeed
Widows  Freckles





NCHA's Rode to the Winner's Circle

- NCHA's weekly television show broadcast on RFDTV.
- Hosted by NCHA Riders Hall of Fame member

Craig Morris who offers

- Highlights from Limited Aged events and weekend shows
- Current NCHA World Standing
- Member features
- Showing and judging tips
- Nutrition





NCHARadio.com / Tom Holt's Cutting Edge News

- NCHARadio.com, NCHA's free internet radio program, launched during the 2009 Futurity and has listeners from all over the world.
- Tom Holt gives daily recaps on his On the Road with Tom radio program.
- Tom's Tidbit's Blog: Gives followers show updates after every cattle change





nchacutting.com

- Home page had over 1.7 million hits in 2010
- More than 3 million hits per year for entire website
- 21% increase in traffic over 2009



| | 2009 | 2010 | % Change |
|-----------------------------|------------------|------------------|---------------|
| Visits | 1,371,892 | 1,374,054 | 0.16% |
| Page Views | 3,203,791 | 3,095,895 | -3.37% |
| Pages Per Visit | 2.34 | 2.25 | -3.85% |
| Average Time on Site | 2:55 | 3:01 | 3.43% |
| Visitors | 226,391 | 233,904 | 3.32% |
| New Visits | | | 15.4% |



SallyHarrison.com spotlights NCHA

- Online journal began in 2006
- Features breaking news, profiles, history, unique stats and results
- More than a million page views/month
- Takes NCHA news to a world-wide audience
- Recent postings:
 - Western Bloodstock HeadQuarters Sale
 - Never say "never": writing, racing and cutting
 - Leading sires of the Super Stakes
 - Texas horsemen rally for legislation
 - XTO Energy Super Stakes offers \$2.7 million





2:30, NCHA's Weekly Online News Show

- First episode aired August 18, 2010
- Hosted by NCHA Director of Marketing, Kalyn Sanders, & created by NCHA Media Engineer, Troy Seeling.
- "Tells you everything you need to know about cutting in the same amount of time it takes to show your horse"
- Approximately 50,000 total views thus far!
- Features industry news, special features, show results, sponsor announcements and offers, sale results and more!
- Episodes, features and champion interviews all archived on NCHATV.com





NCHA's YouTube Content

- YouTube is like a TV Network
- 233 Video Clips Currently Posted / 919,405 Total Views — 35% increase from last year
- Interviews and clips with major event winners
- Spotlight sponsors' products and services
- Tie-ins to Cutting Horse Chatter articles
- NCHA Story Lines videos
- Historical features
- Goal is to attract and build an audience by offering programming that is interesting and engaging – rewards your investment of time
- Opportunity to quickly distribute content
- Best results with fresh content presented frequently

