

American Tobiano Overo Association (ATOA)



ATOA Professional Partners Program

Information Packet

Connecting Professionals • Supporting Members • Promoting Paint Horses

Welcome

Dear Equine Professional,

Thank you for your interest in the **ATOA Professional Partners Program**.

The American Tobiano Overo Association (ATOA) is proud to introduce a program designed to recognize and promote the professionals who help strengthen the Paint horse industry every day.

Whether you are a trainer, breeder, instructor, veterinarian, farrier, judge, clinician, , or another equine professional, we invite you to become part of a growing network dedicated to education, integrity, and exceptional horsemanship.

Our Professional Partners are more than service providers—they are ambassadors for professionalism and trusted resources for ATOA members.

We appreciate your interest and look forward to welcoming you as an ATOA Professional Partner.

Sincerely,

Beth Nickerson

Owner & Founder

American Tobiano Overo Association (ATOA)

Our Mission

The ATOA Professional Partners Program exists to connect horse owners with trusted equine professionals while promoting education, ethical business practices, responsible horsemanship, and the continued growth of the Paint horse industry.

Program Purpose

The Professional Partners Program was developed to:

- Recognize qualified equine professionals.
- Provide trusted resources for ATOA members.
- Promote ethical business practices.
- Encourage continuing education.
- Support youth and amateur horse owners.
- Strengthen partnerships throughout the Paint horse industry.
- Increase visibility for equine businesses.

Who Can Become a Professional Partner?

Applications are welcomed from professionals including:

- Horse Trainers
- Riding Instructors
- Breeders
- Stallion Owners
- Judges
- Clinicians
- Veterinarians
- Veterinary Technicians
- Farriers
- Equine Dentists
- Equine Chiropractors
- Massage Therapists
- Show Managers
- Show Secretaries
- Other equine-related businesses

Benefits of Becoming an ATOA Professional Partner

As an ATOA Professional Partner, you will receive:

Professional Recognition

- Official ATOA Professional Partner designation
- Professional Partner certificate
- Digital logo for your website and advertising

Business Promotion

- Listing in the ATOA Professional Partners Directory
- Business profile on the ATOA website
- Features on ATOA social media
- Recognition in the ATOA newsletter
- Opportunities to be highlighted as a Professional Partner of the Month

Networking

- Connect with fellow equine professionals
- Build relationships with ATOA members
- Expand your professional network across North America

Educational Opportunities

- Host ATOA-approved clinics
- Participate in educational seminars
- Contribute articles and training tips
- Mentor youth and amateur horse owners

Marketing Opportunities

- Promote clinics and events through ATOA
- Advertise special services and promotions
- Reach a nationwide audience of Paint horse enthusiasts

Professional Expectations

Professional Partners are expected to:

- Conduct business honestly and professionally.
- Treat clients with courtesy and respect.
- Promote safe and humane horse care.

- Encourage good sportsmanship.
- Support responsible breeding practices.
- Maintain a positive reputation in the equine industry.
- Represent ATOA with professionalism.

Code of Ethics

Professional Partners agree to:

- Operate with honesty and integrity.
- Represent horses accurately.
- Honor agreements and contracts.
- Respect clients and fellow professionals.
- Maintain confidentiality.
- Promote ethical horsemanship.
- Encourage responsible ownership.
- Follow all applicable laws and association rules.
- Support the mission and values of ATOA.

Membership Information

Annual Membership Fee: \$25.00

Membership includes one calendar year of Professional Partner benefits and promotional opportunities.

Membership Includes

- ✓ Professional Certificate
- ✓ Digital Professional Partner Logo
- ✓ Listing in the Online Directory
- ✓ Website Business Profile
- ✓ Social Media Promotion
- ✓ Newsletter Recognition
- ✓ Referral Opportunities

- ✓ Professional Networking
- ✓ Educational Opportunities
- ✓ Business Exposure Through ATOA

Applying is Easy

Complete the Professional Partners Application and submit:

- Completed application
- Business biography
- Professional photo (optional)
- Business logo (optional)
- Website and social media information
- Annual membership fee

Applications are reviewed by ATOA to ensure they meet the standards of the Professional Partners Program.

Frequently Asked Questions

Do I have to be an ATOA member?

Yes. Professional Partners must maintain an active ATOA membership in good standing.

Is there an annual fee?

Yes. The Professional Partners membership fee is **\$25.00 per year.**

Will my business be advertised?

Yes. Approved Professional Partners may be featured in the ATOA Professional Partners Directory, newsletters, social media, and other promotional materials.

Can any equine business apply?

Yes. The program is open to a wide variety of equine professionals and businesses that support the horse industry and uphold ATOA's standards.

Join the ATOA Professional Partners Program

Partner with an organization committed to preserving, promoting, and growing the Paint horse industry.

Whether your passion is training, breeding, education, veterinary care, farrier work, , or another equine profession, we invite you to become part of our professional network.

Together, we can strengthen the Paint horse community through professionalism, partnership, and education.

Contact Us

American Tobiano Overo Association (ATOA)

Email: ATOApaints@gmail.com

Website: ATOApaints.com

Facebook: American Tobiano Overo Association (ATOA)

Our Commitment

Professionalism • Integrity • Partnership • Education • Horsemanship

Connecting Professionals. Supporting Members. Promoting Paint Horses.