



*Your Resource For  
All Things Equine!*

OHC's Mission Statement



*"To strengthen and connect Oregon's  
diverse equine industry."*



[www.OregonHorseCountry.com](http://www.OregonHorseCountry.com)

# Why Join Oregon Horse Country?

## DISCOUNTS

Members save \$\$.  
Office supplies, business services, equine services, insurance, and more!

## VISIBILITY

Members are seen more by equestrians state-wide.  
Stand out from your competitors and get noticed!

## VOICE

OHC advocates for the equine industry and has the power of numbers behind us. We represent the industry at many state levels.

## MEMBERS

## GET MORE!

*Let us help you*

*grow your*

*BUSINESS!*

## MARKETING

Let us promote you!  
With a fast growing reach, our website, newsletter, and social media reach thousands of equestrians a month!

## EDUCATION

We bring you business equine related webinars, seminars, and news to help you improve your business practices.

## REFERRALS

Our staff and board are active in the equine community and are frequently asked for recommendations - members are the ones who get referred!

## NETWORK

Connect with like-minded people as well as other businesses who can help you grow. You are only as strong as the network you have!

## CREDIBILITY

Association with OHC instantly gives your customers comfort in knowing that you are a trustworthy and high quality business.

[www.OregonHorseCountry.com](http://www.OregonHorseCountry.com)

Oregon Horse Country is a membership-based association that is committed to providing our members and the broader equine community with networking, valuable business

and equine education, business promotional opportunities, a voice at the regional and state level, and an overall equine resource.

OHC's 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 and e-newsletter.

OHC's **online member directory** offers full profiles for members, improving their ability to be found in online searches. Over **3,000 people search** for businesses within our website monthly—will you be found there?

**MEMBERSHIP IS EASY!** We offer **annual** payments, due January 1 each year, or **monthly installments** that are pulled automatically from your bank account. *See our membership application for the fee schedule.*

***JOIN TODAY***

***Connect,  
Save Money,  
& Grow Your  
Business***

## *Oregon Horse Country's Social Network is Amazing!*

Facebook is one of OHC's most valuable tools to promote your business or organization. We have over 4,500 LIKES at the end of 2017 and growing daily! OHC is active on:



## *Oregon Horse Country 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 the High Desert Horse Expo and a number of smaller regional horse fests around Oregon. These events give equine businesses a low cost opportunity to meet potential customers face to face and marketing their products and services. They also provide a great educational and shopping experience for horse lovers statewide.





PO Box 1664,  
Prineville, OR 97754  
971-224-5879

[Brandi@OregonHorseCountry.com](mailto:Brandi@OregonHorseCountry.com)

[www.OregonHorseCountry.com](http://www.OregonHorseCountry.com)



## 2018 MEMBERSHIP LEVELS

Membership 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!

	Golden Horseshoe	Basic Business/Org.	FREE Listing
	\$ 250/yr \$23/mo	\$ 100/yr \$10/mo	
Display space at booths for business/organization promotional brochure/rack cards and business cards	X		
Business included with a link on a scrolling list on every page of the OHC website	X		
Complimentary e-Commercial email blast (1 per year, must be scheduled)	X		
Complimentary banner ad (800x100 pixels) in every business category you are listed in on our website	X		
Business name, logo, description, address, and phone number showcased on Golden Horseshoe Member page on OHC website	X		
Enhanced online business directory listing - includes photo gallery, video, hours, directions, keywords, social media links, webpage links and more!	X	X	
Ability to submit announcements, events, and special member to member discounts to e-newsletter, social media, and website	X	X	
Facebook posts shared on the active OHC page ( <a href="http://www.facebook.com/OregonHorseCountry">www.facebook.com/OregonHorseCountry</a> )	X	X	
Discount on display ads in the printed Oregon Horse Directory	X	X	
Discount on vendor booths at the High Desert Horse Expo and regional Horse Fests	X	X	
Discount on display ads for the High Desert Horse Expo and Horse Fest programs	X	X	
Opportunity to sponsor events and programming	X	X	
Special discounts and savings at local and national companies (i.e. Office Depot/Office Max, Constant Contact, and more)	X	X	
Referrals to requests that come through the OHC office	X	X	
Opportunity to be included on Equine Farm/Barn Tours	X	X	
Opportunity to be included in cooperative marketing efforts	X	X	
Complimentary attendance to networking opportunities	X	X	
Complimentary attendance to educational events and webinars	X	X	
Opportunity to serve on OHC Board of Directors, Committees, and Task Forces	X	X	
Complimentary Premier classified listing in the Oregon Horse Directory (bolded business name, full mailing or street address, email, website in up to 5 categories)	X	X	
Business listed in online business directory and in the Oregon Horse Directory (includes business name, city/state, and phone number in 1 category)	X	X	X

