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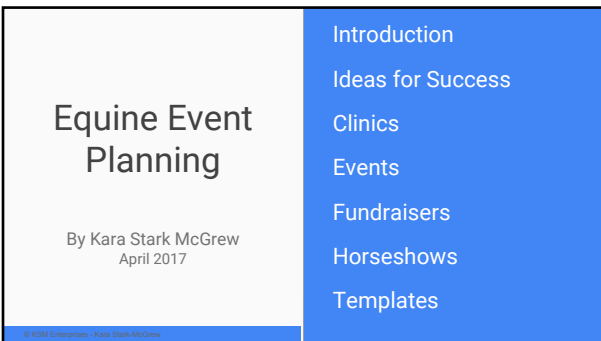
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What is your Event & What is the Purpose or Goal

Clinic	Why would someone attend?
Horseshow	What would be the benefit to attending?
Fundraiser	How does it benefit the cause?

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Commit to producing the best event possible

Take action

- Create team/committee
- Choose committee chair/manger
  
- Decide what, who, when, where
- Create the budget
- Create your timeline
- Sign contracts

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Success is....  
Achieving the Desired Result

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**S~M~A~R~T**  
**Creating a Goal**

Specific  
Measurable  
Attainable  
Realistic  
Time Frame

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**Details**

**Communication**

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**Start at the Beginning**

1. Have a Plan for every situation,
2. Be specific in your purpose
3. Keep notes
4. Ask questions
5. Use a contract
6. Confirm insurance with facility, professionals, clinicians etc
7. Have current & multiple contact information, prior to and day of
8. Be clear on event address & mailing address for payment, sponsorships, etc
9. Communicate!!
10. *Details Details Details*

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Inspiration  
Motivation  
Perspiration



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If you Fail to Plan you are Planning to Fail

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- Benjamin Franklin

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**Advertising & Sponsorship**

Go to the people !

People work with people they know or with whom they are familiar  
(*Branding*)

Connections ~ Develop connections by networking

Have a plan for the year's activities in order to make appropriate requests  
for advertising and sponsorships

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### Potential problems

- Weather
- Illness
- No Shows
  - Volunteers/staff
  - Food vendors
- Forgotten materials
- Delayed start
- Injuries (911 plan)
  - People
  - Issues
- Car trouble
- Travel delays
- Difficult/forgotten technology

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### Clinics - The Clinician

#### Who to hire

- Who is their target audience?
  - Are there enough people in the area to support
  - Are they coming to the area
- What are the clinician's fees?
  - Day fee, multiple day requirements
  - Includes how many mounted participants
  - What is maximum for mounted participants
  - What are fees for additional mounted participants
- How are auditor fees set?
  - Who keeps the fees
  - Are they split
  - Maximum # of auditors
- How does the clinician format their clinic?
  - Group, half day, all day, hourly
  - Private, length of lesson
  - Semi private, length of lesson
- Are there additional expenses?
  - Hotel
  - Travel, airfare or mileage
  - Meals
  - Transportation
  - Cancellation fee
  - Deposit requirements

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### Clinics - The Schedule & Logistics

- How do you schedule the day?
  - Start time
  - Lunch
    - scheduled or estimated
    - Provided?
  - Does clinician want a break with participants
  - Enough time for horses if it is an all day event
  - Finish time
  - Dinner
    - part of the schedule?
    - provided or additional?
  - Time Scheduled to care for horses
- What are the clinician's facility requirements?
  - Arena size
  - How many can safely ride at the same time
  - Needed equipment
- How will participants ride?
  - Clinician's preference? Discipline
  - Group - individuals - small groups?
- What does the clinicians prefer?
  - Assistance
  - Food, snacks, drinks
  - How accessible to the public do they want to be
  - Do they have product to sell

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### Clinics - Where to hold your clinic

Arena; size, footing, lights, materials	Stabling
Indoor	Campers
Trails	Spectator seating
Sound system	Hospitality services
Parking	Surrounding area
Restrooms	Support staff

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### Clinic Personnel & Volunteers

<ul style="list-style-type: none"><li>• Day of operations manager</li><li>• Parking attendant</li><li>• Admission table / at the door</li><li>• Product sales table</li><li>• Stabling manager</li><li>• Arena ground crew/assistant</li><li>• Medical personnel</li></ul>	<ul style="list-style-type: none"><li>• Food truck/ table</li><li>• Breakfast Lunch. Dinner</li><li>• Transportation<ul style="list-style-type: none"><li>• To &amp; from airport</li><li>• To &amp; from hotel</li><li>• To &amp; from meals.</li></ul></li></ul>
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### Clinic \$\$

<b>How do riders pay?</b> <ul style="list-style-type: none"><li>• Check</li><li>• Cash</li><li>• PayPal</li><li>• Credit card</li></ul>	<b>What do auditors pay?</b> <ul style="list-style-type: none"><li>• Prepay, deadlines</li><li>• At the door</li></ul>
<b>What are the payment requirements?</b> <ul style="list-style-type: none"><li>• How much down payment,</li><li>• Deadlines</li><li>• When is remainder due</li></ul>	<b>What can sponsorship pay for?</b> <ul style="list-style-type: none"><li>• Clinician</li><li>• Meals</li><li>• Facility</li><li>• Advertising opportunities</li></ul>

