

2020 Media Kit

PHIL HAUGEN HORSEMANSHIP



WWW.PHILHAUGENHORSEMANSHIP.COM



HORSES TRAINED

1,000+

over the past 30 years

EQUISTAT EARNINGS

\$1M

*produced by horses that have
been through Phil's program*

CLINICS & EVENTS

100+

*days of private and/or group
clinics & events each year*

EVENT PARTICIPATION

150%

growth from previous years

TRAINING EXPERIENCE

30+

*years as a professional
horse trainer and clinician*



About Phil

PHIL HAUGEN HORSEMANSHIP

Over 1,000 horses and 30 years of training experience has laid a solid foundation for proven success in the Haugen Horsemanship program. Raised in western North Dakota, Phil grew up knowing the value of a well-trained equine partner and the importance of creating a foundation built on trust and respect.

Phil competed in the calf roping, team roping, and saddle bronc riding in the PRCA for 20 years, and is now a PRCA Gold Card member. He has qualified for the PRCA Badlands Circuit Finals and the Prairie Circuit Finals in these respective events. Winning at both ends of the arena led Phil to win the coveted Linderman Award in 1989.

Phil has developed a unique training style based on his experiences in and out of the competition arena. His training program is focused on those fundamentals and his keen understanding of how to progress a horse in its training while mentally keeping that horse in a trusting, secure and confident state of mind.

Phil and his family currently reside in Weatherford, Oklahoma. He continues to compete in rodeo and roping events while maintaining a full training roster and clinic schedule.



TESTIMONIALS

"I have been riding behind Phil Haugen since 2004. Phil has a great understanding of a horse, especially a young one. I attribute a lot of my success, with several of my horses, to Phil. He makes sure the horses get the foundation they need and are ready, shortly after I get them from him, to start on the barrel pattern. I know the horses will come to me knowing the skills that are key to starting, running, and making a lasting, winning barrel horse!"

ANGIE MEADORS

First and foremost, WOW! What an amazing experience in such a short amount of time. Phil's clinic left us wanting more. We came away better horseman AND even better; our horses came away more complete, collected and residual per his training applications. Phil is down to earth, easy to talk to, communicates effectively, is hands on, genuine to the salt of the earth. Life is short, Phil is one of those rare horseman you should meet in this lifetime.

PATRICK J. SMITH

Training Philosophy

"TRAINING THROUGH UNDERSTANDING"

Phil's passion lies in the sincere desire for the horse and rider to be successful together. His clients have benefitted from expert colt starting, private riding lessons and training as well as the meaningful experience of his clinics. Phil is committed to helping his clients improve their relationship with their horses through effective communication, proper techniques and good horsemanship.

Phil's philosophy is to train through understanding, and that starts with a simple, common sense approach. Building a solid foundation to help each horse reach it's full potential by focusing on effective and proven techniques that help horses to understand the response you are asking for, which in turn builds their confidence and yields success.

This approach has resulted in more than \$1,000,000 in Equistat earnings, won by the horses that have been a part of the Phil Haugen Horsemanship program. These horses are not limited by discipline or age and have excelled in major barrel racing events, tie-down roping, futurities, derbies and WNFR qualifications. Confident, meaningful communication, and proper horsemanship can allow any horse and rider the opportunity to achieve their optimal individual potential.



FOLLOWERS

18,400+

New likes per month: ~250

POST REACH (MONTHLY)

220,000+

Average posts per day: 1



AVERAGE POST REACH

6,500+

Average posts per week: 3

POST ENGAGEMENT

50+

Actions taken from each post

@PHILHAUGENHORSEMANSHIP

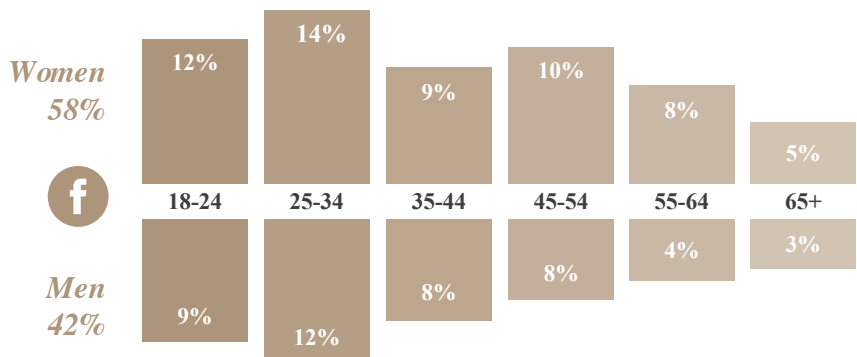


Social Media

STATISTICS AS OF MAY 20, 2020

Phil Haugen Horsemanship maintains an active presence across multiple digital media platforms, including **Facebook, Instagram, YouTube, Email Marketing, and Podcasting.** We are committed to generating positive relationships with equine consumers and providing an engaging platform for industry consumers and businesses to communicate. We are constantly striving to utilize these platforms to provide new educational resources, training videos, horsemanship tips, and more to individuals in the equine industry.

