



KERRITS®

Retail Partner Support



Initiative: Kerrits Kash—in-store only!

Key Details:

- May 1–15, 2019
- Customers get \$20 in Free Kerrits Kash to use on Kerrits purchases of \$100+ at qualified retail partners.
- Retail Partners get a \$10 wholesale credit for each coupon redeemed, meaning all product is sold at **full margin**.

Marketing Support From Kerrits

KERRITS women Kids Sale New Arrivals

FIND A PARTICIPATING RETAILER >>

MAY 1st - 15th

SHOP IN-STORE
and save!

Bring your Kerrits Kash coupon for \$20 off your purchase of \$100+

GET YOUR PRINTED COUPON

We love our local stores! Kerrits Kash is only valid in-store at a participating retailer.

FIND A RETAILER NEAR YOU

Consumer Email

Kerrits Equestrian Apparel
May 1 at 12:25 PM · 🌐

Kerrits Kash is back! 🎉
Right now get \$20 off any in-store purchase of \$100 or more! Get that spring #KerritsRooted you have been eyeing for 20% off, *limited time promotion. Gallop into your local retailer to redeem this offer! ... See More

\$20 OFF IN-STORE PURCHASES OF \$100 OR MORE

Kerrits Kash is back! 🎉
Right now get \$20 off any in-store Kerrits purchase of \$100 or more! Get that spring #KerritsRooted you have been eyeing for 20% off, *limited time promotion. Gallop into your local retailer to redeem this offer! ... See More

Facebook

KERRITS KREW

AVAILABLE IN PROGRESS

\$20 OFF IN-STORE PURCHASES OF \$100 OR MORE

QUICK OFFER

Get \$20 in Kerrits Kash

Get \$20 off any in-store purchase of \$100 or more at your local Kerrits retailer! Deal ends 5/15 so get on your horse and don't miss out!

Kerrits Krew site

kerritseq

Get \$20 off
Kerrits Purchases Of \$100 or more

kerritseq LAST DAY to get \$20 off any in-store Kerrits purchase of \$100 or more! 🍷 Shop local.

Instagram



Initiative: Affinity Ice Fil Breech Launch

Key Details:

- April 2019
- Certain colors only available in-store at launch.
- Online marketing directs customers to stores to try on the new style.

Marketing Support From Kerrits

Kerrits Equestrian Apparel
March 24 · 🌐

Say hello to the ✨NEW Ice Fil Affinity Breech. Sophisticated, modern styling meets cooling technology. **Other breeches are jealous!** Breech is comfortable too.

Try it on at retailer near you: <http://bit.ly/2C...>

Breech Features

Giveaway Try on this new breech at any Kerrits Retailer, tag @kerritsapparel in your story and 5 winners will be chosen at random.

Giveaway ends 11:59 pm PST Sun, 3/25/19 - winner will be announced 4/7/19. Giveaway is open to United States and Canada only. This giveaway is in no way affiliated with Instagram. By entering, entrants confirm that they are 13+ years of age, release Instagram and all associated trademarks and are authorized to use.

2,209 likes

Kerrits Equestrian Apparel
Sponsored · 🌐

Meet the breech that will take you to the winner's circle!
A polished structured breech that fits perfectly no matter your shape. Other breeches be jealous!
Don't believe us? Try on the Affinity Ice Fil Breech at a retailer near you!

New Affinity Ice Fil® Breech

KERRITS.COM
Go Try Them On
Find a Retailer Near You

LEARN MORE

26 📍 2 Shares

Like Comment Share

KERRITS Women Kids Sale New Arrivals

Shop The Affinity Ice Fil Breech ▶

Available in 4 Seasonal Colors*

SAND PLATINUM NAVY BLACK

INTROD Affinity Ice Fil

Sophisticated, modern styling meets high performance cooling technology in a polished show breech that stretches with you.

Try on all 4 colors at a retailer near you.