- 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.
- Individual memberships are also available for \$50 for those who have no business to market but would like to remain engaged in the industry.

Contact our office for information.

[www.OregonHorseCountry.com](http://www.OregonHorseCountry.com) | 971-224-5879 | [Brandi@OregonHorseCountry.com](mailto:Brandi@OregonHorseCountry.com)



# APPLICATION FOR MEMBERSHIP

*Membership does not begin until payment is received.*

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.***

## **OHC HAS 2 METHODS TO PAY FOR MEMBERSHIP**

**1) Annually which is pro-rated based on the month you join so that all memberships expire December 31. Please select the month you are joining below and pay that amount. \*\*If you join in November or December you will receive the remainder of the year, plus the full following year of membership.**

	Jan.	Feb.	March	April	May	June	July	August	Sept.	October	Nov.**	Dec.**
<b>Golden Horse-shoe</b>	___ \$250	___ \$230	___ \$208	___ \$188	___ \$167	___ \$146	___ \$125	___ \$104	___ \$ 83	___ \$ 63	___ \$292	___ \$271
<b>Basic</b>	___ \$100	___ \$ 92	___ \$ 83	___ \$ 75	___ \$ 67	___ \$ 58	___ \$ 50	___ \$ 42	___ \$ 33	___ \$ 25	___ \$117	___ \$108

**How will you be paying for your membership?**      \_\_\_ Check      \_\_\_ Cash      \_\_\_ Credit card

**2) A monthly payment plan. 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.

\_\_\_ **Golden Horseshoe** (\$23/month)                      \_\_\_ **Basic** (\$10/month)

*For information on joining as an Individual (non-business member), chapter affiliate or second business, contact our office.*

Checks can be made out and mailed to:

Oregon Horse Country  
PO Box 1664  
Prineville, OR 97754

Questions??

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

You can also join online at [www.OregonHorseCountry.com](http://www.OregonHorseCountry.com)



