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For Immediate Release:

A new show approval fees structure goes into effect January 1, 2013; eligible AQHA show managers will receive credit for customizable awards packages.

From the new AQHA leveling program to the inaugural AQHA Novice championship shows, AQHA is improving the competition landscape for exhibitors, and in turn, for show managers. As a result, AQHA now offers more showing opportunities, which also means more results to process and more awards to provide, and to balance these improvements, AQHA needs to create more revenue.

In 2011, 2,703 total AQHA shows and special events were held. With the current show approval fee of \$100, the revenue of show approval fees totaled only \$270,300, which pales in comparison to the cost of 5,239 open awards, 6,794 amateur awards and 5,167 youth awards, plus the results that were processed for the 849,437 total show entries, including special events.

“AQHA budgets \$8,500,000 annually for shows, judges, amateur, AQHA Professional Horsemen and regional shows,” says AQHA Executive Vice President Don Treadway Jr. “We have income of approximately \$1,300,000 annually collected from show processing fees. Basically, we spend \$7,200,000 each year ‘related to shows’ for some 25,000 AQHA exhibitors.

“When you do the math, that’s \$288 that the Association spends per show member, or exhibitor, every year. The only requirements for an exhibitor to participate in an AQHA-approved show is that he or she must be a current member, pay a \$5 per-horse show processing/drug testing fee and exhibit a registered American Quarter Horse.”

Show approval fees from AQHA-approved shows are the real source of revenue for the AQHA Competition Department, Treadway explains.

“Originally, the show approval fee started at \$25. In 1997, it was increased to \$50, and in 2005 it increased to \$100,” explains AQHA President Gene Graves of Grand Island, Nebraska. “Whether it is the largest circuit show of the year or a small one-day show, the fee has been the same across the

board.”

However, as of January 1, 2013, show approval fees will increase. And rather than a flat fee, which has been protocol since the fee’s inception, approval fees will now be based on the number of entries by event code.

“Individual shows and special events are tied together by an event code,” Treadway explains. “For instance, if there is a circuit with six different show numbers and two special events, they are linked by the event code. By doing that, the individual shows are linked together so that when statistics are pulled for the circuit, all shows in that circuit are grouped together. To calculate the entries on which to base the approval fee, AQHA will refer to the previous year’s number of entries by event code.”

Show and Special Event Approval Fees*	Approval Fee	ARC Credit
Events with 5,000 and more entries	\$1,500	\$750
Events with 2,500-4,999 entries	\$1,000	\$500
Events with 1,000-2,499 entries	\$750	\$375
Events with 500-999 entries	\$500	\$250
Events with 250-499 entries	\$250	n/a
Events with 249 and fewer entries	\$150	n/a
All Novice/All Rookie/Introductory (regardless of number of entries)	\$150	n/a
*Beginning January 1, 2013		

These fee changes were approved this spring by the AQHA Executive Committee.

“An important thing to keep in mind is that AQHA’s reason for changing approval fees is not to gouge show managers, but it’s to have a leveled pay schedule and to help the competition department financially, so AQHA can continue to provide more recognition and implement more programs,” Graves says.

“This new fee schedule actually brings AQHA in line with industry standards and with similar approaches executed by AQHA alliance partners,” Treadway adds. “The approval fee schedule isn’t the only avenue that the competition department plans to use to create revenue, but it’s certainly one of the first.”

Additionally, a single late application fee will be applied to late show approval applications.

Late Show/Special Event Application Fees*

Shows/special events application received 90-119 days prior to show	\$200
Shows/special events application received 60-89 prior to show	\$400
If received less than 59 days prior to show date	\$1,000

*Beginning January 1, 2013

"Part of AQHA's mission statement is 'to provide beneficial services for its members that enhance and encourage American Quarter Horse ownership and participation,' " Treadway says. "As a steward of the breed and its membership, AQHA needs to start examining means for its departments to stand financially responsible on their own; a leveled approach to show approval fees is the first financially responsible step for the AQHA Competition Department.

"What AQHA wants to do is create even more activities and opportunities, giving more people more reasons to get horseback," Treadway adds. "That's really what the change in fee structure will do – it will help us continue to aggressively bring programs to the marketplace that get people showing their horses across disciplines and divisions."

Customizable Awards Packages

Paired with the new show approval fees structure will be three new customizable awards packages for eligible events.

Once show managers have paid their show approval fees, events paying more than \$500 in approval fees will receive credit with AQHA's new trophy company, Awards Recognition Concepts. Three awards packages – valued at \$250, \$500 and \$750 – will be available to show managers. Keep in mind, however, that a show manager must spend more than \$500 on their event's show approval to be eligible.

For instance, if an event is assessed \$1,000 in show approval fees, the show manager will have a \$500 credit with ARC to use for awards at that event. If an event is assessed \$1,500 in approval fees, the manager will receive a \$750 credit with ARC.

Credits with ARC that are accrued through show approval fees must be applied only to the event by which the credits were earned. A show manager may not apply credits from more than one event code; the event code through which the credits were earned must be the event code where the awards are presented.

ARC is the new AQHA business venture housed at AQHA headquarters in

Amarillo and is responsible for the assembly and shipping of AQHA trophies and awards, as well as assisting in the creation and design of new awards that will further enhance AQHA's awards program. Bringing AQHA awards in-house to AQHA's newly developed ARC department allows the Association to continue to provide members and competitors with quality, economical awards that come with AQHA's first-class customer service.

Keep an eye out for more details about ARC, how to use your credit and the services they provide.

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