What a year! Beginning with Mustang Magic during the legendary Fort Worth Stock Show & Rodeo, then on to the Extreme Mustang Makeover events in Lexington, KY and Fort Worth, TX, continuing with the year-round Trainer Incentive Program and the spring and fall sessions of the Veterans & Mustangs program. We continue to be successful in changing the lives of mustangs but also those who come in contact with them.

These successes were not accomplished by staff alone. Over 410 trainers were approved to gentle and adopt out mustangs. Trainers from across the country apply to compete in our Extreme Mustang Makeovers and Trainer Incentive Program. Additionally, we couldn’t do what we do without the support of our many corporate partners, private Foundations and individual contributors. Together we are all making a difference in the lives of mustangs getting them transitioned from holding facilities and into private care.

But, there is more that we can do. With more funding and more trainers we can continue to grow and break adoption records. We can get even more mustangs out of holding and into private care and change how Americans relate to and better understand the needs of the American Mustang.

It is such an honor to be part of an organization that is passionate about its mission and continues to build on its successes. In the coming year, I want us all to get more involved so we can make a difference in the lives of more mustangs. I am looking forward to what we will do in 2019 to fulfill our mission of bringing mustangs home and I hope you will join us.

Kali Sublett  |  Executive Director

BOARD OF TRUSTEES

Paula Carr - Chair
B.F. Yeates - Vice Chair
John Falen - Secretary
Robin Lohnes - Treasurer
Randall Carr - Trustee

ADVISORY BOARD

Janet Greenlee
Bob Moorhouse
Lesley Neuman
Judy Simmons

STAFF

Kali Sublett - Executive Director
Randi Blasienz - Director of Operations
Karen Wallace – Director of Finance
Matt Manroe - Director of Marketing
Lizzy Foster - Program and Events Director
Stormy Mullins - Event Director
Ann Souders - Program Coordinator
Brandyl Calley - Public Relations & Communications Coordinator
Sarah Muehlstein - Program & Event Coordinator
Harold Cosper - Program Support
<table>
<thead>
<tr>
<th>WITH YOUR SUPPORT IN 2017-2018 WE</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ADOPTED</td>
<td><strong>1,742</strong> American Mustangs</td>
</tr>
<tr>
<td>SAVED</td>
<td><strong>$87,100,000</strong> Annual Savings to the BLM</td>
</tr>
<tr>
<td>INVOLVED</td>
<td><strong>600+</strong> Youth and Adult Trainers</td>
</tr>
<tr>
<td>PAID</td>
<td><strong>$1,161</strong> Average Commission Paid to Trainers</td>
</tr>
<tr>
<td>AND REACHED</td>
<td><strong>$179,000</strong> In Trainer Incentives Paid Out</td>
</tr>
<tr>
<td>MORE THAN</td>
<td><strong>132,197</strong> Facebook Fans</td>
</tr>
<tr>
<td></td>
<td><strong>1,000,000+</strong> Facebook Live Video Views</td>
</tr>
<tr>
<td></td>
<td><strong>7,000+</strong> Event Spectators</td>
</tr>
</tbody>
</table>
Our Spectators:
Adults 25-54 with HHI of $50K+

Our Competitions:
- 2 events in two states
- 191 horses placed
- 64% of past competitors plan on competing in 2019

Tickets on Sale Now!
Go to Extrememustangmakeover.com

Lexington, Kentucky
June 21-23
Fort Worth, Texas
September 6-8
Player's Choice Format - Top Prize $50,000

7,000+ event tickets sold
91% of spectators plan on attending another event
78% currently own horses

Take It To The Extreme
2018

A Mustang Heritage Foundation Production
LEXINGTON, KY - June 21-23
44 Horses Adopted
Adoption Average = $1,572
Saturday Night Attendance - Approx. 3,000

FORT WORTH, TX - September 6-8
77 Horses Adopted
Adoption Average = $2,758
Saturday Night Attendance - Approx. 4,000
WHY GET INVOLVED NOW?

