



2023



2022 Breeders Challenge Stake World's Champion
HS My Girl Crush & Jim Stachowski

BREEDERS CHALLENGE STALLION OWNER BENEFITS

2022 STALLION DONORS



Thank you for helping us secure the future of the American Saddlebred by promoting breeding and the excitement of young horses! Your continued dedication to our beloved breed does not go unnoticed, and it is much appreciated.

5 R Farm LLC
6D Ranch, LTD.
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A HEARTFELT THANK YOU

WHAT IS THE BREEDERS CHALLENGE?



The Breeders Challenge is a new prize program that encourages breeding and participation in young horse classes. The program is modeled after the highly successful and lucrative prize programs from the reining and cutting horse world. The \$100,000 Breeders Challenge Stake is funded through a stallion service auction, both held at the World's Championship Horse Show.

WHO DOES ASHBA REACH?



FACEBOOK

Likes: 77k+
Followers: 76k+
Avg. Monthly Reach:
150k+
Video Views: 386k+
Avg Video
Engagement: 35k



INSTAGRAM

Impressions: 760k+
Avg. Post Reach:
4.4k
Video Views: 320k+
Followers: 7.7k+
Avg. Watch Per
Stories: 2.5k



EMAIL

Monthly eNews
distributed to
10,000+
35% Open Rate
8% Click-Thru Rate
15% stronger than
industry standard

IN RETURN...



Owners of the donated stallions will receive:

- A voucher to compete in the 2024 \$100,000 Breeders Challenge Stake.
 - Only those who donate a stallion service, or purchase a stallion service through the Auction, are eligible for the Stake, making this an exclusive opportunity!
 - Stallion must sell during 2023 Stallion Service Auction in order to receive voucher.
- Social media promotion of stallion on ASHBA and Breeders Challenge social media channels.
 - Two individual posts during breeding season (January-March).
 - One individual post during Auction time.
- General promotion of the program and class is a year-round endeavor.
 - Increased exposure in August, the month of the World's Championship Horse Show.
- Stallion included in the Breeders Challenge section of the 2023 Journal of the American Saddlebred.
 - Includes photo, breeding and contact numbers.
 - ***Donation Agreement must be received by 10/15/22.***
- Website exposure
 - Stallion included in the Breeders Challenge section of the new ASHBA website.



...FOR YOUR DONATION

**Interested in donating a
stallion service?**



CONTACT:

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BREEDERS CHALLENGE

"Win BIG!"