

	Yearling as at 31st Dec	2yo as at 31st Dec	3yo to 31st December	3yo 1st Jan to Futurity Show
Existing Program	Nominate for Gold Buckle 1-4 \$220 5-9 \$165 10+ \$110	Nominate for Gold Buckle \$440	Nominate for Gold Buckle \$880	Nominate for Gold Buckle \$1650
	Entry Fee - \$440	Entry Fee - \$440	Entry Fee - \$440	Entry Fee - \$440
	If eligible for Intermediate Open – ADDITIONAL \$220 ride for extra \$4000	If eligible for Intermediate Open – ADDITIONAL \$220 ride for extra \$4000	If eligible for Intermediate Open – ADDITIONAL \$220 ride for extra \$4000	If eligible for Intermediate Open – ADDITIONAL \$220 ride for extra \$4000
	If eligible for Limited Open – ADDITIONAL \$110 ride for extra \$2000	If eligible for Limited Open – ADDITIONAL \$110 ride for extra \$2000	If eligible for Limited Open – ADDITIONAL \$110 ride for extra \$2000	If eligible for Limited Open – ADDITIONAL \$110 ride for extra \$2000
	If eligible for Level 1 – pay ADDITIONAL \$55 to run for extra \$1000	If eligible for Level 1 – pay ADDITIONAL \$55 to run for extra \$1000	If eligible for Level 1 – pay ADDITIONAL \$55 to run for extra \$1000	If eligible for Level 1 – pay ADDITIONAL \$55 to run for extra \$1000
	Judges Fee \$55	Judges Fee \$55	Judges Fee \$55	Judges Fee \$55
	Total \$715 +\$220 Int Open +\$110 Ltd Open +\$55 Level 1	Total \$935 +\$220 Int Open +\$110 Ltd Open +\$55 Level 1	Total \$1375 +\$220 Int Open +\$110 Ltd Open +\$55 Level 1	Total \$2145 +\$220 Int Open +\$110 Ltd Open +\$55 Level 1
	Considerations – Analysis	Considerations - Analysis	Considerations - Analysis	Considerations – Analysis
	<p>Timing ‘Just another bill mentality’ Mare owners are paying for this End of breeding season All other reining related costs are also due Solution: Move the due date to March</p> <p>Value adding Does this really add value to my horse? Recent advertisements placed by Yves and Peggy would say not, as they do not mention this in their advertising (even though they are great supporters of the program) Solution: Provide a Gold Buckle Logo to nominated horses for use in advertising. Tis will promote RA, Promote the breeders who support the program and inform prospective buyers of the horses eligibility</p>	<p>At this point who is paying? It is the owner of the horse The horse was probably in the mid-price range and looked reasonable to go to the Futurity. If only going to the non pro \$440 is getting irritating How do they feel? Peeved I guess, but hey bought the horse knowing the deal</p> <p>If going in the open, \$440, hey what’s another \$220 right! And I might win the incentive.</p> <p>If going in both mildly irritating but not a deal breaker</p> <p>Solution: Apply the incentive, that’s something to look forward too! Refer Timing. Refer Logo. Refer Value Adding.</p>	<p>At this point who is paying It is the owner of the horse The horse was probably in the higher price range and looked very good to go to the Futurity.</p> <p>How do they feel: If only going to the non pro \$880 is out of the question. How do they feel? Very disappointed, I want to support the industry but you are costing me out, where is the next camp draft or AQHA show, or I just won’t show at the Futurity.</p> <p>If going in the Open \$880 that’s a lot of money. I’m not sure my horse will make it. It isn’t fair that I am now paying at minimum \$660 more to enter than others just because I want to come reining on my horse. I’m not happy I don’t know if I will do it, or</p>	<p>At this point who is paying It is the owner of the horse The horse was probably in the higher price range will be very good to go to the Futurity, I think this horse can really win it.</p> <p>How do they feel: If only going to the non pro \$1650 is out of the question.</p> <p>How do they feel? If going to the Open Very disappointed, I want to support the industry but you are costing me out, where is the next camp draft or AQHA show, or I just won’t show at the Futurity, in fact why I am even in this industry. I’m out and I’m telling everybody I know how hard it is to go reining</p> <p>Give me a break your industry isn’t that big, and you don’t even have that may futurity horses at the show, not to mention</p>

	<p>Sliding scale of fees You are looking after the “big fish” am I not valued as well? I would question that there is only 1 person who pays up more than 10. Solution: Be fair and equitable have one fee for horse, after all this is a horse nomination not a breeder one.</p> <p>Solution: Provide an incentive to nominate a horse, or multiple horses at the Futurity to the person who nominated the horse of \$1000. Take it off the prize money, you will get this back in nominations in no time (5 nominations) Present it in the ring during the show.</p>		<p>should I wait until the last minute.</p> <p>If I am going in both I don’t think I will show Non Pro because it’s just cost me so much to enter I want to have a better chance in the open.</p> <p>Solution: Easy make the fee \$660. At this point it’s about the numbers. This is the PRIME opportunity to build the Futurity, we have horses who are ready and owners who are committed. Bring them onto the industry, don’t scare them away This is still an \$1100 investment that’s a lot of money for just one level! Just to enter not to mention on costs and other levels Solution: Apply the incentive, that’s something to look forward too!</p> <p>Refer Timing. Refer Value Adding They won’t get the Logo as the horse probably won’t be sold but no harm sending it</p> <p>Solution: Apply the incentive, that’s something to look forward too!</p>	<p>the quality of what you have!</p> <p>Forget it!</p> <p>**Something to think about- My horse showed in the Open Futurity last night, had a bit of bad luck, but went well, Gee for an extra \$\$?? I can show him in the Non Pro tomorrow – What have I got to loose, and I am eligible for all levels...</p> <p>Solution: Apply the incentive, that’s something to look forward too!</p> <p>Solution: Advertise the exact cut of date as example 5pm the day prior to the event – be Honest and Transparent</p> <p>Solution: Easy make the fee \$880. At this point it’s about the numbers. This is the PRIME opportunity to build the Futurity, we have horses who are ready and owners who are committed. Bring them onto the industry, don’t scare them away. Perhaps they just came to show snaffle Bit, who knows. This is still a \$1320 investment that’s a lot of money for just one level! Just to enter not to mention on costs and other levels</p>
	Nominate for Gold Buckle \$220 Entry Fee - \$440	Nominate for Gold Buckle \$440 Entry Fee - \$440	Nominate for Gold Buckle \$660 Entry Fee - \$440	Nominate for Gold Buckle \$880 Entry Fee - \$440

Building the numbers will build the show, the Futurity ,the prize money and the base of Non Pro horses to sell our members. We only want to give interested people a little pain but get them on the door, not chase them away