

# Local Level Committee



## Local Level Committee

**Our mission:**

**To bring people to the Arabian horse through local outreach.**



# Tools & Programs

2021 and early 2022 saw the finalization of many programs developed by the committee, alongside AHA - making sure tools were in place for our community.

## Marketing Toolkit

- Press Releases
- Templates
- Best Practices & Follow up guides
- Outreach Letters
- Social media, branding, MAH frames



# Discovery Farms

- Roughly 230 Farms
- No fee to sign up
- Two boxes sent in 2022
- Additional tools and promotional items for events



# Meet An Arabian Horse Month

- Began marketing in March
  - Utilized the Arabian Horse Times & National Horseman to market internally
  - 35+ signups via the AHA website
  - Distribution of new items in the marketing toolkit, including “I met an Arabian Horse” stickers, along with the special Discovery Farm Box for hosting events
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- Overall reach included 120,000+ during the month of May in 2022, compared to a reach of 40,000+ in May of 2021.
  - Average engagement on each post was about 6,000+
  - Email open rate was 40% in 2022, compared to an open rate of 23% in 2021



# Local Level Committee Successes

Lucky Listener implemented in many regions

Television commercials

Kiss An Arabian

Taking The Reins on the Kelly Clarkson show

Equine Affaire and other large public trade shows

Various state local breed promotions

Virtual Horse Show

Club Growth Webinar



## Looking to the Future

- Evaluation and growth of current programs
- Local club support and growth
- Collaboration within the Arabian horse industry

**Let's connect!**

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