



Terms and Conditions

The Crown Jewel Incentive Program has been created to elevate the reining industry through a transparent, sustainable, and scalable incentive platform that rewards participation, drives long-term growth, and supports the stallions, nominators, owners, and competitors who shape each generation of reining horses.

The Crown Jewel Incentive Program is designed to:

- Create a prestigious, high-value opportunity for participants
- The program is open to all stallions regardless of production history, creating an inclusive opportunity for both emerging and proven stallions to participate and benefit
- Not exclusive to stallions by breed or discipline
- Increase offspring value and marketability
- Create a powerful new incentive purse
- Support The Crown Jewel Incentive long-term growth
- Provide meaningful financial rewards to nominators, breeders, owners, and competitors

Program Eligibility

Stallion Eligibility

To participate, stallions must:

- Be registered with a breed association
- Have satisfied one of the approved annual stallion participation methods
- Maintain compliance with all program terms and conditions

Offspring Eligibility

To participate, offspring must:

- Be sired by a stallion that has satisfied the annual Crown Jewel Stallion Participation Requirement.
- Be nominated for The Crown Jewel Offspring Program, starting in 2027.
- Maintain compliance with all program terms and conditions

"Nominator" means the individual or entity designated as the official nominator of a participating stallion or nominated offspring for a given competition year, whether through stallion participation, stallion nomination, horse nomination (Founding Years), or offspring enrollment.

"Program Management" means The Crown Jewel Incentive Program, High Roller Reining Classic, Inc., and/or any affiliated entity, successor entity, assignee, contractor, or administrator designated by High Roller Reining Classic, Inc. to administer, operate, manage, or enforce The Crown Jewel Incentive Program.

Submission of any stallion participation fee, stallion nomination fee, horse nomination (Founding Years), offspring nomination fee, sponsorship payment, late fee, transfer fee, administrative fee, or other Program payment by any participant, including stallion owners, third-party stallion nominators, horse nomination (Founding Years), offspring nominators, and their authorized representatives, shall constitute acceptance of and agreement to be bound by all Program rules, policies, procedures, amendments, eligibility requirements, and determinations of Program Management then in effect. All determinations, interpretations, eligibility decisions, payout decisions, and rulings made by Program Management shall be final and binding upon all participants.

Program Management reserves the right to amend, interpret, modify, or clarify program rules, enrollment structures, payout schedules, and eligibility requirements at any time as reasonably necessary for the integrity, sustainability, and operation of the Program.

Program Management reserves the right to suspend, discontinue, merge, restructure, or terminate the Program at any time if participation levels, financial conditions, regulatory requirements, force majeure events, industry conditions, or other circumstances make continued operation impractical or inadvisable. In such event, Program Management shall have sole discretion regarding the administration, allocation, or disposition of any remaining Program assets, funds, and obligations.

Program Management reserves the right to require registration papers, ownership records, and DNA parentage verification to determine eligibility. Program Management reserves the right to investigate any nomination, ownership transfer, registration record, breeding record, competition result, or other matter affecting Program eligibility. Program Management may withhold, suspend, or deny eligibility or incentive payouts pending completion of such review.

Any participant who knowingly submits false, misleading, inaccurate, or fraudulent information may be disqualified from the Program. Program Management may revoke eligibility, withhold payouts, and require repayment of any funds distributed due to such misrepresentation.

Program Management may withhold incentive payouts pending resolution of eligibility questions, ownership disputes, nomination disputes, disciplinary proceedings, litigation, or other matters affecting payout entitlement.

Incentive payouts may be reported to the Internal Revenue Service and other applicable taxing authorities as required by law. As a condition of receiving any incentive payout, the recipient must provide Program Management with a properly completed IRS Form W-9, including a valid Taxpayer Identification Number (TIN), Employer Identification Number (EIN), or Social Security Number (SSN), as applicable. Program Management may withhold payment until all required tax documentation has been received and verified. Recipients shall be solely responsible for all federal, state, local, and other tax obligations associated with any payout received.

Any incentive payout remaining unclaimed for twelve (12) months following issuance shall be deemed forfeited and may be returned to the applicable incentive fund or otherwise allocated by Program Management.

Program Management shall not be liable for cancellation, postponement, modification, or interruption of the Program due to acts of God, natural disasters, disease outbreaks, governmental action, facility closures, labor disputes, war, terrorism, or any event beyond its reasonable control.