Our audience demonstrates consistent engagement across each of our online communities and displays interest in a variety of topics, such as: **horsemanship, horse training, colt starting, equine nutrition, supplements, tack and equipment, performance tips, roping, barrel racing, and much more.**





VIDEO VIEWS

41,500+

Average videos per month: 5



DOWNLOADS TO DATE

38,000+

New episodes weekly

Social Media

STATISTICS AS OF MAY 20, 2020

YOUTUBE

Our *YouTube channel* features training tips produced in coordination with Better Horses TV as well as videos of past and current performance horses that have come through our training program. We cover a variety of equine-related topics, such as: horsemanship, horse training, colt starting, equine nutrition, supplements, tack and equipment, performance tips, roping, barrel racing, and much more.

PODCAST

The *“Be Your Best Horsemanship” podcast* is based on our “1% better everyday” training philosophy with the goal to provide real, entertaining, and informative content that encourages our listeners to strive for continuous learning and growth in horsemanship, as well as in life. Our weekly podcast features training philosophies, horsemanship principles, and performance tips from Phil Haugen as well as various guest hosts in the western industry. In each episode, Phil shares his experiences over the past 30 years as a professional horse trainer, explaining the methods that have helped him bridge the language barrier between horse and rider to enhance understanding and performance from foundation to finish.

PODCAST RATING
★★★★★

AVAILABLE ON

- Apple Podcasts
- Spotify
- Google Podcasts
- Breaker
- RadioPublic
- Overcast
- Pocket Casts



ACTIVE SUBSCRIBERS

1,800+

with access to a database with 20,000+ subscribers

AVERAGE OPEN RATE

49.0%

46% mobile opens

AVERAGE CLICK-THRU RATE

19.8%

54% desktop opens

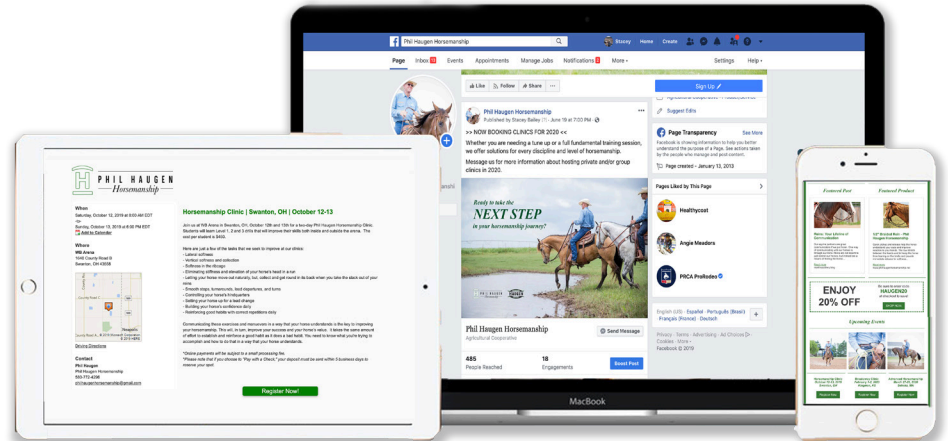
ANNUAL LIST GROWTH

156%

List segmented and targeted by consumer activity trends

Email Marketing

STATISTICS AS OF MAY 20, 2020



Our email database is built from active consumers in the equine industry. These consumers are loyal customers who have participated in instructional clinics and made purchases from Phil Haugen Horsemanship and our partnering brands. These subscribers are segmented by individual consumer behavior trends to enable more effective targeting for promotional campaigns. We are constantly updating our subscriber lists with the most accurate segmentation data available to provide valuable insight into our customer relationships and activity patterns.

WHAT TO EXPECT FROM OUR EMAILS

QUALITY CONTENT

Our weekly emails are designed with educational industry information to provide consistent value to our subscribers.

HIGH ENGAGEMENT

We target each of our email campaigns based on the activity trends of our subscribers and perform A/B testing for each of our subject lines to produce high open and click-through rates.

Partner with Phil Haugen

JOIN OUR TEAM & SHARE YOUR BRAND WITH THE PHIL HAUGEN HORSEMANSHIP COMMUNITY!

GOLD PACKAGE

- Logo on website with direct link to partner's site
- Partner banner displayed at events (Banner provided by partner)
- Logo on trailer
- Logo patches on shirts (Patches provided by partner)
- Product placement at events (Product provided by partner)
- Social media tagging on Facebook and Instagram posts
- One (1) exclusive social media post per month
- 30-second ad on one (1) podcast episode per month
- Logo featured on weekly e-blasts and one (1) major monthly e-blast

\$4,200/YEAR

SILVER PACKAGE

- Logo on website with direct link to partner's site
- Partner banner displayed at events (Banner provided by partner)
- Logo on trailer
- Logo patches on shirts (Patches provided by partner)
- Product placement at events (Product provided by partner)
- Social media tagging on Facebook and Instagram posts
- One (1) exclusive social media post per month

\$3,000/YEAR

BRONZE PACKAGE

- Logo on website with direct link to partner's site
- Partner banner displayed at events (Banner provided by partner)
- Logo on trailer
- Logo patches on shirts (Patches provided by partner)
- Product placement at events (Product provided by partner)

\$2,400/YEAR



READY TO COLLABORATE?

Please submit requests to:

PHIL HAUGEN HORSEMANSHIP

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580. 554. 8047

WWW.PHILHAUGENHORSEMANSHIP.COM