



ISF Loyalty program & New Multiple mare discount

- 1st time return = \$150 off = \$1350 stud fee (10% discount)
- 2nd time back = \$225 off = \$1275 (15% discount)
- 3rd time back = \$300 off = \$1200 (20% discount)
- 4th time or more back = \$375 off = \$1125 (25% discount)

Multiple mare discounts have been increased

- 2 mares in one year – (15% discount) \$225 off per mare (stud fee is \$1275)
- 3 mares in one year (20 % discount) - \$300 per mare (stud fee is \$1200)
- 4 or more mares in one year (25% discount) - \$375 off per mare (stud fee is \$1125)

No other discounts apply -

For multiple mare discounts - client receives discount based on how many mares have been booked at that point.

Example – if someone signs up 2 mares the stud fees will be \$225 off. If they sign up a 3rd mare later in the year only that mare will get the \$300 off (no retroactive discounts applied)

No restrictions on when previous breedings fee was purchased

Only one discount applied per stud fee (greatest discount will be applied)