



**DO YOU WANT TO INCREASE YOUR LESSON PROGRAM BUSINESS?
IT'S AS EASY AS 123**

1. SIGN UP FOR THE EQUESTRIAN LIFE ~UPHA/ASHA/AHHS/AMHA PROMOTIONAL PROGRAM VIA THE UPHA.
2. ACCEPT COUPONS FOR A FREE RIDING OR DRIVING LESSON
3. GET THAT "FREE" LESSON RIDER/DRIVER TO KEEP COMING BACK FOR MORE LESSONS AND CREATE A NEW CLIENT!

GUIDELINES FOR UPHA/ASHA/AMHA/AHHS PROMOTIONAL PROGRAM APPROVAL

- 1) Must be an Active Member of two of the four organizations: UPHA, ASHA, AHHS or AMHA
- 2) Must have an active Saddle seat riding lesson or driving lesson program.
- 3) Must honor and track each PROMOTIONAL PROGRAM coupon that gets redeemed at their lesson program. And provide information tracked to the UPHA.
- 4) Must post to Equestrian Life page jpeg photos of students that have redeemed a Ride and Drive in Style coupon.
- 5) Provide the UPHA** with his or her Rider release form that each rider must sign.
- 6) Provide the UPHA** with proof of liability insurance.
- 7) Release and proof of insurance must be provided to the UPHA office.

FAQ's:

Do I have to use Saddlebreds, Hackney Ponies or Morgans exclusively in the lessons I teach?

NO: Our main objective is to educate the general public about Saddle seat riding and driving. Once you get those riders returning it is then our job to educate the new riders/drivers about the American Saddlebred, Hackney Pony and Morgan Horse.

How much paperwork do I have to keep track of?

Only the coupons brought to you for the free lesson. One of the objectives is to know how many free lessons were given through the program to determine if it was successful. You will need to give a count of coupon lessons given to the UPHA.

What's the benefit for me to be involved?

By becoming an approved program you will have "free" advertising of your program through the Equestrian Life website, print media, social media, and television commercials and program on HRTV.

You will also have the opportunity to "sell" your program to new clients and build your program as well as our industry.

Why do I need to take photos of the students?

camera on your cell phone and hitting the share option.

CHECK LIST OF REQUIREMENTS:
ASSOCIATION MEMBERSHIP#s:

WEBSITE URL(not a requirement):

COPY OF RIDER LIABILITY RELEASE FORM

PROOF OF LIABILITY INSURANCE

I _____ agree to the requirements listed to become an approved lesson program for the UPHA/ASHA/AHHS/AMHA promotional program.

Date: _____

Some additional information we will need is:

Name of Lesson Program:

Name of Trainer(s)/Instructor(s):

Physical Address:

Phone

number: _____

Breeds in program:

Riding/driving lesson or both:

Send all required information to Kristin Stivers at:

****UPHA National Office**

4059 Iron Works Parkway, Suite 2, Lexington, KY 40511

Phone: 859□231□5070 Fax: 859□255□2774

Email: kstivers@uphaonline.com



AUGUST - OCTOBER 2011

Have you always wanted to ride a beautiful, saddlebred horse or drive a Hackney horse or pony? If so, this is your summer to try it for FREE as part of a special 2011 "Free to Ride & Drive" nationwide campaign to provide an easy way for anyone to take a test ride or drive.

A nationwide network of CPFA-certified instructors are waiting for your call! They will provide a well-trained horse or pony for your complimentary lesson during August, September and October of 2011.

Find a participating, certified instructor in your area below and get up your FREE LESSON TODAY!



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[Find Out More](#)

TAKE A FREE TEST RIDE OR DRIVE - IT'S AS EASY AS 1...2...3!

1

Find a Certified instructor in your area

- Enter Zip Code - **GO**

2

Call to make an appointment for a free lesson

3

Enjoy your free ride or drive!

PRINT COUPON



You've seen

6,644 people like Free to Ride & Drive



VIDEOS



PHOTO GALLERY



COUPON



PRINT COUPON

FREE RIDING OR DRIVING LESSON

Valid August - October 2011 only. Good for one lesson from a certified Ride and Drive Instructor.

DOWNLOAD CENTER

Help promote the Free to Ride & Drive Program! Click here to download logos, ads, and other promotional material.