*Currently available only in Sand and Platinum on Kerrits.com

SEE WHICH RETAILERS HAVE IT

Social Media, including paid sponsored ads

Email

Try the Affinity Ice Fil Breech at a Retailer

Currently in Stock at these Kerrits Retailers

ALABAMA	MASSACHUSETTS	PENNSYLVANIA
ALABAMA BLUE RIBBON TACK 2200 Commerce Circle, Suite B Pelham, AL 35124 Ph: (205) 444-0240	MONOMOY HORSE & DOG 580 -I Route 28, Hanwich Port, MA 02646 Ph: 508-432-1022	CROSS ROAD TACK SHOP 38 W Main St., Lebanon, PA 17042 Ph: (717) 228-2502
CAROUSEL TACK SHOPPE 5090 Cahaba Valley Rd., Birmingham, AL 35242 Ph: (205) 991-0007	CROP & CARROT TACK SHOP 133 West Main St., Spencer, MA 01562 Ph: (508) 885-0255	DO TROT IN TACK SHOP 2539 York Rd., Jamison, PA 18929 Ph: (215) 343-2822
ARIZONA	THE SADDLE SHED 237 Province Rd., South Grafton, MA 01560 Ph: (508) 839-3016	EQUINE EXCHANGE 1251 Ridge Rd., Pottstown, PA 19465 Ph: (610) 469-0111
GREENWAY SADDLERY 9380 E. Bahia Dr. #A-103, Scottsdale, AZ 85260 Ph: (480) 502-9776	MARYLAND	RICK'S HERITAGE SADDLERY 1340 Pottstown Pike, West Chester, PA 19380 Ph: (610) 431-3272
CALIFORNIA	STABLEMATES INC 4502 Baltimore National Pike, Mt. Airy, MD 21771 Ph: (301) 829-0333	THE TACK ROOM - PA 6506 Old Turnpike Rd., Millinburg, PA 17844 Ph: (877) 353-4708
BIG HORSE FEED & MERCHANTILE 33320 Tomeculla Pkwy, Tomeculla, CA 92592 Ph: (951) 676-2544	MAINE	THE CAROUSEL HORSE 205 Neupert Rd. Cabot, PA 16023 Ph: (724) 355-0040
BROKEN HORN 1026 Leorita St., Baldwin Park, CA 91706 Ph: (626) 337-4088	ADAMS HORSE & PET SUPPLIES 1318 US Route 202, Winthrop, ME 4384 Ph: (207) 377-3236	BUCK'S COUNTY SADDLERY 4765 York Rd., Buckingham, PA 18912

Kerrits.com Landing Page

Size chart

1 **ADD TO CART**

Size out? Find this at a Tack Shop near you.

Product Details

- Stretch-woven fabric with Ice Fil® technology
- European seat elevates style
- Figure-flattering side seaming
- Kerrit Sticks™ knee patch adds stretchy security
- Front zip with 2 snaps, 2 small front pockets
- Wash cold, tumble dry low

Why we made this

Sophisticated, modern styling meets high performance cooling technology in a polished show breech that combines Ice Fil® and stretch-woven fabric for an elegant look. Featuring a Euro seat style, flattering seams and ergonomic silicone knee patches for maximum grip and flexibility.

[Click here to see which retailers have this breech ▶](#)

