



OHC's Mission Statement



"Our mission is to connect,
strengthen, and represent the
Oregon equine industry."

www.OregonHorseCouncil.com

Facebook.com/OregonHorseCouncil

PO Box 1664, Prineville, OR 97754

971-224-5879 | Brandi@OregonHorseCountry.com

Support the **OREGON HORSE COUNCIL!**



www.OregonHorseCouncil.com

The Oregon Horse Council is an association that is committed to providing our members and the broader equine community with connections, valuable business and equine education, business promotional opportunities, a voice at the regional and state level, and an overall equine resource for equestrians and horse lovers.

OHC is the Oregon representatives on the State Coalition of Horse Councils. We are active with the American Horse Council, as well as with many state groups such as Travel Oregon, Oregon Sports Marketing Coalition, agriculture groups, and more—making sure that Oregon's voice is heard at the state and national levels.

OHC hosts the **largest equine event calendar** in Oregon, with over **6,000 views** per month! Any equine related event can be posted for FREE. Member events get additional exposure as a **FEATURED** event, as well as promoted on OHC's social media pages and e-newsletter.

OHC's **online directory** offers full profiles for members, which improves your ability to be found in online searches. Over **3,000 people** search for businesses within our website monthly—will you be found there? Non-members receive a basic listing in the directory.

We also have a fun riding initiative 'Get Out and Ride Oregon'. The goal is to encourage people to spend more time riding or driving. People enroll and log their hours, upon certain benchmarks of time, they win fun swag.

READY TO JOIN?

MEMBERSHIP IS EASY! We offer **annual** payments, due 1 year after you join, or **monthly installments** that are pulled automatically from your bank account each month. We make membership easy!

JOIN TODAY
Connect,
Save Money,
& Grow Your
Business

The Oregon Horse Council Social Network is Amazing!

Facebook is one of OHC's most valuable tools to promote your business or organization. We have over 5,100 LIKES and growing daily! OHC is active on:



The Oregon Horse Council also....



OHC produces the horse directory for the state. This high-quality publication is available for free statewide at feed/tack stores, horse shows and expos, vet offices, and association banquets and conventions. OHC members receive a free Premier classified listing and discounts on display ads.

OHC also owns and produces a variety of educational workshops, seminars, and trainings online and in person across the state. These events give equine businesses a low cost opportunity to meet potential customers face to face and marketing their products and services. With low cost registrations, and member discounts, you can expand your business skills, horse knowledge, and network with others throughout the year.

Join us for the **Know Your Industry** monthly webinars, and quarterly in person quarterly seminars, informing you about important segments of our industry and educate you to be a better business and horse owner. In 2020 we are launching regional Meet Your Industry tradeshow where you can get to know your local tack/feed stores, boarding barns, trainers, farriers, associations, and more!



2019 MEMBERSHIP INVESTMENT LEVELS

Your support can be paid annually or in monthly installments (a small processing fee is added each month).
Let us know what is best for your business or organization!

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Oregon Horse Council is here to.....

Advertise your business | Connect you within the industry | Save you money

		Golden Horseshoe	Business Builder	Business Basic	Free Listing
		Annual Price: Monthly Price:	\$ 250/yr or \$23/mo	\$ 100/yr or \$10/mo	\$50/yr \$0
A	Business/organization brochure/rack cards and business cards on display and handed out at OHC booths		X		
A	Business included with a link on a scrolling list on every page of the OHC website		X		
A	Business logo on Golden Horseshoe monitor on display at OHC booths		X		
A	Complimentary e-Commercial email blast (1 per year, must be scheduled)		X		
A	Complimentary banner ad (800x100 pixels) in every business category you are listed in on our website business directory		X		
A	Business name, logo, description, address, and phone number showcased on Golden Horseshoe Member page on OHC website		X		
A	Ability to submit announcements and promotions to OHC e-newsletter, social media, and website		X	X	
A	Facebook posts shared on the OHC Facebook page		X	X	
A	Events highlighted in online calendar, featured on website home page, and posted on OHC social media pages		X	X	
S	Discount on display ads in the printed Oregon Horse Directory and other cooperative marketing pieces.		X	X	
S	Complimentary Life Insurance policies		X	X	
S	Discounts and savings at Constant Contact, Office Depot/Max, Nationwide, Sherwin Williams, John Deere, and others		X	X	X
A	Enhanced online business directory listing - includes photo gallery, video, hours, directions, keywords, social media links, webpage links and more!		X	X	X
C	Complimentary attendance to networking events		X	X	X
S	Receive \$20 credit for referring a new member		X	X	X
S	Discounted attendance to educational programs, OHC events, and webinars		X	X	X
A	Complimentary Premier classified listing in the printed Oregon Horse Directory		X	X	X
A	Basic business information listed in online business directory and in the printed Oregon Horse Directory		X	X	X
C	Ability to participate in OHC Committees and Board		X	X	X
C	Use of Oregon Horse Council logo and Proud Member logo		X	X	X
C	KNOWING THAT YOU ARE HELPING STRENGTHEN AND GROW OREGON'S EQUINE INDUSTRY!		X	X	X

NEW!! EQUESTRIAN LEVEL: \$35 per person, \$60 for a family

For individuals who want to get involved and support Oregon's equine industry! Benefits are...

