Turning empty feed bags into cash is easy with MFA’s Special Horse Organization Winner’s (SHOW) program. MFA is very supportive of the horse industry and has developed the SHOW program to provide all non-profit breed associations and horse clubs their very own sponsorship tool. By simply registering your organization with our Corporate Office and submitting proof-of-purchase seals found on the back of MFA Easykeeper or MFA Legends horse feed bags, you can raise thousands of dollars.

How does my organization make money?
Your organization can earn 10¢ for each proof-of-purchase from MFA Easykeeper feed bags and 25¢ for MFA Legends® feed bags. You can even earn $4 per ton on bulk bin deliveries of MFA Easykeeper and $10 per ton on MFA Legends® feeds bulk bin deliveries. All you have to do is collect the proof-of-purchase seal found on the MFA Horse Feeds bag from your organization’s members, friends and family. Feed tags are not accepted. For bulk feed purchases, you need to submit the original customer copy of the delivery tickets.

How do we get our money, and are there restrictions on how the money can be used?
Collect proofs-of-purchase from your members. Submit them to MFA Incorporated and your organization will be notified of the current account balance. To receive your money, send us a written request letting us know how the funds will be used. All funds from SHOW must be used for events that specifically benefit the horse industry. MFA should be mentioned as a sponsor of any events SHOW money is used for and an MFA representative should be allowed to attend those events.

How does my organization join SHOW?
If you want, we can make a presentation about SHOW to your non-profit horse club or breed association. To enroll your organization in the program, just sign an application. Then all you need to do is designate a contact person to administer the program and give us your current membership list, which needs to be updated annually. Your contact person will collect and submit proofs-of-purchase as often as you like.

The SHOW program is administered entirely by MFA Incorporated from our Columbia, Missouri headquarters. If you have questions about SHOW or want to enroll, call 573-876-5244 or send an e-mail request to chenke@mfa-inc.com. You can also download forms at www.mfa-inc.com. MFA is providing a simple and unique fund-raising opportunity for non-profit groups. We’d like to help your organization, too. Join SHOW and start turning your feed bags into money bags.
Special Horse Organization
Winner (SHOW)

Name of Organization: ____________________________

Federal ID Number: ____________________________
(or Social Security Number)

Address/City/Zip: ________________________________

Daytime Phone Number: __________________________

Signature: ______________________________________

Program Conditions:
Non-profit breed associations and horse clubs are eligible. Must supply current membership list. MFA Incorporated will mail out quarterly account balances. A written request from the organizations designated contact person must be received stating how the funds will be used. All funds from SHOW must be used for events that specifically benefit the horse industry. MFA should be mentioned as a sponsor of any events SHOW money is used for and an MFA representative should be allowed to attend those events. All decisions made by MFA Incorporated are final.

Please mail forms to: MFA Incorporated
Attn: Carey Henke
201 Ray Young Dr
Columbia, MO 65201