

OTTWA

OFF 
THE TRACK WA

HERD

HEROES



- ✓ Connecting with businesses and services
- ✓ Supporting retired racehorses
- ✓ Exclusive offers to those with an OTTWA Passport!



The **OTTWA Herd Hero initiative** was created to connect businesses and service providers with the off-the-track community, encouraging owners of retired racehorses to claim their OTTWA Passports. Through this initiative, Thoroughbreds and Standardbreds are supported throughout their transition into new careers as pleasure, companion, or performance horses.

The **OTTWA Passport** provides Racing WA with valuable insights into the post-racing lives of retired racehorses. Since its introduction in 2020, over 4,850 horses have been claimed. With this passport, owners of retired racehorses gain access to a range of benefits, including eligibility for clinics and events, membership discounts through Equestrian WA, and exclusive offers from Herd Heroes.

Successful OTTWA Herd Hero applicants become part of a network of businesses and service providers collaborating with Off the Track WA to support retired racehorses in Western Australia.





OTTWA Herd Heroes gain access to various marketing opportunities to effectively engage with the off-the-track community.

Marketing opportunities include:

- Featured mention on the OTTWA website
- Highlighted mention on OTTWA socials upon launch
- Monthly mentions in the OTTWA Newsletter
- Support from OTTWA Marketing to share promotions, announcements and news (up to four times per year)
- Social media shares by OTTWA if @OfftheTrackWA is tagged

Reach a community of:



11,000 followers, 9,900 likes



4,304 followers

Marketing material can be provided to

offthetrackwa@rwwa.com.au



Offers exclusive to the OTTWA Passport Community:

Businesses and service providers have the flexibility to select the type of offers and discounts they would like to extend to OTTWA Passport holders. These offers may be categorized into one or more of the following groups:

Personalized Offers

If you have a unique offer that doesn't fit into other categories, Off the Track WA is happy to review it to ensure it supports retired racehorses.

Ongoing Offers

Provide a continuous discount or deal to OTTWA Passport holders to encourage repeat business.

Once-Off Offers

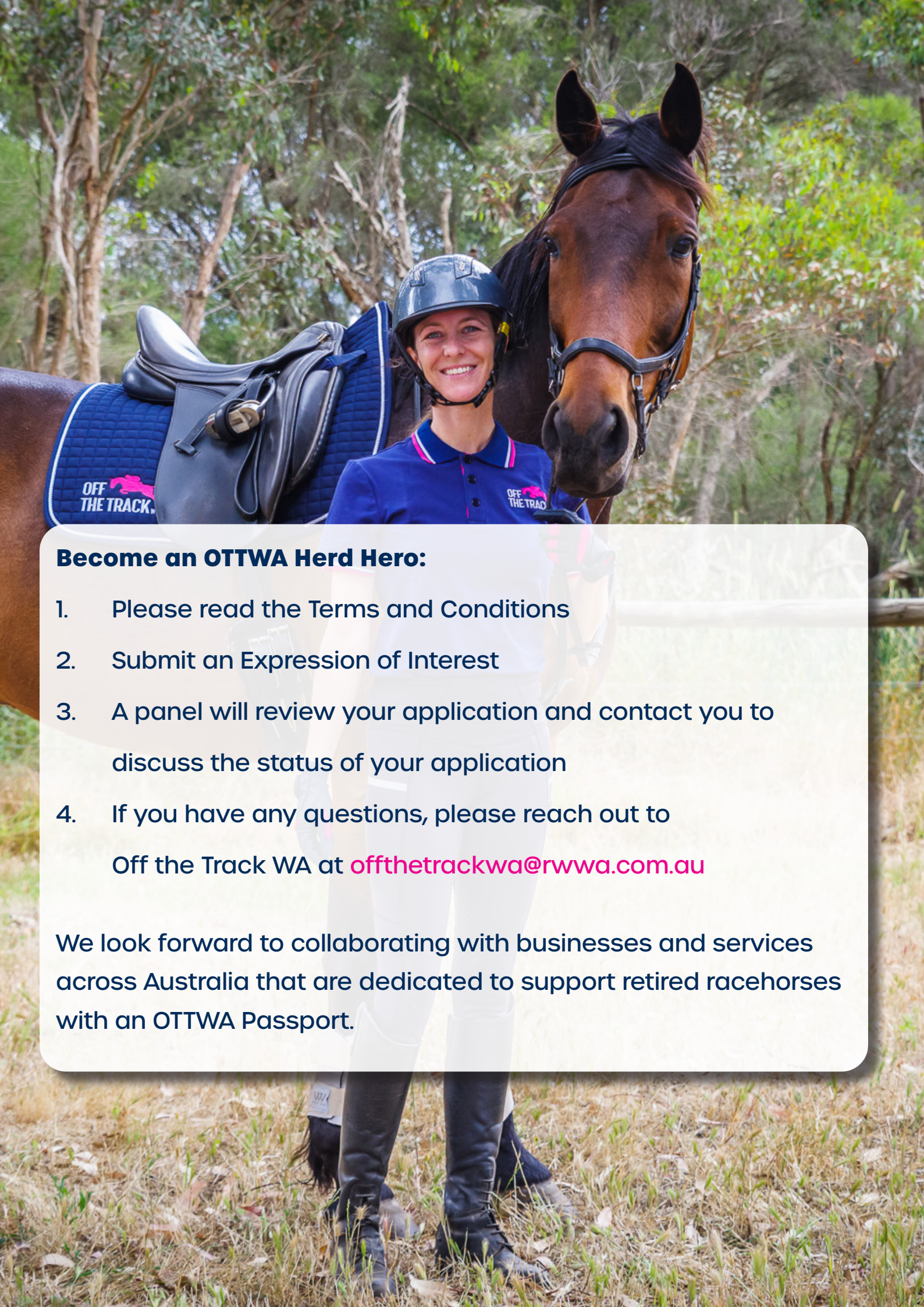
Provide a one-time discount exclusively for OTTWA Passport holders to welcome them to your business or service.

Offers to the OTTWA Retraining Program

Support the retraining and rehoming of retired racehorses by offering exclusive discounts to the OTTWA Retraining Program. This includes horses at the OTTWA Estate, OTTWA Retrainers, and the OTTWA Network Retrainers.

Offers to New Owners of Rehomed Horses

Provide discounts or products to new owners of horses rehomed through the OTTWA Retraining Program. These offers are included in the sales package given to new owners.



Become an OTTWA Herd Hero:

1. Please read the Terms and Conditions
2. Submit an Expression of Interest
3. A panel will review your application and contact you to discuss the status of your application
4. If you have any questions, please reach out to

Off the Track WA at offthetrackwa@rwwa.com.au

We look forward to collaborating with businesses and services across Australia that are dedicated to support retired racehorses with an OTTWA Passport.