Thank you for your consideration in becoming an official sponsor of the Extreme Mustang Makeovers. For 12 years we have been producing our unique equestrian events and look forward to you joining us.
**Sponsorship Packages**

**Includes 5 National Events**
- Pre-Event Television and Radio Recognition
- Event Ticket Recognition
- Trainer wearables Recognition
- Multi Media Presence
- Pre-Event National Print Logo Placement
- Social Media Recognition
- Monthly Newsletter Recognition
- Website Recognition
- Company Logo Displayed in Arena
- Promotional Announcements
- Official Event Program Recognition
- Vendor Booth Space

<table>
<thead>
<tr>
<th>Presenting Partner</th>
<th>Title Partner</th>
<th>Event Partner</th>
<th>Product Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$50,000</strong> Name and Logo</td>
<td><strong>$25,000</strong> :30 sec Commercial</td>
<td><strong>$15,000</strong> Annual</td>
<td><strong>$5,000</strong> Logo Hyperlink</td>
</tr>
<tr>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo Hyperlink</td>
</tr>
<tr>
<td>Logo</td>
<td>:60 sec Commercial / 2 :30 sec</td>
<td>Quarterly</td>
<td>2 per Arena</td>
</tr>
<tr>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>2 Daily</td>
</tr>
<tr>
<td>Quarterly</td>
<td>Logo</td>
<td>Logo Hyperlink</td>
<td>Full Page Color</td>
</tr>
<tr>
<td>Logo</td>
<td>Large format - 2 per Arena</td>
<td>Large format - 2 per Arena</td>
<td>10 X 20 Prime</td>
</tr>
<tr>
<td>Logo Hyperlink</td>
<td>4 Daily</td>
<td>Inside Cover Color</td>
<td>4 Box Seats/5 General</td>
</tr>
<tr>
<td>Large format - 2 per Arena</td>
<td>Hourly</td>
<td>10 X 30 Prime</td>
<td>2 Box Seats/5 General</td>
</tr>
<tr>
<td>Back Cover Color</td>
<td>10 X 30 Prime</td>
<td>10 X 30 Prime</td>
<td></td>
</tr>
</tbody>
</table>

**Present & Past Sponsors**

For additional information or to discuss a potential partnership please contact:

**Kali Sublett**, Executive Director

p: 512.869.3225
e: kali@mustangheritagefoundation.org
FASTEST GROWING & MOST EFFICIENT ADOPTION PROGRAM

TIP Adoption Totals 2007-2018

81% Year-Over-Year Increase
1551 TIP ADOPTIONS COMPLETED IN 2017-18

The Trainer Incentive Program (TIP) is a successful training and adoption program that engages hundreds of horse trainers with BLM wild horses. Since 2007, the MHF has received hundreds of TIP applications and selected TIP trainers based on their experience, facilities and ability to find good homes for mustangs and burros. Once an adopter or purchaser is approved by BLM, the TIP trainer is reimbursed up to $1,000 for their training and marketing services. The success of the TIP program led to the expansion of the Storefront Program, a program designed for qualified TIP trainers with the training facilities capable of receiving 12 or more mustangs.

- 410 Approved TIP Trainers across the U.S.
- 11 TIP Challenge Events in 2017-18 placing over 300 animals
In 2008, the MHF created its first Youth & Yearling adoption event where youth received recognition and prize money for gentling and competing with wild horses. This program has since expanded to several locations across the United States where knowledgeable and experienced individuals host youth and yearling competitions through the Trainer Incentive Program.
MUSTANG MAGIC

FORT WORTH STOCK SHOW AND RODEO

A sellout performance each year, Mustang Magic is a highlight of the Fort Worth Stock Show and Rodeo. Trainers, by invitation only, have 100 days to gentle a wild mustang and compete for cash and prizes while spectators have the opportunity to adopt or purchase a mustang.

LET THE MAGIC BEGIN
JANUARY 24-26, 2019
2018 - 8-week session, 5 Veteran Participants; 5 Horses Adopted
2018 - 6-week session, 6 Veteran Participants; 6 Horses Adopted

For the past 5 years, the MHF has been hosting and managing wild horse training sessions using the assistance of U.S. Military Veterans at its facility outside of Georgetown, Texas. In 2018, MHF will continue its’ goal of serving veterans and mustangs through the 8-week program. This program is funded 100% by contributions from individuals and organizations. Thank you to all who support this program.