- Enrollment in 'Get Out and Ride' Oregon program (2 enrollments for family level - you choose age category)
- Oregon Horse Directory mailed to your directly
- Knowing that you are helping strengthen and grow Oregon's equine industry!

- Chapters of state/regional organizations who are already OHC members, can receive a 50% discount on their membership.
- Second business discounts of 50% are also available. Both businesses must be owned by the same person to qualify.

OregonHorseCouncil.com

With more than 57,000 visits to OregonHorseCouncil.com each year, banner and spot ads connect with your prospective customers. OHC offers a variety of ad sizes and pages which will support your marketing strategy. Also a powerful tactic, OHC's Directory has become the state's most expansive and frequently used online resource!



PAGE	PER MONTH	PER QUARTER
BANNER AD: 800 x 100 pixels		
Event Calendar	\$35 / mo.	\$75 / qtr.
News Feed	\$35 / mo.	\$75 / qtr.
Business Search	\$35 / mo.	\$75 / qtr.
Quick Link Category		\$35 / qtr.
Category		\$20 / qtr.
SPOT AD (left side of home page): 270 x 195 pixels		
Home	\$50 / mo.	\$125 / qtr.
HOME PAGE SLIDE: 650 x 350 pixels		
Home	\$100 / mo.	\$250 / qtr.

OHC e-Commercial

eCommercials are a great way to send a custom email featuring your business or organization to over 2,500 equestrians across Oregon. These ads include text, photos, images, video and more! We will create the ad or you can supply it. They are also posted on the Archived email page of our website, as well as our social media pages.

E-COMMERCIAL: 575 pixels wide x unlimited length

1 time EXCLUSIVE \$100 each
 You will be the only advertiser in this commercial.
 Limited to 1 per quarter, date is schedule with OHC staff with consideration of other email blasts.

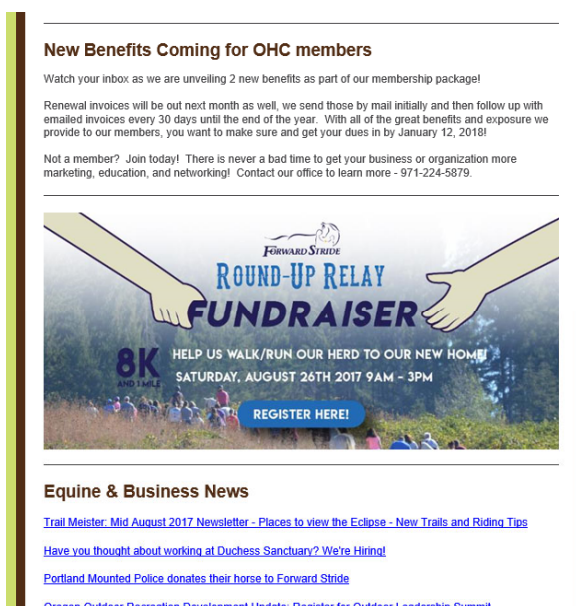


OHC e-Newsletter Ads

eNews delivered directly to email inboxes is a popular way of staying connected and informed of events and industry updates, such as health alerts. OHC's eNews reaches 2,500+ friends bi-weekly with options for member advertisements to help you connect to potential customers and clients.

E-NEWS ADS: 575 x 200 pixels

With regular e-newsletter blast \$25 each
 Your ad will be in the bi-weekly e-newsletter.
 Unlimited, however we ask that you change your ad often to keep it fresh.



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APPLICATION FOR OHC MEMBERSHIP INVESTMENT

Membership does not begin until payment is received.

You can also join online at www.OregonHorseCouncil.com

Business/Organization Name: _____

Contact Name: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Mailing Address (if different than above): _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Alt. Phone Number: _____

Email: _____

Website URL: _____

Facebook page URL: www.Facebook.com/ _____

Please indicate the categories you would like to be included in on category list. Staff reserves the right to edit choices ____

What is your primary reason for joining Oregon Horse Council: _____

OHC HAS 2 METHODS TO PAY FOR MEMBERSHIP

1) Annually, which is good for 1 year from the date payment is received. Select the month you are joining below and pay that amount.

Golden Horseshoe ☐ \$250
(additional exposure and discounts)

Equestrian ☐ \$35
(individual)

Business Builder ☐ \$100
(full marketing)

Family ☐ \$60
(2 or more immediate family members)

Basic Business ☐ \$50
(does not provide marketing)

How will you be paying for your membership? _____ Check _____ Cash _____ Credit card

2) A monthly payment plan (only available for top 2 tiers). Please select the correct member level below. An additional form is required for all monthly memberships. You will agree to commit to 12 monthly payments (or 1 year of membership), after that you can drop at any time. Only 2 membership levels are available for monthly payments.

_____ **Golden Horseshoe** (\$23/month)

☐ **Business Builder** (\$10/month)

Checks can be made out
and mailed to:

Oregon Horse Council
PO Box 1664
Prineville, OR 97754

Questions??