The Crown Jewel Incentive Program, The Crown Jewel Futurity, associated logos, trademarks, trade names, promotional materials, and related intellectual property are the exclusive property of Program Management. Participation in the Program does not grant any ownership interest, license, or usage rights except as expressly authorized by Program Management.

All materials, concepts, branding, program structures, business models, rules, procedures, and related content associated with The Crown Jewel Program are proprietary intellectual property of The Crown Jewel Incentive and may not be copied, reproduced, distributed, implemented, or used without prior written consent.

This Program shall be governed by the laws of the State of Nevada. Any dispute arising under this Program shall be resolved exclusively in Clark County, Nevada.

THE CROWN JEWEL INCENTIVE PROGRAM PARTICIPATION STRUCTURE

The Crown Jewel Incentive Program Founding Years (2026–2029): See additional terms and conditions listed below.

Stallion Participation Requirements: Commencing in 2027, stallions shall satisfy the annual participation requirement in one of three ways.

Participation in The Crown Jewel Incentive Program is achieved through annual stallion participation. A stallion may satisfy this participation requirement through Sponsorship Participation, Stallion Service Participation, or Third-Party Stallion Nomination.

Option 1. Stallion Sponsorship Participation

- The stallion owner may satisfy the annual stallion participation requirement by providing a minimum sponsorship of \$2,500 to The Crown Jewel Futurity at the High Roller Reining Classic.
- The sponsorship must be executed specifically in the name of the participating stallion and not through an unrelated business, brand, or entity. The participating stallion shall be recognized as an Official Crown Jewel Stallion Sponsor for that competition year.
- Sponsorship benefits and deliverables shall be determined by Program Management and may vary from year to year.
- Sponsorship must be paid in full by August 15 of each calendar year.

Option 2. Stallion Service Donation Participation

- Stallion owner donation of one (1) breeding service to the official Crown Jewel Futurity Stallion Service Auction. Donated breeding services must be submitted by December 31 of the year preceding the applicable breeding season and shall be offered through the official online auction prior to January 30 of the breeding year.

- o The donated breeding service will be offered through The Crown Jewel Futurity Stallion Service Auction with a minimum participation value of \$2,500. If the breeding service sells for less than \$2,500, the stallion owner may satisfy the annual participation requirement by paying the difference between the final sale price and the required \$2,500 minimum no later than August 15 of the applicable calendar year. If the breeding service does not sell, the stallion owner may satisfy the annual participation requirement through Stallion Sponsorship Participation or by paying the full \$2,500 participation amount no later than August 15. Program Management shall determine the official final sale value of all donated breeding services and shall have sole discretion regarding auction procedures, reserve amounts, bidding disputes, payment disputes, bidder qualification, cancellations, and interpretation of auction results. Donated stallion services benefits and deliverables shall be determined by Program Management and may vary from year to year.

For stallions participating through Option 1: Stallion Sponsorship or Option 2: Stallion Service Donation, the stallion owner shall be designated as the Nominator and shall be eligible to receive all applicable stallion incentive payouts for that competition year. Stallion owners who fail to satisfy one of the approved annual stallion participation methods shall not be eligible to receive stallion incentive payouts for that competition year.

Option 3. Third-Party Stallion Nomination

To preserve participation opportunities while encouraging timely stallion enrollment, stallion owners and their authorized breeding managers shall have the exclusive right to satisfy the annual stallion participation requirement through August 15 of each calendar year.

If a stallion has not satisfied the annual participation requirement through Stallion Sponsorship Participation or Stallion Service Participation by August 15, an individual or entity may nominate the stallion through the Third-Party Stallion Nomination process by submitting the required nomination and \$2,500 participation fee by the applicable deadline. Upon expiration of the August 15 deadline, the stallion owner's exclusive participation rights shall terminate for that competition year.

All Third-Party Stallion Nominations must be submitted and paid in full through the official Crown Jewel Incentive Program website. Nominations submitted through any other method shall be deemed invalid unless expressly approved by Program Management.

The deadline for Third-Party Stallion Nomination shall be September 1 of the applicable calendar year. After September 1 and continuing through the day immediately preceding the start of The Crown Jewel Futurity, a Third-Party Stallion Nomination may be accepted upon payment of the required \$2,500 nomination fee plus an additional \$1,000 late nomination fee. A Third-Party Stallion Nomination may only be accepted if the stallion has not satisfied the annual participation requirement as of August 15 of that year. Upon acceptance of a valid Third-Party Stallion Nomination, the individual or entity submitting the nomination shall be designated as the Nominator of record for that stallion for the applicable competition year and shall be eligible to receive all applicable stallion incentive payouts earned in accordance with Program rules.

