TIME TO RIDE 2015
AN INITIATIVE TO GROW THE HORSE INDUSTRY
Horse Owner Demographics

The proportion of horse owners 18-34 has declined 15% from 2009 to 2013

- 18-34 Year olds (11%)
  - 34% Western
  - 25% English
  - 39% Both

- 35-54 Year olds (42%)
  - 47% Western
  - 16% English
  - 29% Both

- 55 Years plus (47%)
  - 53% Western
  - 14% English
  - 24% Both

*Brakke Equine Marketing Mega Study, 2014
Time to Ride is designed to connect families to horseback riding and other activities in their local area.

Brought to you by the American Horse Council

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Time To Ride
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AN INITIATIVE TO GROW THE HORSE INDUSTRY
**GOAL**

To grow the horse industry by engaging equine facilities and organizations and assisting them to create memorable, long-lasting connections between people and horses.

**VISION**

To make horse experiences attractive and accessible to every person in America.

**SUCCESS**

Horse experiences will be a leading recreational choice for individuals and their families.
GOALS AND STRATEGIES

Marketing Goal

- Increase horse ownership
- Increase participation in horse events
- Improve public’s perception of horse welfare

Develop Network of Resources

- Digital Hub
- Professional Tool Kit

Offer Horse Experience

- Test Rides Experience
- Trail Riding Gatherings

Educate Kids

- Inclusion in curriculum via Cowgirl Hall of Fame
STRATEGY DEVELOPMENT
BASED ON ROBUST RESEARCH

1. Target Mothers and Children
2. Communicate Sense of Purpose
3. Focus on Events That Allow Participation and Contact with Horses
4. Connect Non/New Horse Owners to a Network
### OVERVIEW

#### THE COMMUNICATION CONCEPT

Riding a horse is everything you could want for your daughter or son as you imagine the experience for you.

#### TARGET

- Mothers and daughters
- Mothers have the same rationale for wanting the experience for themselves and their daughter(s) – freedom, strength, dedication, confidence, physical well-being and discipline

#### IMAGERY

- Mothers found the image associated with this concept especially appealing
- It is joyous and provides a sense of freedom

#### SUGGESTIONS

- Mothers need to be reminded that such experiences are possible
- The time to connect with family and enjoy life together is precious
2012–2014 TACTICS

- Qualitative Research
- TimeToRide.com and social media hub
- Test Rides
  - Austin Rodeo
  - Del Mar
- Time To Ride social media map
- Social media ad placements
- Social rewards program
- Distance Learning
- Stable and event tool kit
- Mom Blogger Campaign
- 100 Day Horse Challenge
FOCUS ON WORD OF MOUTH & MEDIA

TARGET
Continue to target moms and their kids

NATIONAL MEET-A-HORSE DAY
Create buzz on a national scale

TIME TO RIDE CHALLENGE
Contest for horse industry professionals to reach newcomers

MOM ROUND-UP
Incentive program for moms already associated with a Host barn

TIME TO RIDE STORIES
Pitches to regional and national media

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PRIMARY TARGET

AUDIENCE

Female, 35 – 44,
Married with kids 7 – 14
No current horse experience
TARGET AUDIENCE

PRIMARY TARGET AUDIENCE

- Female, 35–44,
- Married with kids 7–14
- College graduate/some college
- Household income $75+

SECONDARY TARGET AUDIENCE

- Children, ages 7–14

SECONDARY AUDIENCE

- Professional providers
  - Lesson and training barns
  - Equine organizations
  - Show/expo organizers
“DAD DRIVES, MOM RIDES” AT AUSTIN RODEO

- Three weekends of “Test Rides” conducted at Austin Rodeo
- 1,200 participants – approx. 400 decision makers
- 19 area barns agreed to introductory $25 “horse experience” coupon
- Round-pen rides and pony grooming
- 5 % redemption of decision makers
TEST RIDES AT DEL MAR FAMILY DAY

- One day of “Test Rides” conducted during family day at Del Mar Race Track on July 22
- Approx. 320 riders from noon to 6 p.m.
- 20 area barns agreed to introductory 50% off “horse experience” coupon
- Round-pen rides with Western and English tack
- Voucher redemption resulted in 7 repeat clients for barns
MOM BLOGGERS
SECONDARY TARGET AUDIENCE

INDUSTRY PROFESSIONALS: HOSTS

Lesson and training barns
Trail ride facilities
Equine organizations
Show/expo organizers
Vet practices and professionals
DOWNLOADABLE ADS AND FLYERS
MARKETING TOOLKIT FOR HOSTS

How do I reach 100 new people in 100 days?
Suggested strategies for success.

