

East Coast Stallion Incentive Fund

Hello,

First, we want to thank you for enrolling your stallion into the fund.

Each year we try to have new and creative ideas for the industry to help bring awareness to the ECSIF enrollees and get the young ones out into the equine world for people to take notice. We often see ads with the ECSIF being a selling point, we get several calls asking about a list of ECSIF for sale and many inquire about the fund itself and how to enroll their offspring they just bought.

All of this tell us that the fund is doing its job and bringing awareness to the stallions of the ECSIF. We encourage you to post on the ECSIF Facebook any offspring's you many have for sale as well as your breeding information. Feel free to tag either of us in your Facebook post so we can share this information as well.

The fund has grown each year and this year we are hoping to promote the young offspring's of the enrollees with our OTR Futurities that will be at each of the On The Road with Dawn and Clea shows as well as some other shows throughout the east coast.

Below is the list of shows where you will find ECSIF money this year. If you have shows where you would like to see ECSIF money as a sidepot please send us an email of the exact show and the show flyer, so we can have this for the future of ECSIF. If history repeats itself next year than the fund will grow and there will be more ECSIF to distribute.

The ECSIF money will be allocated as follows (This is an est from past numbers)

- *The Panty Raid Open - \$3000
- *The OTR 2D Futurity at The Panty Raid - \$2000
- *The Royale Open - \$2000
- *The OTR 2D Futurity at The Royale - \$1000
- *The Rebel Soul Open - \$2000
- *The OTR 2D Futurity at The Rebel Soul - \$1000
- *The Best of the Best Open - \$3000
- *The OTR 2D Futurity at The BOTB - \$1000
- The Half Baked Winter Series - \$200 Each show for top D riders
- The Half Baked Winter Series OTR 2D Futurities - min \$200 each Futurity
- The WV Futurity, The Indiana Futurity, The Big Time Futurity - \$500 each
- We will have 4 other OTR 2D Futurity Sidepots with \$500 ECSIF Money or More – Please watch for details on these dates. They will be listed on the website as well as Facebook.

*Money is given back to ECSIF Rider at 80% and 20% to stallion owner, all other shows 100% to the rider.

In life people like to compare products, hairstyles, riding styles etc. The ECSIF may never have the funds that the bigger funds have but we feel this little fund is doing well for an idea for the average Joe to promote their horses.

www.ecsif.com

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We cannot thank you enough for sticking with us for the last few years and helping the fund grow to what it is today. We are hoping the OTR futurity will grow as well and allow the Average Joe to get in the game a little more and take home some coin.

We have also added a ECSIF Buy In Program for off springs that seemed no longer eligible for the fund because of circumstances beyond their control. We have enclosed the information on this program for your review.

Please note; Any time you have updated information on your stallion please forward to us, so we have it for future use of banners, calendars and promotional items. If you have not yet sent a high-resolution photo of your stallion (not just the flyer) please do so as we will be printing banners at the beginning of March. PLEASE email photos to g4horseranch@gmail.com. If we do not get the photos we will not be able to produce clear precise marketing material and will have to work with what we have.

Thank you again for being part of the fund, trusting in it and us and investing in the future of your stallion.

Live, Love and Laugh – make each day momentous.

Sincerely,

Dawn and Clea

Enclosed:
Invoice
Membership Renewal
ECSIF Buy In Program

