

# Affiliate Incentive Program

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## Affiliate Incentive Checklist

The Affiliate Incentive Program is designed to reward active affiliates who are providing quality NRHA programming to their membership. Incentives are available to current NRHA Affiliates in good standing. Upon submission of this checklist pertinent details such as dates and names for each incentive activity must be listed and/or attached. Please use the Incentive Checklist document as a guide and/or form to make notes on for your submission. Applications may be submitted at any time during the current calendar year, however they must be received no later than March 31 of the following year.

Affiliates earning the \$1,500 incentive cap will be considered a Gold Level Affiliate, those earning \$1,000+ a Silver Level Affiliate, and those earning \$500+ a Bronze Level Affiliate. Exclusive Affiliate logos are also available to the affiliates of each respective level.

## Affiliate Incentive Checklist Activities

The list of activities on the checklist can earn an affiliate the listed amount of credit, provided the submission includes pertinent details of the activity that took place.

### Affiliate Webinar - \$100 per participant

An Affiliate Webinar is an online instructional webcast and/or conference call providing detailed information and explanation of the NRHA Affiliate Program. Webinar dates can be found at [nrha.com/affiliate](http://nrha.com/affiliate). Affiliate representatives wishing to attend a webinar may contact Lauren Rufo via email at [lrufol@nrha.com](mailto:lrufol@nrha.com) to sign up. Complete participation from a representative of the affiliate is required.

### Affiliate Toolbox Test - \$100 per participant

The Toolbox Test is a short exam covering the information found in the current years Affiliate Toolbox. The test is available to take from April 1 through August 1 of each year. Information found in the toolbox test is helpful to affiliates overall, especially in preparation for the Affiliate Regional Championships. To sign up to take the toolbox test please contact Lauren Rufo at [lrufol@nrha.com](mailto:lrufol@nrha.com). Complete participation from a representative of the affiliate is required.

### Affiliate Regional Championships Summit - \$100 per participant

The summit meeting is an informational meeting held at each Affiliate Regional Championship show which will go over important details and current updates from within NRHA and the affiliate program. Summit meetings are open to the public, and a maximum of two attendees may be listed on the incentive application.

### Additional NRHA Summits - \$100 per event

NRHA will host an Affiliate meeting at events such as, but not limited to, the NRHA Derby, NRHA Futurity, European Summit, European Council Meeting, etc. Further, any NRHA led affiliate meeting will be considered so long as each affiliate had the opportunity to attend. Only one representative per event can receive incentive credit.

A summit is an informational meeting going over important details and updates from within NRHA and the affiliate program. Summit meetings are open to the public, and again a maximum of one attendee may be listed on the incentive application.

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## Affiliate Incentive Checklist Activities Continued

### **ARC or Continental Championship Donation - \$100**

If an affiliate chooses to donate directly to the host of their regions championship show, the donating affiliate can receive \$100 back for every \$250 - \$500 donation (USD). To receive credit for this activity, payment confirmation from the receiving affiliate must be included with the checklist submission.

### **Year-end or Circuit Series Awards - \$100**

Offer a year-end awards program or circuit series awards. A maximum of two Circuits or one Circuit and a Year-end awards program will be considered. The affiliate must attach the details of each program offered to the Incentive Checklist submission.

### **Bonus Affiliate Development Activity - \$100**

A bonus affiliate development activity is any additional event hosted by an affiliate that either spreads the word of reining or is beneficial to members. A maximum of one development activity may be submitted on the incentive checklist, and the submission must include attached verification showing this activity occurred.

### **NRHA Show Secretary and Management Seminar - \$150**

A maximum of two affiliate representatives may attend one of the in-person show secretary and management seminars. There will be at least one 2019 seminar offered and will be at the All-American Quarter Horse Congress. These seminars will go over Affiliate and ARC specific information in addition to show secretary and managers information. Should an individual attend one of these seminars solely to represent an affiliate, only the audit fee will be charged.

### **Co-host an NRHA Approved Event - \$150**

NRHA encourages Affiliates to work together, and Affiliates that do so will receive Incentive credit. The incentive application must include attached verification showing this activity occurred. Please note, NRHA is not responsible for organizing affiliates choosing to work together.

