



www.barrelbreederincentive.com

Kitty Herrin, 5705 Lavoie Lane, Missoula MT 59808

For information or questions call 406-240-0986 or email barrelbreeder@montana.com

Dear stallion owners

Attached is the 2018 Stallion Nomination Form for the Barrel Breeders Incentive. If your stallion is not currently enrolled in our program please consider becoming part of our very successful incentive. The sooner you nominate the sooner your stallion will be part of our advertising.

Here's what we've done so far: Complete results from the Glacier Chaser Classic, Barrel of Gold and Juli Jo Kelly's saddle series have been sent to EquiStat. Also the results were published in the Barrel Racing Report and GCC and Barrel of Gold BBI results were also published in Barrel Horse News!

In November, January and February we will have full-page ads in the Barrel Racing Report, which is a weekly e-newspaper delivered FREE via email every Tuesday. The Barrel Racing Report includes all the major barrel racing results, sales results, standings, breeding notes, upcoming events, and industry information in a short, easy to read newspaper style format. Their rodeo results include horses' registered names as do their open jackpot results. We will have half-page ads in December, March, April and May, as well as the week before each of our 2018 events.

We are planning to have ads in the Wrangler Stallion Issue and the Cowboy's Digest issue that is handed out at the Montana Circuit Finals in January. Please let me know if you have any publications where you think we should consider advertising.

It pays to own or ride a BBI horse—\$113,700 plus awards paid out in first nineteen years to Barrel Racers and Stallion Owners.

Look forward to hearing from you!

20th Annual Barrel Breeders Incentive LLC

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BARREL BREEDERS INCENTIVE LLC (aka BBI) is now in its 20th year. It was formed to help promote our stallions as well as the sport of barrel racing. We are stallion owners who want to give the customer and barrel racing enthusiast an added incentive to breed to our stallions and purchase horses from us.

BBI added money, is generated from the annual stallion nomination fees. It is then added to selected barrel racing events in Montana each year as a sidepot to these events. BBI is set apart from other barrel breeders' programs as we promote at Open Barrel races as well as at Futurity & Derby events. Only 4 through 7 year old horses sired by currently nominated BBI stallions or the nominated stallion himself, if he is of this age, are eligible to win this added money—80% of each BBI event pot. The other 20% is paid out to the stallion owners.

BBI is an entity unto itself and is in no way financially or otherwise connected to any other barrel racing organization. We are only an added sidepot at annually named barrel events each year.

WHY NOMINATE YOUR STALLION

MONEY TALKS. In addition to our press releases, ads and online website, we have paid out over \$113,700 plus awards in the first nineteen years. We give the barrel racer who is riding a BBI-eligible horse at annually named events, a chance to win a lot of money at no extra cost to them except for a \$50 per event registration fee for BBI contestants (\$30 is jackpotted back). Barrel racers not riding BBI horses are not eligible to win any of this sidepot money!

Barrel racing is huge and getting bigger each year. Marketing is the key for your stallion. With increased demand, most of our BBI stallion owners have annual increased breedings to their BBI nominated stallion(s), and increased horse sales with increased selling prices. BBI-eligible horses are recognized and are in big demand!

WHAT YOU GET FOR YOUR MONEY

EXPOSURE AND ADVERTISING. Let us do some advertising for you! Our BBI advertising alone is an added incentive for you as stallion owners. Advertising and

Press Releases are mailed out regularly all year long to many equine publications geared toward competitive barrel racers. We also advertise the current nominated stallions in many rodeo and BBI barrel event programs and on posters at many barrel racing events. We publish and mail out BBI Stallion catalogs/packets FREE to anyone requesting more BBI information or entry forms.

WEBSITES PLUS \$\$\$

WANT TO SEE YOUR STALLION ADVERTISED ON THE INTERNET? We have our own website at BarrelBreederIncentive.com. Your stallion will receive a full page on our site and in addition you will receive a link to your own website, if you have one. The best thing will getting to tell that past or future customer that he or she gets a chance at the BBI Added \$\$\$ and Awards.

Remember that 20% of each BBI event sidepot is paid back to the winning stallion owners. Checks are paid to the owner of each nominated sire of horses winning 1st or 2nd in the Futurity or Derby BBI sidepot events.

IT PAYS TO OWN A BBI STALLION, HURRY AND JOIN US

ADVERTISING HAS ALREADY STARTED FOR 2018. Don't be left out. Let us help you promote your stallion. The earlier you nominate, the more exposure your stallion receives each month prior to the 2018 breeding season with regional and national advertising. BBI was formed for stallion owners as an incentive program to breed barrel horses and sell barrel prospects. Riders are now starting to look specifically for BBI horses. Enroll your stallion today! We look forward to hearing from you soon. Thanks again for your support.



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2018 Stallion Nomination Form Attached ►

20th Annual
Barrel Breeders Incentive LLC

AWARDS AND \$\$\$\$ ADDED. IT PAYS TO OWN OR RIDE A BBI HORSE!

2018 BBI STALLION NOMINATION FORM

For 2018 events, any registered breed of stallion may be nominated from any country.

Early-bird discount if paid by February 15, 2018, for a fee of \$550.*

After that nominations accepted until June 01, 2018, for a fee of \$625.

Barrel Breeders Incentive is limited to 40 stallions.

STALLION'S REGISTERED NAME & NUMBER _____

STUD FEE _____

STALLION OWNER'S NAME _____

STALLION OWNER'S ADDRESS _____

STALLION OWNER'S PHONE NUMBER _____

STALLION OWNER'S SIGNATURE _____

EMAIL _____

WEBSITE _____

Include 2018 Nomination Fee of \$550 (\$450 for 1999 Charter Members), add \$75 after February 15.

Copy of the stallion's registration papers must accompany this form. If possible please also include current photo(s) to be used on the website as well as for advertising. You can send prints, which I'll return after I scan them. Or you can send them electronically or put them on a CD or DVD.

You will receive confirmation of this nomination. Upon that confirmation 4, 5, 6, & 7 year old get by the above named sire (or sire himself if he is the right age) are eligible for BBI added money.

MAKE CHECK PAYABLE TO Barrel Breeders Incentive LLC

MAIL FORM TO Kitty Herrin, 5705 Lavoie Lane, Missoula MT 59808

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OFFICE USE ONLY

Date received _____

Amount received _____

Check # _____



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