For stallion-based incentive payouts, only the Nominator of record shall be eligible to receive incentive distributions. If the stallion owner is not the Nominator, the stallion owner shall have no claim to and shall not be eligible to receive any incentive payout associated with that stallion for the applicable competition year.

Program Management shall not be required to obtain consent from the stallion owner before accepting a valid Third-Party Stallion Nomination submitted in accordance with these rules. Program Management reserves the right to verify eligibility and reject any nomination that does not comply with Program requirements.

Each Third-Party Stallion Nomination shall apply to one stallion only, shall be non-transferable, and all nomination fees and late fees shall be non-refundable.

Offspring Nomination Deadline: Beginning in 2027, the Offspring Nomination deadline shall be October 15 of a foal's birth year. A \$50 late fee will be assessed from October 16 – December 31. Nomination opportunities remain available thereafter at the increased fee levels.

Nomination Fees

- Weanling \$250
- Yearling \$350
- 2-Year-Old \$450
- 3-Year-Old \$550

A stallion shall be deemed nominated for a breeding year upon satisfaction of an approved annual participation method during that calendar year. If a stallion fails to satisfy the annual participation requirement by the applicable deadline, all offspring eligibility associated with that stallion for the applicable competition year shall be forfeited. The Crown Jewel Incentive Program management reserves the right to establish late payment penalties, reinstatement policies, transfer fees, and additional administrative procedures as necessary for the continued integrity and sustainability of the program. Incentive eligibility follows the nominated offspring. Incentive payouts shall remain payable to the nominator of record. All nomination fees, enrollment fees, late fees, transfer fees, and administrative fees are non-refundable.

Funding Structure

The Crown Jewel Incentive Program is committed to transparency and long-term sustainability. Program rules, eligibility requirements, nomination fees, and payout structures shall be published and made available to participants. Program Management reserves the right to modify administrative procedures as necessary to ensure the continued integrity, growth, and sustainability of the Program. Program revenues may be allocated among administration, incentive payouts, added money, marketing, program development, and future growth initiatives as determined by Program Management. A designated portion of annual nomination revenues will be allocated to incentive payouts beginning in 2030.

Participation in the Program shall not create any vested right or future entitlement to continued eligibility, incentive payouts, funding allocations, nomination fees, payout structures, or Program benefits. Program Management reserves the right to modify such provisions in accordance with these Terms and Conditions.

Funds are allocated annually to support:

- Crown Jewel Futurity purse growth
- Nominator Incentive Payouts
- Long-term program development

The Crown Jewel Incentive Program Payouts

Incentive payouts shall be distributed to the Nominator of the participating stallion or nominated offspring whose offspring earns a Top Five (5) placing in an eligible division of The Crown Jewel Futurity.

For stallion-based incentive payouts, only the Nominator of the participating stallion shall be eligible to receive incentive distributions. If the owner of the stallion is not the Nominator, the stallion owner shall have no claim to, and shall not be eligible to receive, any incentive payout associated with that stallion.

All incentive payouts shall be paid solely to the current Nominator of the participating stallion or nominated offspring, as applicable, in accordance with the official rules and procedures of The Crown Jewel Incentive Program.

Eligibility for Payout, starting in 2030

A horse must:

- Be by a participating stallion
- Be properly nominated by paying the applicable nomination fee
- Remain in compliance with all Program rules and eligibility requirements.

Competition Prize Money Payout Distribution

The Crown Jewel Added Money from Nominations is divided:

- 60% to Level 4
- 40% to Level 2

Nominator Incentive Payout Distribution

The Crown Jewel Incentive Fund is divided:

- 60% to the Stallion Nominator Incentive Fund
- 40% to the Offspring Nominator Incentive Fund

Nominator Incentive Fund Payout Percentages:

1st place 35%, 2nd place 25%, 3rd place 20%, 4th place 15%, 5th place 5%

The Crown Jewel Incentive Class: The Crown Jewel Futurity

- Open exclusively to eligible offspring in accordance with The Crown Jewel Incentive Program Terms and Conditions.
- Horses must be 3-year-olds at time of competition
- NRHA Category 6 approved

Program Founding Years (2026–2029)

Competition Level – Performance and Payout Benefits

- NRHA Approved Category 6 Aged Event
- Open exclusively to nominated horses of show age, no waiting period
- Serves as a competitive stage where nominator incentives are offered

The Crown Jewel Futurity Found Years Added Money

Level 4 Open Futurity

For competition years 2026 through 2029, The Crown Jewel Futurity intends to provide a minimum of \$100,000 added money and shall assess zero percent (0%) show retainage.

