The Standardbred Incentive Program (SIP) from the USTA
Setting up a USTA MyAccount & Enrolling a Horse

Get recognized and rewarded for logging trail miles with, and showing, your Standardbred through the Standardbred Incentive Program! The program season runs December 1 through November 30. Submitting trail miles and show placings, in the US and Canada, is done electronically through your USTA MyAccount.

Don’t have a USTA MyAccount? Set one up at MyAccount.ustrotting.com, choose “First time user? Click here to register.” and use your USTA number, first and last name and zip code; having all this information will link your USTA membership to your MyAccount. You must have a valid email address to set up a MyAccount. After you have set up a username and password, check your inbox for an email with a verification code.

Don’t have a USTA number? If you have never done business with the USTA (includes having access to Pathway, a Hoof Beats subscription, enrolling a horse in Full Circle, etc.), once you’ve hit “First time user? Click here to register.” then select “skip this step” to enter all your contact information. However, if you have ever done business with the USTA and do not know your USTA number, please call or email Member Services to get your number. USTA numbers are assigned to anyone, whether or not they are a USTA member, who has done business with the USTA.

To enroll in SIP, once logged in to your USTA MyAccount, if you are a USTA member, make sure you have a “Membership Expires” date in the middle right portion of the screen, to verify that your USTA MyAccount and membership are linked. If you do not see the screen below, click on the (my account) link after your name in the upper right corner. If you are not a current USTA member and just want to participate in SIP as a non-member, skip to “To enroll in SIP if you are not a current USTA member” below. Once you have verified your USTA membership is linked to your USTA MyAccount, look for and click on Online Services → Horse → Standardbred Incentive Program (SIP) Enroll Horse.
To enroll in SIP if you are not a current USTA member, once you see the Online Services menu of products, select Horse → Standardbred Incentive Program (SIP) Season Pass (Non-members only). Cost is $45 for one SIP Show Season or $100 for three. Or, you can become a USTA member by clicking on Online Services → Membership and choosing 1 or 3 year membership to get all the benefits of USTA membership, including member pricing on Pathway, ownership transfers, voting privileges and more!

Search for your horse by their registered name, registration number or dam’s name. Note: you do not need to be the horse’s registered owner (per USTA/Standardbred Canada records) to enroll them.

Once you find your horse in the search, you can give them a show name, if that is how a show will list them in their results. If the show name is the same as their registered name, do not put anything in the “Show Name” box.

Once you have saved, you will need to check out. Even if your cart is for $0 (as both horse enrollment and participant enrollment are currently free for USTA members) you must still complete the checkout process. Please note: All trail miles and show placings will be entered as a horse/person combination, so if there are multiple people showing the same horse, each person must do this process within their own USTA MyAccount.

Once you have checked out, hit the blue “finished” button and you will be taken back to your MyAccount home screen. You will now see “Standardbred Incentive Program” in your “My Horses” section.