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## Clinic final thoughts

- Local pizza phone #
- 911 info for horses, vet, nearest equine hospital
- Contact #'s for facilities, day and evening
- If possible set up night before or plan an extra hour to handle issues
- Supply Box

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## Events

An event may have a primary purpose other than making money  
*marketing ~ education ~ fun ~ giving back*  
*community ~ outreach ~ appreciation*

People will do what is worth doing.  
*What do YOU get out of it?*  
*What does a participant get out of it?*

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## Organize your Event

<ul style="list-style-type: none"> <li>Date</li> <li>Where</li> <li>Address</li> <li>Contact at facility             <ul style="list-style-type: none"> <li>Name</li> <li>Phone</li> <li>Email</li> </ul> </li> <li>Create budget</li> <li>Committee Chair &amp; Members</li> <li>Organize Subcommittees</li> </ul>	<p><b>Personnel</b></p> <ul style="list-style-type: none"> <li>• Day of operations manager</li> <li>• Parking attendant</li> <li>• Admission table / at the door</li> <li>• Product sales, silent auction, table</li> <li>• Stabling, scribe, volunteer manager</li> <li>• Food truck/ table</li> <li>• Arena ground crew/assistant</li> <li>• Medical personnel</li> <li>• Transportation             <ul style="list-style-type: none"> <li>○ To &amp; from airport</li> <li>○ hotel, meals</li> </ul> </li> </ul>
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## Event \$\$

<ul style="list-style-type: none"> <li>Facility</li> <li>Insurance</li> <li>Advertising</li> <li>Hospitality             <ul style="list-style-type: none"> <li>Breakfast Lunch Dinner Snacks</li> </ul> </li> <li>Water</li> <li>Printed materials</li> <li>Awards</li> <li>Prizes</li> <li>Equipment</li> <li>Materials</li> <li>Mailings</li> </ul>	<p><b>How can people pay you.</b></p> <ul style="list-style-type: none"> <li>• Check</li> <li>• Cash</li> <li>• PayPal</li> <li>• Credit card</li> </ul> <p><b>Payment requirements</b></p> <ul style="list-style-type: none"> <li>• How much down payment,</li> <li>• Deadlines</li> <li>• When is remainder due</li> </ul> <p><b>Sponsors/advertising</b></p> <ul style="list-style-type: none"> <li>• Identify opportunities</li> </ul>
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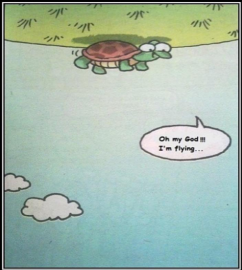
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## Fundraiser

Primary purpose is to raise funds



Optimism its the best

Way to see life

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**Fundraiser**

**Establish your goal**  
Be 'SMART'  
Be specific ~ What \$\$ do you raise and for what?

**We work with people we know**  
Personally  
By reputation  
Connections ~ Networking

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**Fundraiser**

<p><b>To Begin</b></p> <ul style="list-style-type: none"> <li>• Chairman</li> <li>• Committee members</li> <li>• What is the name</li> <li>• What is the concept</li> <li>• Where to be held</li> <li>• Date</li> <li>• Cost</li> <li>• Materials needed</li> <li>• # of volunteers needed</li> </ul>	<p><b>Committed</b></p> <ul style="list-style-type: none"> <li>• Create budget</li> <li>• Advertising plan</li> <li>• Sponsors</li> <li>• Personnel/ volunteers</li> <li>• Schedule</li> <li>• Establish payment options</li> <li>• Supply box</li> <li>• Packing list</li> <li>• Completed follow up. Thank you's</li> </ul>
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**Horseshows**



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## Horseshows

Type of show	<ul style="list-style-type: none"><li>• Hire manager</li></ul>
Level of show	<ul style="list-style-type: none"><li>• Hire secretary</li></ul>
Held in conjunction with another organization	<ul style="list-style-type: none"><li>• Set date</li><li>• Reserve facility</li><li>• Sign contract</li><li>• Prepare budget</li><li>• Put down deposit</li></ul>

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## Horse Show Staffing

Important Key Positions	Support staff or volunteers
<ul style="list-style-type: none"><li>• Judges</li><li>• Steward</li><li>• Announcer</li><li>• Vet on call or on site</li><li>• Farrier on call or on site</li><li>• Hire EMT</li><li>• Paddock master(s)</li><li>• Ring master(s)</li><li>• Hire food vendor</li></ul>	<ul style="list-style-type: none"><li>• Gate people</li><li>• Ribbon master</li><li>• Ribbon presenter(s)</li><li>• Timer(s)</li><li>• Runner(s)</li><li>• Parking attendant(s)</li><li>• High score/ scoring people</li><li>• Scribe(s)</li></ul>

