



Thompson Show Feed Jacket Reward Program

Dealer Network Implementation Guide

Program Overview

The Thompson Show Feed Jacket Reward Program is designed to recognize and reward youth exhibitors who demonstrate excellence in livestock projects while showcasing their commitment to using Thompson Show Feed products. The program strengthens dealer relationships, fosters customer loyalty, and supports the growth of future agricultural leaders by incentivizing achievement in the show ring.

Eligibility Guidelines

Exhibitor Requirements

- **Age:** 8–19 years old, active in 4-H, FFA, or recognized junior livestock associations.
Note: **Thompson Show Feed has the right to decline**
- **Good Standing:** Exhibitors must be active and in good standing with their youth organizations.
- **Parental Consent:** Required for all participants under 18 years old.
Note: By participating, photos and likeness may be used for Thompson Show Feed promotional purposes

Competition Requirements

- **Qualifying Shows:** Sanctioned 4-H, FFA, or junior livestock association shows.
- **Exclusions:** Jackpot, open, and prospect shows do not qualify. Showmanship classes are excluded.
- **Placements:** Eligible wins include Grand Champion, Reserve Champion, and Breed Champion (depending on show level).

Feed Usage Requirements

- Exhibitors must feed Thompson Show Feed for **a minimum of 90 consecutive days** prior to the qualifying show.
- Feed must be purchased from **authorized Thompson Show Feed dealers**.
- Proof of purchase (receipts or dealer verification) is required.

Program Structure

Reward Tiers

- **County-Level Shows:** Grand Champion Overall receives a Thompson Show Feed jacket.

- **State/National Shows:** Grand Champion, Reserve Champion, and Breed Champions qualify for jackets.
- **Premium Major Shows:** Designated “marquee” shows may include additional recognition opportunities.

Reward Rules

- One jacket per exhibitor per calendar year.
- Rewards are based on verified feed usage, qualifying placements, and proper application submission.

Application Process

1. **Submission Point:** All applications must be submitted **through authorized dealers** (not directly by exhibitors).
2. **Required Information:**
 - Exhibitor name, age, and organization (4-H/FFA/**Other**).
 - Show details and placement earned.
 - Proof of feed usage (purchase history and feeding dates).
 - Backdrop photo from the winning show.
3. **Deadlines:** Applications are due to Thompson Show Feed by **January 15** of the following year.
4. **Verification:** Dealers must confirm feed purchases and eligibility before submission.

Compliance & Administration

- Thompson Show Feed reserves the right to **determine final eligibility**, interpret rules, and make program adjustments.
- All program participants grant Thompson Show Feed permission to use **photos and likenesses** in promotional materials.
- Dealers must comply with **youth protection and data privacy standards**, especially when working with minors.
- Program terms may be modified, updated, or discontinued at Thompson Show Feed’s discretion.

Key Dates

- **Program Year:** January 1 – December 31.
- **Application Deadline:** January 15 of the following year.
- **Reward Distribution:** Jackets will be shipped directly to the exhibitor via their dealer after verification.