Product Page Links

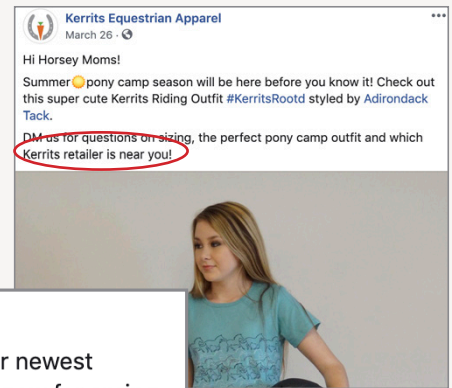
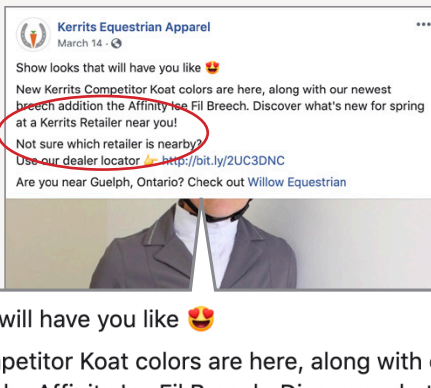
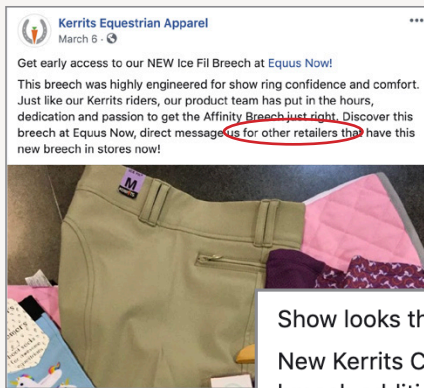
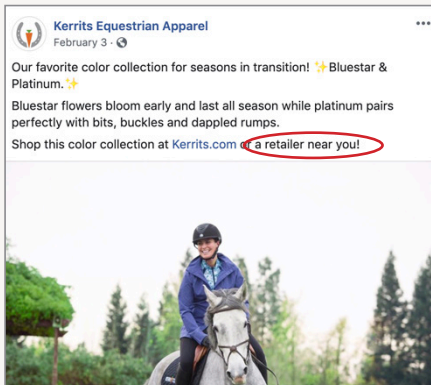


Initiative: Facebook Shoutouts

Key Details:

- Social marketing directs customers to stores, with shoutouts to specific Retail Partners.
- To be featured, contact Jennifer Lee, jenniferl@kerrits.com

Marketing Support From Kerrits



Show looks that will have you like 🥰
 New Kerrits Competitor Coat colors are here, along with our newest breech addition the Affinity Ice Fil Breech. Discover what's new for spring at a Kerrits Retailer near you!
 Not sure which retailer is nearby?
 Use our dealer locator 📍 <http://bit.ly/2UC3DNC>
 Are you near Guelph, Ontario? Check out [Willow Equestrian](#)

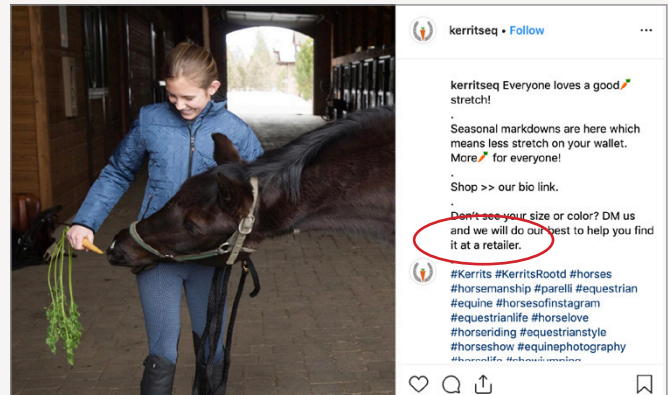
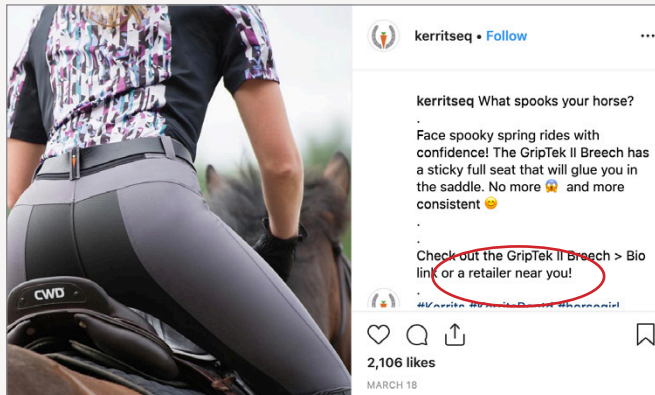


Initiative: Instagram Support

Key Details:

- Social marketing directs customers to stores

Marketing Support From Kerrits



kerritseq Let dreamy colors guide your ride. 🤩

What do you think of the aqua + navy color palette?