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## Horse Show Paperwork

<ul style="list-style-type: none"><li>• General information<ul style="list-style-type: none"><li>◦ When</li><li>◦ Where, GPS address</li></ul></li><li>• Contact information<ul style="list-style-type: none"><li>◦ Before the show</li><li>◦ Day of the show</li><li>◦ Address to mail entries to</li><li>◦ Deadline for entries</li></ul></li><li>• Create Prize List<ul style="list-style-type: none"><li>◦ Get appropriate approvals for prize list</li><li>◦ Print prize list</li><li>◦ Hard copy mail prize list</li><li>◦ Email prize list</li></ul></li><li>• Create contracts &amp; Mail contracts</li></ul>	<ul style="list-style-type: none"><li>• Create patterns</li><li>• Create obstacle courses</li><li>• Make copies of patterns</li><li>• Make copies of obstacle courses</li><li>• Make copies of dressage tests</li><li>• Obtain insurance</li><li>• Order ribbons</li><li>• Press releases</li><li>• Calendar listings</li><li>• Sponsor letters</li><li>• Sponsorship forms</li><li>• Invite vendors</li></ul>
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**Horse Show More Paperwork**

- Data process entries
- Create program
- Create judges cards
  - Blanks &/or
  - Back #'s pre listed
- Create announcer packet
- Confirmations for officials
- Confirmations for support staff / volunteers

**Create competitor packages**

- Back # & String
- Program
- Pattern/ obstacle courses
- Lunch tickets

- Create equipment list
  - Obstacles
  - Tables
  - Chairs
  - Walkie talkies
  - Mounting blocks
- Make arrangements as needed for equipment
- Stabling chart

**Contact facility for day of**

- Day of contact name & phone #'s
- Arena prep
- Equipment needed
- Stabling

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**Horse Show Set Up**

**Set up**

- Arenas
- Ribbons
- Secretary stand
- Signage
- Paperwork
- Tables/chairs
- Have clipboards set up for support staff

**Signage**

- Parking
- Obstacle/ patterns posted
- Class sheets
- Lunch area
- Mounting area
- No horse areas
- Bathrooms
- Spectators

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**We DID IT! ~ The horse show is over !!!**

**Clean up**

**Write Checks**

**Organize class results**

**Wrap up show notes**

**Budget review**

**Thank you cards**

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Thanks!

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973 579 9537  
[www.KSMEquine.com](http://www.KSMEquine.com)



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Letterhead

Date

Name

Organization

Street

City, State ZIP

Dear Name,

As a leader at *[local company]*, you no doubt understand the pressing need for *[solutions to challenges in your local area]*. *[Insert short emotional appeal or success story to connect with the reader]* .

Our efforts to *[solve problem]* can't take effect unless we have the support of everyone in our community.

That's where you come in!

I'm writing to ask you to donate *[amount]* to help *[meet the challenge or fund project]*. By donating, you will be able to *[insert accomplishment]*.

If you would like to sit down and have a discussion about donating time, money, or services, you can contact me directly at *[phone number]* or *[email address]*.

I hope to hear from you soon, and thank you in advance for your generosity.

Sincerely, [or With warm regards,]

Signature of a leader in the organization

Typed name of organizational leader

Date

Name

Organization

Street

City, State ZIP

Dear Name,

Let's get this out of the way first: we aren't writing to ask you for money!

Instead, we'd like to invite you to get involved at our *[next volunteer day]*.

We'll be *[insert what will be accomplished during the volunteer day]*, and we could really use your help!

If you are interested, simply fill out the information portion of this letter, below to let us know what time you would like to volunteer and what you would like to do during our *[event]*.

Or call ( *Name* ) at \_\_\_\_\_ to discuss your options.

We are so excited to have you join our volunteer team! Thank you in advance for your dedication and service.

Sincerely, [or With warm regards,]

Signature of a leader in the organization

Typed name of organizational leader

-----  
**Circle what works best for you, and we'll get back to you to confirm**

List times available: *[fill in the time slots you are looking to fill]*

Jobs / tasks available: *[fill in the jobs you'd like volunteers to do]*

\_\_\_\_\_ I am unable to assist with this event but would like to volunteer another time or event

Name \_\_\_\_\_

Phone # \_\_\_\_\_ email \_\_\_\_\_

Date

Name

Organization

Street

City, State ZIP

Dear Name,

*[Begin with emotional appeal or success story to pull the reader in. Try to make this as personal as possible].*

There are *[insert problem that you're trying to solve]*. While we already *[insert solutions that you're currently undertaking]*, we need your help to accomplish *[new solution]*.

You can help *[insert your mission or project]*. Your support is key to address this challenge..

Would you consider donating *[amount]* to help us achieve our mission?

We thank you in advance for your support! Your donation is greatly appreciated and will be used to *[insert accomplishment]*. You can either donate online at [URL], call us at [phone number], or send a check in the pre-stamped envelope included in your letter.

Sincerely, [or With warm regards,]

Signature of a leader in the organization

Typed name of organizational leader

P.S. *[Include a statement about upcoming events, deadlines, or other information]*.