Level 2 Open Futurity

For competition years 2026 through 2029, The Crown Jewel Futurity intends to provide the following minimum added money and shall assess zero percent (0%) show retainage:

- **2026:** \$10,000 Added Money
- **2027:** \$15,000 Added Money
- **2028:** \$20,000 Added Money
- **2029:** \$25,000 Added Money

Non Pro Futurity Divisions

In accordance with NRHA rules requiring a corresponding Non Pro aged event for each Open aged event of the same category and conditions, The Crown Jewel Incentive Program shall provide Non Pro Futurity divisions.

Historically, Non Pro Futurity participation at the High Roller Reining Classic has been limited, with total entries often numbering fewer than twenty (20) horses. Accordingly, Program Management shall determine the applicable added money, nomination requirements, payout structure, and division format on an annual basis. Such determinations shall be made at the sole discretion of Program Management based upon participation levels, available funding, program sustainability, and compliance with applicable NRHA rules.

Program Management reserves the right to add, modify, combine, suspend, or discontinue specific Non Pro Futurity divisions as necessary to maintain compliance with current NRHA rules and any future amendments, revisions, or policy changes adopted by the NRHA. Such actions may also be taken to preserve competitive integrity, participation opportunities, and the long-term viability of the program.

All payout projections, estimates, illustrations, examples, and anticipated incentive distributions are estimates only and are provided solely for informational purposes. Actual payouts may vary and are not guaranteed.

NRHA Fees

The applicable NRHA Trophy Fee and the NRHA-required five percent (5%) deduction from entry fees shall be deducted from the total entry fees collected for each division in accordance with NRHA rules and procedures.

Founding Years Horse Nomination Fees, *apply per division entered**

- 2026 – Open Divisions \$250, Non-Pro Divisions \$50
- 2027 – Open Divisions \$350, Non-Pro Divisions \$100
- 2028 – Open Divisions \$450, Non-Pro Divisions \$150
- 2029 – Open Divisions \$550, Non-Pro Divisions \$200

**Each division in which a horse seeks eligibility for Nominator Incentive payouts shall require a separate nomination and payment of the applicable nomination fee. A horse competing in multiple eligible divisions may earn Nominator Incentive payouts in each nominated division, provided the applicable nomination fee has been paid for each division entered.*

Pre-Entry Requirements: (Must be **received** by August 1)

Submission of online nomination and entry, NRHA Competition License, breed association registration papers, Owner/Rider current NRHA Membership, and signed Participation Liability Release must be received by August 1, for entry to be considered complete. Payment for nomination of each division entered, entry fees, administrative fee, media fee, and NRHA drug fee are required. Nominations received after August 1 and up to September 1 will be assessed a one-time \$250 late fee for Open divisions and \$100 late fee for Non Pro divisions. Entries received after August 1 and up to September 1 will be assessed a one-time late fee entry fee of \$200.

Post Entries: After September 1

Post entries shall be accepted until 1:00 PM (local show time) on the day preceding the class in which the horse intends to compete and shall be included in the random draw.

Late nominations shall be subject to a one-time Late Nomination Fee of \$250 for Open divisions and \$100 for Non Pro divisions, in addition to the applicable nomination fee for each division entered.

Post entries shall be subject to a one-time Post Entry Fee of \$500 for Open divisions and \$100 for Non Pro divisions. The Post Entry Fee shall be in addition to any applicable Late Nomination Fee.

All post entries and late nominations must be completed through the show office, and all applicable fees must be paid in full prior to the applicable deadline. Failure to satisfy all entry, nomination, and fee requirements by the deadline shall result in ineligibility for that class. Program Management reserves the right to accept or reject any late nomination or post entry at its sole discretion and may impose additional conditions or requirements as deemed necessary.