Get this look at your local retailer, get \$20 off any Kerrits purchase of \$100+ now thru May 15th - Giddy-up!

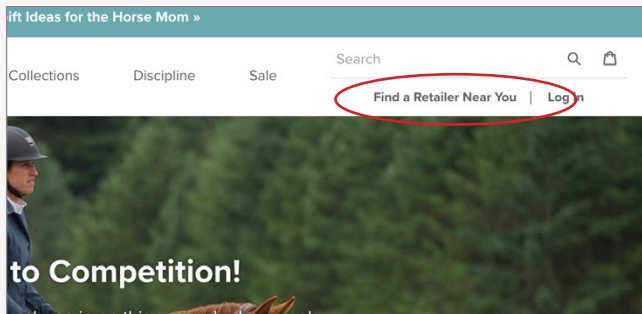


Initiative: Website (every day!)

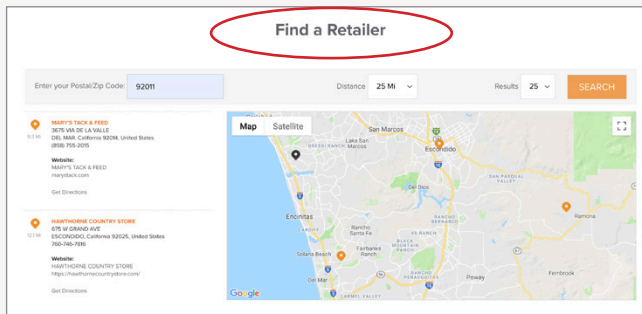
Key Details:

- Store locator landing pages
- “Find a Retailer” buttons and banners on Kerrits.com

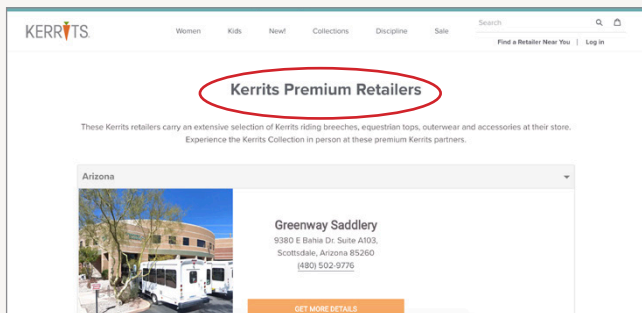
Marketing Support From Kerrits



Store Locator in Website Header



Find a Retailer Page



Premium Retailers Page

Kerrits Kash (In-Store Only)

Shop In-store and save! Bring in your Kerrits Kash coupon for \$20 off Kerrits purchases of \$100+ at participating Kerrits Retailers!

Promotion runs May 1st-15th!

Limited to 1 coupon per customer. Only valid between May 1-15, 2019 at participating retailers only.
Not valid on Kerrits.com

Click here to download your Kerrits Kash!