There are many ways to engage 100 new people in horse activities in 100 days. You can provide riding experiences like an introductory lesson or a short five-minute “test ride.” You can also provide unmounted experiences like a fun introduction to horsemanship lesson, a “Meet a Horse Day,” or even just an opportunity for interested families to pet

Press Releases

Community Notices
Placing radio advertisements.

Radio and television stations broadcast community notices, or public service announcements, throughout the week, many of which focus on local community concerns, special events, and health issues. To submit a community notice locally.

Suggested Events and Activities

Here are just a few ideas. Brainstorm what will work best for your situation, and be creative!*

- Hold an open house at your venue. Make visitors feel welcome and comfortable at your stable. Focus on helping each visitor make a personal connection with a horse while they visit.
  o Give tours of the facility throughout the day.
  o Have a few gentle horses on hand to greet visitors.
  o Plan a scavenger hunt around the facility and form pairs or teams.
STABLES MAP/LISTING

AQHA’s “Take Me Riding”
NEW INFLUENCER

AUDIENCE

Moms who currently ride or bring their kids to a lesson barn
TIME TO RIDE CHALLENGE

CONTENTS

1. Host contest
2. National Meet-a-Horse Day
3. Mom Round-up
4. Social and Traditional Media
5. Grant Program
# Time To Ride Challenge

## 2014 Operations
- 702 Hosts registered
- 688 events in 49 states
- 25,000+ newcomers
- Collection of best practices
- 44,464 page views

## 2015 Operations
- Build on success and key learnings
- May 30 – September 30
- Double the numbers
- Increase photo and video sharing
- New associated programs
TIME TO RIDE CHALLENGE

PROMOTIONS

- Tool kit
- Trade advertising
- Social media
- Regional and local media
- Flyers, word-of-mouth
- Alliance member support

Small Division
The Small Division is for the following Hosts:
- Stables with 5 or fewer horses for lessons;
- Businesses, including but not limited to retail outlets, veterinary practices, race tracks, shows, expos or equine centers, etc. with 5 or fewer employees; or
- Organizations with 25 or fewer members.

Medium Division
The Medium Division is for the following Hosts:
- Stables with 6-12 horses for lessons;
- Businesses, including but not limited to retail outlets, veterinary practices, race tracks, shows, expos or equine centers, etc. with 6-10 employees; or
- Organizations with 26-100 members.

Large Division
The Large Division is for the following Hosts:
- Stables with 13 or more horses for lessons;
- Businesses, including but not limited to retail outlets, veterinary practices, race tracks, shows, expos or equine centers, etc. with 11 or more employees; or
- Organizations with 101 or more members.

If you work together with other Hosts, you will be counted as one Host for the entire Challenge and must choose one establishment name and one contact person to represent your group. To figure out which division you belong in, add up the total number of lesson horses, employees, or members that you have altogether. Whichever number (horses, employees, or members) is greatest will be the basis for picking a division. For example, if you have 4 employees and 10 lesson horses, you will be in the Medium division.
“Off season” support
Small outreach programs
Spring 2015
- 19 grants
- $250 - $500
- 15 states
$5,000 in fall 2015
TIME TO RIDE
CHALLENGE
MOM ROUND-UP

• Word of Mouth #1
• Engage Host barn moms as ambassadors
• Communications via Host stables
• Incentive campaign to refer friends and family
• Prizes include T-Shirts, coupons
TIME TO RIDE CHALLENGE
NATIONAL MEET-A-HORSE DAY

• Nation-wide open house
• July 25, 2015 – last year’s largest weekend by events
• Regional and national media outreach
• TTR map
• Specialized tool kit
• Specialized video and photo contest for media follow-up
MEDIA OUTREACH & MESSAGE THEMES
2014 SOCIAL MEDIA ENGAGEMENT

ESSAY CONTEST

• More than 200 entries
• Heart-warming stories
  - Improved self-esteem
  - Overcoming grief
  - Physical improvements

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