Each horse entered in the event will be assessed a one-time Administration Fee of \$85, Media Fee of \$50, and NRHA Drug Fee of \$35. Exhibitors who do not close out their showbill prior to their departure will be charged a one-time fee of \$15 to close out the showbill and email receipt statement. A 4% convenience fee will be added to all credit card charges.

Refunds and Cancellations

Prior to September 1, cancelation of an entry receives a refund of entry fees. All cancelations must be submitted in writing to: entries@thecrownjewelincentive.com or in the show office. After September 1, no refunds will be provided for any reason including injury, illness, death of horse, rider circumstances, transportation issues, weather conditions, or other unforeseen events. All Nomination Fees and Administration Fees are non-refundable.

Liability

By participating in The Crown Jewel Futurity at the High Roller Reining Classic, all exhibitors agree to abide by the rules of the show and the governing body NRHA. In addition, exhibitors acknowledge that horses are dangerous animals and can be hazardous. By participating in the competition with this knowledge of the danger involved the exhibitor agrees to accept any and all risks of injury or death.

Reservations

The Crown Jewel Incentive Program Management reserves the right to make additions or changes to the event at any time. Program Management has the authority to enforce all rules referring to the show and may excuse any horse or exhibitor from the show prior to, during or after the judging without refunds. **HIGH ROLLER REINING CLASSIC SHOW MANAGEMENT RESERVES TO ITSELF THE RIGHT TO REFUSE, ACCEPT CONDITIONALLY, OR TO CANCEL ENTRIES, DISQUALIFY ANY RIDERS OR EXHIBITORS, PROHIBIT EXHIBITION OF ENTRIES AND CANCEL AWARD PRIZES, WITHOUT CLAIM OF DAMAGES.** The show management reserves the right to interpret these rules and regulations. All decisions are final. By way of making an entry, the exhibitor is assuming responsibility for knowledge of the rules and releases show management from any claims or losses. The show management reserves the right to modify or change conditions for the event at any time. All decisions of the judges are final. All Terms and Conditions of the High Roller Reining Classic apply.

The Crown Jewel Founding Years Incentive Fund

During the Program Founding Years (2026-2029), nomination fees collected for eligible horses shall be allocated to The Crown Jewel Founding Years Incentive Fund and shall not be added to competition prize money or futurity purses. Incentive Fund shall be distributed as follows:

- 60% to the Stallion Nominator Incentive Fund
- 40% to the Horse Entry Nominator Incentive Fund

Incentive Fund shall be administered and distributed in accordance with the official rules, procedures, and funding policies of The Crown Jewel Incentive Program.

Nominations for the 2027, 2028, and 2029 Founding Years competitions may be submitted beginning in 2026 and before the applicable competition year. A nomination shall remain valid through the horse's applicable competition year for the specific Futurity level nominated. No annual renewal shall be required.

A horse entered in multiple Futurity levels may only earn Nominator Incentive payouts in those levels for which the applicable nomination fee has been paid. Separate nominations and nomination fees are required for each Futurity level in which the Nominator Incentive eligibility is sought.

Early nomination provides two benefits:

1. Nominator's eligibility to receive Incentive Fund payouts earned by the nominated horse.
2. Reduced nomination fees compared to nominations submitted during the applicable competition year.

Individuals who nominate an eligible horse before the applicable competition year shall be recognized as the official Nominator and shall be eligible to receive any Incentive Fund payouts earned by that horse during the applicable competition year.

Eligibility for Payout, Founding Years

A horse must:

- The horse must be properly nominated for the division entered by paying the applicable nomination fee.
- Remain in compliance with all Program rules and eligibility requirements.

During the Program Founding Years (2026–2029), if a horse is nominated and eligible to compete but the horse's sire has not been nominated or otherwise satisfied the applicable stallion participation requirements, the Stallion Nominator Incentive Fund portion otherwise attributable to that sire shall be reallocated and added to the Horse Entry Nominator Incentive Fund payout. No stallion incentive payout shall accrue, carry forward, or remain reserved for a stallion that has not been nominated or otherwise satisfied the applicable participation requirements for the applicable competition year.

During the Program Founding Years (2026–2029), nomination fees collected shall be contributed to the Crown Jewel Incentive Fund and distributed between the Stallion Nominator Incentive Fund and Horse Entry Nominator Incentive Fund. A percentage of sponsorship revenue, stallion service auction proceeds, and other program-generated revenue may be retained by Program Management for administration, marketing, added money, and long-term program development.