



## **APAHA Prize Money program**

The Arabian Professional and Amateur Horsemen Association, in conjunction with AHA, announce a new prize money program for the 2009 US Nationals.

### **Concept**

Slot rights will be sold for specific National classes. The money from the sale of the slots is used for prize money in that class. Slot holders have an opportunity for significant awards. The cost of a slot is established by APAHA and permanently fixed at that amount. Initially each class will have fifteen slots available at that fixed price. All fifteen slots must be sold before the program is in effect, and no slots are paid for, nor prize money paid out, until and unless a minimum of fifteen slots have been sold. Additional slots may be made available in subsequent years, but they will be sold at a higher price than the initial fifteen. Holders of slots have permanent rights to purchase the slot each year at the initial annual price, unless they forgo purchasing them. Slot holders may enter a horse in the class or lease that year's slot to someone else on terms established between the parties.

### **Classes for 2009**

The first four classes of the new program will be Purebred English Pleasure Junior Horse, Half-Arabian English Pleasure Junior Horse, Purebred Western Pleasure Junior Horse, and Half-Arabian Western Pleasure Junior Horse.

### **Slot Purchase Price**

The first fifteen slots for these four classes will be sold for \$3,500 each, generating a payout of \$52,500 for each of the classes. The annual renewal price for these slots will remain at \$3500 and the initial purchaser may renew each year. Failure to renew forfeits all rights to the slot and APAHA may then resell the slot at a price it determines.

It is anticipated that the next five slots for each class (slots 16-20) will be sold for \$5,000 each.

### **Payouts**

Twenty five percent (25%) of the total purse each year will be paid to the Champion, fifteen percent (15%) to the Reserve Champion, and seven and one half percent (7.5%) each to the remaining top ten. This translates to \$13,125 Champion, \$7,875 Reserve Champion, and \$3937.50 each for the remaining Top Ten for the first year. Championship and Reserve Championship prizes will be awarded to the top two placing slot holders.

Starting with the second year APAHA administrative costs will be paid from the slot proceeds however those costs shall not exceed 5%.

Horses entered in the class without slot rights that place in the Top Ten will receive 10% of the prize money that a Top Ten slot holder would have received (\$393.75). The remaining amount

will be retained for payout in the subsequent year. \* Note that as additional slots are sold in subsequent years the prize money increases.

### **Opportunity for Growth of the Program**

This basic approach to prize money generation has been very successful in other venues. The most notable being the Reichert Celebration for Quarter Horses. Starting with a couple of classes, in just over a decade it has grown into a large show with millions of dollars in payouts, corporate sponsorships, and television coverage.

Assuming that within a few years the APAHA Program reaches a total of 25 slots for each class, with slots 16-20 selling for \$5,000 each, and slots 21-25 selling for \$6500 each, there would be over \$100,000 awarded per class. Add to that the possibility of corporate sponsorship, and the opportunity for significant payouts is clear. The advantages of early participation at the ground level in order to secure slot rights at \$3,500 per year are obvious.

### **How to Participate**

Application forms for each of the four classes are available at the APAHA website. Download the form and submit it and a check payable to “APAHA Slot Program” prior to July 15<sup>th</sup>.

In the interest of fairness the fifteen successful applicants will be randomly drawn from the total applicant pool on August 1<sup>st</sup>. Successful applicants will have their checks deposited at that time. All others will be returned.

In the event that a class has fewer than fifteen total applicants all checks will be returned and that class will not be activated. However those applicants will retain first rights to purchase a slot the following year, whereas new applicants will be subject to a new drawing for slot rights.