### **NRHA Entry Level Show - \$200**

A Ride & Slide or Green Reiner level show must be held in conjunction with an NRHA Ancillary show. NRHA Policy changed so Ride & Slide earnings caps are now \$75 and \$150 for Level I and II respectively. Further, Judges are allowed and encouraged to discuss the run with the exhibitor for these classes (Category 10) and an additional \$50 incentive can be earned if this takes place. The incentive application must include attached verification showing this activity occurred.

### **Affiliate Reining Clinic - \$250**

Use NRHA Professionals to host a reining clinic. The incentive checklist submission must include attached verification showing this activity occurred.

### **Equine Veterinary and/or Medications Clinic - \$250**

Work with a licensed veterinarian or extension agent to host a clinic focused on equine medicine and animal welfare. The incentive checklist submission must include attached verification showing this activity occurred.

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## Affiliate Incentive Checklist Activities Continued

### Reining Horse Foundation donations - \$250

NRHA encourages fundraisers in general and recommends considering a show-entry donation campaign at affiliate shows to support the Reining Horse Foundation (RHF). For each \$1,000 donation made to RHF, a \$250 incentive can be earned. The incentive checklist submission must include attached verification from RHF stating the donation was received.

### Ride a Reiner - \$500

Use NRHA Professionals to host a ride a reiner. Please be mindful of affiliate and facility insurance obligations when preparing to host. The incentive checklist submission must include attached verification showing this activity occurred.

### Membership Secrets of Judging Course

The Membership Secrets of Judging Course is a one-day informational course covering the NRHA Judging Program and is designed for individuals interested in learning more about the NRHA judging system. The course is hosted by affiliates and available to both members and non-members. For more information visit the judges page at [nrha.com/judges](http://nrha.com/judges). The incentive checklist submission must include attached verification showing this activity occurred and was organized through NRHA.

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## Affiliate Incentive Checklist Activities Continued



### **Reining Boot Camp™**

**Conducted by your Affiliate to benefit RHF.**

For more than a decade, the Reining Horse Foundation's Rookie Days have served as the largest fundraiser for the Dale Wilkinson Memorial Crisis Fund benefiting reiners enduring hardships. Rookie Days were designed as fun opportunities for beginning riders to receive training from NRHA Professionals and be introduced to a host affiliate. In 2017, these features were rolled forward to Reining Boot Camps, a program welcoming any reiner who would be considered NRHA Non Pro eligible. In other words, both rookies and non pros are invited to participate. Training remains at the forefront of the day-long experience, and each participant can expect to have a run evaluated. Lunch and time with other reiners add to the sense of community.

### **Affiliate Responsibilities:**

The Reining Boot Camp™ model makes these introductory events easier to coordinate for affiliates and more welcoming to a larger number of participants. Ideally affiliates should begin planning three or more months in advance. Early planning makes scheduling more successful and allows NRHA, RHF and the affiliate adequate time to help advertise and market the events. An affiliate needs to secure a suitable arena, date, local trainers and affiliate volunteers. It's advisable to appoint a volunteer coordinator or point person, someone who can communicate with the RHF office. Sometimes this is an affiliate officer. Because all proceeds are meant to be pointed toward the nonprofit Foundation, affiliate hosts are encouraged to get arena and lunch costs donated or discounted.

### **Affiliate Incentives:**

NRHA encourages affiliates to host a Reining Boot Camp in support of the RHF Crisis Fund. In return, NRHA makes this program eligible for a \$500 incentive that can be used for expenses or can benefit the affiliate. (This incentive is optional as part of the NRHA Affiliate Incentive Program.) In addition, for every 10 fully paid participants, RHF will award the affiliate a \$200 stipend. Hosting affiliates will have their Rookie Day listed in a Reining Boot Camp advertisement in the *NRHA Reiner* provided the event is confirmed prior to the print date. Additionally, social media posts support the Reining Boot Camps.

For questions on how your affiliate can host a Reining Boot Camp in 2019 or beyond, contact the Reining Horse Foundation at (405) 946-7400, Ext. 106, [rhf@nrha.com](mailto:rhf@nrha.com).