Use Kerrits Kash at these Participating Retailers

ALABAMA **MAINE** **SOUTH CAROLINA**

ALABAMA BLUE RIBBON TACK
2200 Commerce Circle,
AL 35124
Ph: (205) 444-0240

ADAMS HORSE & PET SUPPLIES
1318 US Route 202,
ME 4364
Ph: (207) 377-3236

AIKEN SADDLERY
1044 E Pine Log Rd., Aiken,
SC 29803
Ph: (803) 649-6583

Try the Affinity Ice Fil Breech at a Retailer

Currently In Stock at these Kerrits Retailers

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ALABAMA BLUE RIBBON TACK 2200 Commerce Circle, Suite B Peiham, AL 35124 Ph: (205) 444-0240	MONOMOY HORSE & DOG 580 -1 Route 28, Harwich Port, MA 02646 Ph: 508-432-1022	CROSS ROAD TACK SHOP 38 W Main St., Lebanon, PA 17042 Ph: (717) 228-2502
CAROUSEL TACK SHOPPE 5090 Cahaba Valley Rd., Birmingham, AL 35242 Ph: (205) 991-0007	CROP & CARROT TACK SHOP 133 West Main St., Spencer, MA 01562 Ph: (508) 885-0255	DO TROT IN TACK SHOP 2539 York Rd., Jamison, PA 18929 Ph: (215) 343-2822
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GREENWAY SADDLERY 9380 E. Bahia Dr. #A-103, Scottsdale, AZ 85260 Ph: (480) 502-9776	MARYLAND	RICK'S HERITAGE SADDLERY 1340 Pottstown Pike, West Chester, PA 19380 Ph: (610) 431-3272
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BROKEN HORN 1026 Leontia St., Baldwin Park, CA 91706 Ph: (626) 337-4088	ADAMS HORSE & PET SUPPLIES 1318 US Route 202, Winthrop, ME 4364 Ph: (207) 377-3236	BUCK'S COUNTY SADDLERY 4765 York Rd., Buckingham, PA 18912 Ph: (215) 794-5411
CABALINE 11313 State Route 1, Point Reyes Station, CA 94956 Ph: (415) 663-8303	MAINE HORSE & RIDER 5 Debeck Dr., Holden, ME 4429 Ph: (207) 989-7005	SOUTH CAROLINA
CALABASAS SADDLERY 23998 Craftsman Rd., Calabasas, CA 91302	MICHIGAN	AIKEN SADDLERY 1044 E Pine Log Rd., Aiken, SC 29803 Ph: (803) 649-6583
	JACKSON'S WESTERN STORE 1105 W. 1st St., Jackson, MS 39202	

Custom Find a Retailer Pages created for special in-store promotions

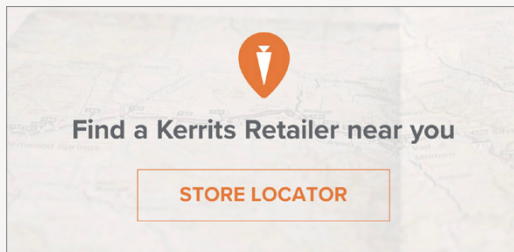


Initiative: Email

Key Details:

- Consumer emails are sent with a large “Store Locator” banner
- For specific in-store promotions or collections, special banners and buttons are added to the email linking to a list of participating retailers.

Marketing Support From Kerrits



Store Locator banner in every consumer email

KERRITS Women Kids Sale New Arrivals

Shop The Affinity Ice Fil Breech ▶

INTRODUCING THE Affinity Ice Fil Breech

Sophisticated, modern styling meets high performance cooling technology in a polished show breech that combines Ice Fil™ and stretch-woven fabric for an elegant look.

GET THE AFFINITY BREECH

Available in 4 Seasonal Colors*

SAND PLATINUM NAVY BLACK

Try on all 4 colors at a retailer near you.

*Currently available only in Sand and Platinum on Kerrits.com

SEE WHICH RETAILERS HAVE IT

KERRITS Women Kids Sale New Arrivals

FIND A PARTICIPATING RETAILER

MAY 1st - 15th

SHOP IN-STORE and save!

Bring your Kerrits Kash coupon for \$20 off your purchase of \$100+

GET YOUR PRINTED COUPON

We love our local stores!

Kerrits Kash is only valid in-store at a participating retailer.

FIND A RETAILER NEAR YOU

Online & In-Store Promotion

Free Kerrits Hat with any Kerrits purchase of \$125 or more

Limited time
June 15th – June 30th

Get your free hat when you shop on Kerrits.com or at participating retailers and spend \$125 or more on Kerrits*

SHOP NOW

FIND A PARTICIPATING RETAILER

*While supplies last. Hat available in black and grey. Color will be chosen at random.