- Acupuncture
  - Accupressure
  - Adult Camps & Activities
  - Advertising
  - Alternative Medicine
  - Apparel & Accessories
  - Architectural Design
  - Arena Construction
  - Art
  - Associations - membership
  - Author/Publisher
  - Awards/Ribbons
  - Barn Accessories
  - Barn Construction
  - Barrel Racing
  - Barrel Racing Training
  - Basic Riding Lessons
  - Beach Rides
  - Bedding
  - Birthday Parties
  - Blanket Washing/Repairs
  - Boarding
  - Breed Organizations
  - Breeding Farm
  - Burial/Removal Service
  - Carriage Ride Service
  - Centered Riding
  - Chiropractors (Equine)
  - Clinician (willing to travel)
  - Clinics (hosted at your property)
  - Colt Starting
  - Connected Riding
  - Cross Country
  - Custom Haying
  - Cutting Horse Training
  - Dentistry
  - Dressage Lessons
  - Dressage Training
  - Driving Lessons
  - Dude Ranch
  - Endurance Riding
  - Energy Medicine
  - English Pleasure Lessons
  - Equestrian Publications
  - Equine Assisted Activities & Therapy
  - Equine-focused College/ Certification
  - Equine Grief Counseling
  - Equipment Suppliers
  - Equus Coaching
  - Event Announcers
  - Event Facilities
  - Eventing
  - Expos
  - Farrier Suppliers
  - Farriers
  - Feed Companies
  - Feed Stores
  - Fencing/Panels
  - Financial Planning
  - Gaited Horse Training
  - Graphic Design
  - Hay Sales/Dealer/Broker
  - Home Decorations
  - Hoof Rehabilitation
  - Horse Racing venue
  - Horse Sales/Broker
  - Horse Show Association
  - Horse Sitting
  - Horse Packing
  - Horseback Ride Rental
  - Hunter/Jumper Lessons
  - Hunter/Jumper Training
  - Insurance - Equine, Farm, Ranch
  - Laundry & Repairs
  - Leather Work
  - Legal/Attorneys
  - Livestock Shelters
  - Lodging (equestrian theme)
  - Manure Removal
  - Marketing
  - Massage (Equine)
  - Mounted Archery/Shooting
  - Mortgage Lenders—Farm, Ranch
  - Natural Horsemanship
  - Non-Profit
  - Overnight Stabling / Layover
  - Pasture Consulting
  - Pet/Horse Cremation
  - Photography
  - Polo
  - Pony Rides
  - Promotional Items
  - Protection Items
  - Racing Training
  - Ranch Retreats
  - Real Estate Agents – Farm, Ranch
  - Rehabilitation
  - Reining Training
  - Reproduction Assistance
  - Rescue
  - Retail
  - Retired Horses / Layoffs
  - Rider Health/Support
  - Riding Academies
  - Rodeos
  - Saddle Fitting
  - Saddlery
  - Stall Fronts
  - Supplements
  - Tack Sales (new)
  - Tack Consignment (used)
  - Tack Repair
  - Therapeutic Riding
  - Thermography
  - Tourist Activities
  - Trail/Obstacle Course
  - Trail/Obstacle Course Training
  - Trail Maintenance
  - Trail Riding venue
  - Trail Riding/Camping Information
  - Trailer Sales & Repair
  - Training (general)
  - Transportation
  - Travel Agents
  - Traveling Horse Exerciser
  - Traveling Riding Instructor
  - Truck Sales, Servicing, & Rentals
  - Vacation Rental (equestrian theme)
  - Vaulting
  - Veterinarians
  - Veterinary Orthopedic Manipulation (VOM)
  - Videographers
  - Website Design
  - Western Lessons
  - Western Pleasure Lessons
  - Western Pleasure Training
  - Western Training
  - Western/Cowboy Dressage
  - Youth Camps & Activities
  - Other: (Please Specify) :
-



*Market with OHC!*

**Target Your Advertising:  
Connect Over 60,000 Times  
with Northwest  
Horse-Lovers  
& Equine-Related  
Business Owners!**

What is the most effective use of your marketing budget? **Targeted advertising** that reaches your specific market **AND** positions you as a reliable and valuable business partner. Oregon Horse Country (OHC) gives you that unique opportunity! *Take advantage of how hard we work to connect you to equestrians throughout Oregon!*

OHC has built a tremendous following of people passionate for the equine lifestyle. Our member businesses and organization benefit from our networking, business referrals, news updates, business and equine health education, discounts, and affinity group marketing.

Membership and advertising fees go directly to expanding Oregon Horse Country's programs and services. OHC's income benefits our members, friends and the community... *not a private owner.*

## Consider the Opportunity for MEMBERS ONLY

57,750+ Visits to OHC's Website Event Calendar each year

35,000+ Shoppers visit OHC's Business Directory each year

4,400+ LIKE and follow OHC's Facebook page

15,000+ OHC Equine-Related Business Directories are distributed annually

Up to 1,000+ OHC Brochures are distributed at Expos & Fairs each year

Over 40 eNews editions are sent each year to 2,500+ OHC friends

3,000+ Visitors are expected to attend the High Desert Horse Expo,

networking events & educational seminars this year

\* Non-Members may participate in the Sponsorship Advertising Packages



# OregonHorseCountry.com

With more than 57,000 visits to OregonHorseCountry.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
<b>BANNER AD: 800 x 100 pixels</b>		
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.
<b>SPOT AD (left side of home page): 270 x 195 pixels</b>		
Home	\$50 / mo.	\$125 / qtr.
<b>HOME PAGE SLIDE: 650 x 350 pixels</b>		
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

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-COMMERCIAL:** 575 x 200 pixels

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