Brandi Ebner, *Executive Director*
Brandi@OregonHorseCountry.com
P: 971-224-5879

2019 Oregon Horse Council Membership Category Options

- | | | |
|---|---|---|
| ☐ Acupuncture | ☐ Eventing | ☐ Riding Academies |
| ☐ Adult Camps & Activities | ☐ Expos | ☐ Rodeos |
| ☐ Advertising | ☐ Farriers | ☐ Saddle Fitting |
| ☐ Alternative Medicine | ☐ Farrier—barefoot | ☐ Saddlery |
| ☐ Apparel & Accessories | ☐ Feed Companies | ☐ Show Promoters/Event Organizers |
| ☐ Appraisers (equine) | ☐ Feed Stores | ☐ Stall Fronts |
| ☐ Architectural Design | ☐ Fencing/Panels | ☐ Studs |
| ☐ Arena Construction | ☐ Financial Planning | ☐ Supplements |
| ☐ Art | ☐ Gaited Horse Training | ☐ Tack |
| ☐ Associations | ☐ Graphic Design | ☐ Tack Consignment |
| ☐ Associations—member based | ☐ Hay Sales/Dealer/Broker | ☐ Tack Repair |
| ☐ Author/Publisher | ☐ Home Decorations | ☐ Tax Planning |
| ☐ Awards | ☐ Hoof Rehabilitation | ☐ Therapeutic Riding |
| ☐ Barn Accessories | ☐ Horse Camping Information | ☐ Thermography |
| ☐ Barn Construction | ☐ Horse Drawn Vehicles | ☐ Thoroughbred Facilities |
| ☐ Barrel Racing | ☐ Horse Racing | ☐ Tourist Activities |
| ☐ Barrel Racing Training | ☐ Horse Sales/Trading | ☐ Trail Courses |
| ☐ Basic Riding Lessons | ☐ Horse Show Associations | ☐ Trail Course Training |
| ☐ Basic Horse Training | ☐ Horse Sitting | ☐ Trail Riding (horse rental) |
| ☐ Beach Rides | ☐ Hunter/Jumper Lessons | ☐ Trail Riding (self supplied horse) |
| ☐ Bedding | ☐ Hunter/Jumper Training | ☐ Trailer Sales & Repair |
| ☐ Birthday Parties | ☐ Insurance - Equine, Farm, Ranch | ☐ Trailer/Travel Accessories |
| ☐ Blanket Washing/Repairs | ☐ Laundry & Repairs | ☐ Transportation |
| ☐ Boarding | ☐ Legal/Attorneys | ☐ Travel Agents (equine focused) |
| ☐ Breed Organizations | ☐ Livestock Shelters | ☐ Traveling Horse Exerciser |
| ☐ Breeding Farm | ☐ Lodging | ☐ Traveling Riding Instructor |
| ☐ Carriage Service | ☐ Marketing | ☐ Truck Sales, Servicing, & Rentals |
| ☐ Centered Riding | ☐ Massage (equine) | ☐ Vacation Rental (horses allowed) |
| ☐ Chiropractors (equine) | ☐ Miniature Donkeys | ☐ Vaulting |
| ☐ Colt Starting | ☐ Miniature Horses | ☐ Veterinarians |
| ☐ Connected Riding | ☐ Mounted Archery & Shooting | ☐ Veterinary Orthopedic Manipulation (VOM) |
| ☐ Cross Country | ☐ Museum | ☐ Videographers |
| ☐ Custom Haying | ☐ Natural Horsemanship | ☐ Website Design |
| ☐ Cutting Horse Training | ☐ Non-Profits | ☐ Western Lessons |
| ☐ Dentistry | ☐ Obstacle Course Training | ☐ Western Pleasure Lessons |
| ☐ Draft Horses | ☐ Organizations | ☐ Western Pleasure Training |
| ☐ Dressage Lessons | ☐ Overnight Stabling | ☐ Western Training |
| ☐ Dressage Training | ☐ Pasture Consulting | ☐ Western/Cowboy Dressage |
| ☐ Driving/Carting Lessons | ☐ Pet Cremation | ☐ Wilderness Pack Trips |
| ☐ Dude Ranch | ☐ Photography | ☐ Wine Tours on Horseback |
| ☐ Education | ☐ Polo | ☐ Youth Camps & Activities |
| ☐ Endurance Riding | ☐ Pony Rides | ☐ Other: (Please Specify) : |
| ☐ Energy Medicine | ☐ Promotional Items | |
| ☐ English Pleasure Lessons | ☐ Protection Items | |
| ☐ Equestrian Publications | ☐ Racing Stables | |
| ☐ Equine Assisted Activities & Therapies | ☐ Ranch Retreats | |
| ☐ Equine Grief Counseling | ☐ Real Estate Agents – Farm, Ranch | |
| ☐ Equipment Suppliers | ☐ Rehabilitation | |
| ☐ Equus Coaching | ☐ Reining Training | |
| ☐ Event Announcers | ☐ Rescues | |
| ☐ Event Facilities | ☐ Retail | |
| | ☐ Retired Horses / Layoffs | |