31 VETERANS SERVED
31 MUSTANGS ADOPTED

SINCE THE PROGRAM INCEPTION
Since 2015, through the America's Mustang campaign, the MHF has increased public outreach, education and involvement in the BLM Wild Horse and Burro Program.

- We have offered successful and well attended on-range tours, Eco-Sanctuary tours, off-range corral tours, wild horse adoption and sales opportunities where the public was able to intimately experience the WH&B program
- Created a modern, easy to use website where the public can visit to learn about the WH&B program and the issues
- Provided online education in a more eye appealing and modern approach

**America's Mustang Experience – Virtual Reality Tour**

In 2017, MHF created a self-contained virtual reality trailer that allows the public to experience America’s Mustang in a way they never have before. The trailer travels across the United States to attend expos, conferences and sporting events in order to educate the general public audience and reach beyond the equine industry. The audience has the opportunity to watch educational videos and stand with wild horses through the VR headset experience.

**2019 Schedule**

- February 22-24 – EQUIFEST, TOPEKA, KS
- April 12-14 – MIDWEST HORSE FAIR, MADISON, WI
- May 3-5 – VIRGINIA HORSE FESTIVAL, DOSWELL, VA
- May 10-11 – FLORIDA EXTREME MUSTANG MAKEOVER, OCALA, FL
- June 20-22 – KENTUCKY EXTREME MUSTANG MAKEOVER, LEXINGTON, KY
- August 9-10 – NASCAR, WATKINS GLEN, NY
- September 5-7 – TEXAS EXTREME MUSTANG MAKEOVER, FORT WORTH, TX
2017-2018 MARKETING IMPACT

- **National Magazine**

- **Television News**

- **Facebook Post**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>EXTREME MAKEOVER FACEBOOK LIKES</th>
<th>MUSTAGE HERITAGE FACEBOOK LIKES</th>
<th>EXTREME MAKEOVER FACEBOOK VIDEO VIEWS</th>
<th>MUSTANG HERITAGE FOUNDATION .ORG UNIQUE PAGE VIEWS</th>
<th>EXTREME MUSTANG MAKEOVER .COM UNIQUE PAGE VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspaper</td>
<td>132,397</td>
<td>10,635</td>
<td>1,000,000</td>
<td>119,142</td>
<td>164,420</td>
</tr>
<tr>
<td>Magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Relations</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thank you to all our 2017-2018 Sponsors

| Presenting Partner of the Extreme Mustang Makeover | westernhorseman.com |
| Presenting Partner of the Extreme Mustang Makeover | weisbergfamilyfoundation.org |
| Sponsoring Partner of Mustang Magic | lonestaragcredit.com |
| Apparel Partner of the Extreme Mustang Makeover | resitol.com |
| Equipment Partner of the Extreme Mustang Makeover | martinsaddlery.com |
| Equipment Partner of the Extreme Mustang Makeover | classicequine.com |
| Awards Partner of the Extreme Mustang Makeover | acutabovebuckles.com |
| Awards Partner of the Extreme Mustang Makeover | yeti.com |
| Awards Partner of the Extreme Mustang Makeover | besteverpads.com |
| Equine Products Partner of the Extreme Mustang Makeover | espanaproducts.com |
| Media Partner of the Extreme Mustang Makeover | ridetv.com |
| Vehicle Partner of the Extreme Mustang Makeover | ramrodeo.com |
| Marketing Partner of the Extreme Mustang Makeover | equestriansingles.com |
DEDICATED TO THE ADOPTION OF AMERICA’S MUSTANGS

The primary mission of the Mustang Heritage Foundation is to create and promote programs and activities that provide information and education about wild horses, elevate their image and desirability, provide opportunities to become involved in the wild horse experience and secure adequate numbers of caring homes for excess horses & burros. Working in partnership with the Bureau of Land Management, the Mustang Heritage Foundation is passionate about the successful placement of mustangs into private care so future generations can enjoy this distinctive feature of our American heritage.

P.O. Box 969, Georgetown, TX 78627  l  512.869.3225