

The American Association of Riding Schools®

A Low-Cost Channel to Promote Your Mission

Thank you for your interest in the American Association of Riding Schools®. Please respond to the following questions; and then include your own comments.

Mark the box below the organization you are **representing** in this e-mail:

| Breed Association | Riding Style Association | Post-Secondary Equine Studies Program | Other Non-Profit Horse Industry Service Organization | Commercial Manufacturer or Wholesale Company | Commercial Service Provider | Independent Horse Breeder/Trainer | Other |
|--------------------------|--------------------------|---------------------------------------|--|--|-----------------------------|-----------------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Check which of the following accesses to our new- and non-horse-owning novices would benefit your organization.

| | |
|--------------------------|---|
| <input type="checkbox"/> | Provide teaching materials that simultaneously promote your mission. Examples include anatomy charts, trailer safety booklets, parasite charts, show attire primers, measuring tapes, and library books; in addition to any consumables used in novice level trail and show stables. |
| <input type="checkbox"/> | Provide marketing materials appropriate for first-time riders. Examples would include a five-minute DVD promoting a breed or riding style, but not a 20-page booklet explaining high-point awards. Other examples include wall posters, coloring pictures, brochures, magazine over-runs, left-over pieces from association events; and any three dimensional advertising specialties as long as they're purchased through the Newton Mfg/AARS partnership. |
| <input type="checkbox"/> | Help make the AARS Welcome Pack , as shown on the home page of the AARS on-line Retail Store, the absolute 'must have' for everyone entering our sport and/or hobby; by providing welcome gifts via promotional specialties specific to your organization, purchased through the Newton Mfg/AARS partnership, to be included in the Pack . |
| <input type="checkbox"/> | Provide schooling quality 'ambassador-for-your-breed' horses for our member stables. <i>Schooling quality</i> means pattern perfect and trail sound, family pet 4-H open show suitable. It has been proven to us, more times than we can count, that a horse that, by breed standards, is just not very pretty will be awesome to a novice eye. A rider's first schooling horse is a great indoctrinator. We have some creative ideas for making this a substantial win/win/win proposition for moving horses and expanding the horse industry in the recreational industry sector. |
| <input type="checkbox"/> | Provide a larger sponsorship / partnership relationship with the AARS. We promise you, we have some great ideas for promoting the horse industry to the general public; most of which take more talk than money. |
| <input type="checkbox"/> | Provide something different as described below. |

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|-----------------------------|----------|
| Name: | Position |
| Organization: | |
| E-Mail Address and Web URL: | |
| Telephone Numbers: | |
| Mailing Address: | |
| City, State, and Zip: | |

~ Thank you for considering this worthy alliance ~