



## Schedule Your Winterize Your Horse Event TODAY to Receive Door Prizes To Support Your Horse Seminar!

---

1. Take advantage of the buzz that your event will generate and drive hundreds of horse owners to your store.
2. Pick your Event date in, September, October, November or December of 2007 for maximum marketing support.
3. Fax your scheduled Event before September 7, planning ahead is the key to a successful event. Invite your local equine veterinarian for the latest health information. Register your Winterize Your Horse Event and you will receive a prize kit for each event you hold at your store. The prize kit will have Equine Merit Coupons, Equine Merit T-shirts, and a Thermal Foal Blanket. If you do not have an event you will not receive a prize kit.
4. Choose a strong member of your staff to be the Event Coordinator.
5. Have your lead Event Coordinator work with your Land O'Lakes Sales Person, organize speakers and promotions and drive attendance. It's a big job for what should be one of your biggest selling events of the year!

\*Land O'Lakes Horse Winterize Your Horse Event Date (Sept/Oct/Nov/Dec preferred): \_\_\_\_\_

\*Coop Name: \_\_\_\_\_

\*Coop Address: \_\_\_\_\_

**(No P.O. Boxes)**

\*City, State, Zip: \_\_\_\_\_

\*Coop JDE Acct #: \_\_\_\_\_

\*Lead Coordinator: \_\_\_\_\_

\*Lead Coordinator Phone #: \_\_\_\_\_

\*Land O'Lakes Sales Person: \_\_\_\_\_

*\* Required Information*

**Please fill out one form for each event you will be holding at your location. Feel free to make copies of this fax form. When completed fax to Cindy Hoelzer @ (314) 317-5276.**