Shop our Color Collections ▶

Limited Edition
Summer Color Collection

Soft meets strong in perfect schemes for Summer in the saddle.

SHOP THE COLLECTION

These new Summer shades are available online and at select Kerrits retailers.

FIND A RETAILER NEAR YOU

Special promotions feature the call to action “Find a Retailer” button



Initiative: Paid Social Campaigns

Key Details:

- Kerrits pays for social media advertising that directs customers in-stores for promotions and product launches

Marketing Support From Kerrits

Kerrits Equestrian Apparel
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Meet the breech that will take you to the winner's circle!
A polished structured breech that fits perfectly no matter your shape. Other breeches be jealous!

Don't believe us? Try on the Affinity Ice Fil Breech at a retailer near you!



New Affinity Ice Fil® Breech

KERRITS.COM
Go Try Them On
Find a Retailer Near You

LEARN MORE

Kerrits Equestrian Apparel
Sponsored · 🌐

Download your Kerrits Kash to get \$20 off \$100 in-store Kerrits purchase now thru May 15th.

**Get \$20 off
Kerrits Purchases Of
\$100 or more**



KERRITS.COM
Kerrits Kash is Here
Find a retailer near you


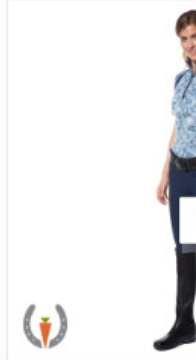
LEARN MORE

Heather Doyle Edgar and 15 others
7 Comments 9 Shares

Like Comment Share

Kerrits Equestrian Apparel
Sponsored · 🌐

Find your spring #KerritsRoot - Get \$20 off \$100 in-store Kerrits purchase thru May 15th.

Street-to-Stable
In-Store \$20 Off \$100

LEARN MORE

Casual Sporty
In-Store \$20 Off \$100

LEARN MORE


Lindsay Gumbiner, Heather Doyle Edgar and 16 others
1 Comment 5 Shares

Like Comment Share

Kerrits Equestrian Apparel
Sponsored · 🌐

Discover the perfect Kerrits® gifts at your local tack shop.

Need a last minute gift?
SHOP LOCAL



KERRITS.COM
Find A Local Retailer
Shop Local This Year

LEARN MORE

31
6 Comments 8 Shares

KERRITS.COM
Find A Local Retailer
Shop Local This Year



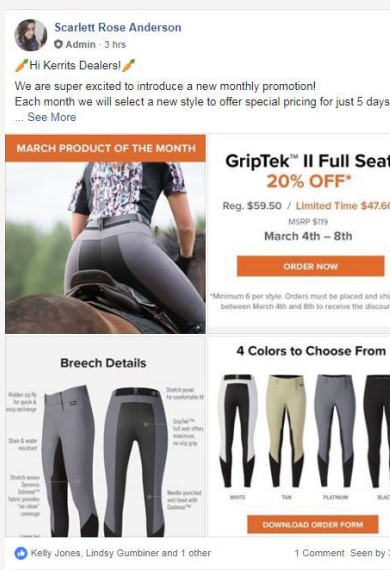
Initiative: Facebook Dealer Support Group

Key Details:

- It's a quick and easy way to stay current with all things Kerrits. We post dealer-specific promotions, product highlights, video blurbs, surveys and helpful tips. Facebook's feed format allows you get the most up-to-date information at a glance without having to dig through endless emails. Comments and questions are welcomed, and we're excited to build a community of retailers.
- Want to become a member? Send a friend request to Mary Hallissey or Scarlett Anderson, or ask your rep, and we will add you to the group!



Private Facebook Group to support authorized Kerrits Retail Partners



Get notifications on Monthly Product Promos & Special Offers

Access video content to help you merchandise and cross-sell Kerrits apparel