



The mission of the ASHBA is to promote and protect the American Saddlebred Horse with the highest standards of integrity and guarantee the purity of the breed through the recording of pedigrees and the transfer of ownership of the American Saddlebred Horse.

Marketing Committee Charter

Definition

The purpose of the Marketing Committee is to steward the American Saddlebred Horse and Breeders Association (ASHBA) brand and image, assure that the organization has internal and external marketing and communications programs targeted at specific market segments and that the programs are aligned with clearly defined objectives to enhance the reputation of recognition of the American Saddlebred breed and the ASHBA organization. Members of this committee are appointed by the President of the Board and are accountable to the Board of Directors (BOD) of the American Saddlebred Horse and Breeders Association (ASHBA). This is a standing committee per ASHBA bylaws.

Following are the primary responsibilities of the Marketing Committee:

1. Recommend to the Executive Director (ED) and BOD appropriate language and visual representation of ASHBA to external audiences.
2. Act as a sounding board to the ASHBA staff and BOD for marketing strategies and tools
3. Develop and propose innovative ideas and provide feedback on marketing activities as requested by ASHBA staff
4. Administer and manage the ASHBA website
5. Assure proper positioning of ASHBA with the media
6. Ensure unified branding and messaging across the ASHBA community

Meetings

The Marketing committee meets approximately every month

2022 Objectives

- Outreach outside of the Saddlebred community to increase exposure
 - Tactics
 - Facilitate exposure in equine trade and lifestyle media
 - Present our breed at general equine events
 - Engage the Sport Horse and Half Saddlebred community
- Position the American Saddlebred as the breed of choice
 - Tactics
 - Collaborate with young members to identify and develop trending content
 - Create social influencer partnerships
 - Increase lifestyle branded merchandise
- Enabling breed advocates to tell our story on our behalf
 - Tactics



The mission of the ASHBA is to promote and protect the American Saddlebred Horse with the highest standards of integrity and guarantee the purity of the breed through the recording of pedigrees and the transfer of ownership of the American Saddlebred Horse.

- Improving member promotional resources
- Supplementing content to our breed’s social influencers
- Featuring industry experts

Committee Members

NAME

Allen Bosworth
Board Rep & Chair

Jessica Cushing
Staff Liaison

Caroline Boone

Kathie Dunn Jacobsen

Kim Skipton

Kate Baumann

Ali DeGray

Kennedy Wilson

Alexandra Harper

Karly Morgan

Joan Todd

Allison Lambert

Mary Jane Kirkpatrick

Caitlin Snyman
