Chapter VI

Shows & Competitive Events

AMHA
American Morgan Horse Association

INTRODUCTION

Holding a competitive event is a monumental task —is loved by some and avoided by many. Until you have experienced the energy that goes in to preparing, holding, and wrapping up a competition, you cannot truly appreciate what the show organizers of the horse world are capable of!

While organizing a competition may seem like a herculean task, it does not come without its compensations. Competitions provide Morgan and other horse owners an opportunity to gather and match their horses against others to evaluate conformation, training, and crowd appeal. Competitions also offer horse owners an opportunity to have their breeding stock seen and evaluated by other owners, improving saleability in the future and promoting their breeding programs. An even bigger draw is giving our one-horse owners an opportunity to get out and enjoy their Morgans with other enthusiasts in a fun setting that encourages them to put their horse's best foot forward.

Competitions can be offered for every level of horse expertise. The single-day fun show is an ideal way for novice owners to bring their horses out in a safe, casual atmosphere to learn the ropes. Classes can be offered for Morgans only, Morgans and half-Morgans, and all breeds. If you live in an area where there are not enough Morgans to support an entire show, offering classes for both Morgans and other breeds will help pay for your facilities, judge, awards, and will promote Morgans to other horse owners at the same time. Small competitions also give you the opportunity to bring in a well-regarded judge who can judge on the first day and offer a clinic on the second day. Owners can learn from their mistakes this way and come back for the next show ready for a bigger challenge.

An established show that brings in entries from well outside the geographic area may want to consider getting United States Equestrian Federation (USEF) recognition and offering classes approved by the carriage, Dressage, and reining associations. Doing so will add to the show's overall expense though, so must be considered carefully. Do you want to offer owners an opportunity to show without spending a month's pay, or to show in a forum using judges working with a standardized set of rules and criteria for judging? Each offers benefits as well as drawbacks.

The hope of the AMHA in producing the Show & Competitive Events chapter of the AMHA Club Activity Guide is to bring back the one-day competitions that used to fill our weekends with an ideal way to enjoy our Morgans with other owners. If your efforts meet with such acclaim that you can grow into a recognized show in the future, all the better! But if you can continue offering owners a way to show off their Morgans at a minimal expense and maximum enjoyment, you will have provided a service to your Morgan peers second to none. We encourage your input on the following materials and insights you have gained from actual experience for future updates. Please forward them to the American Morgan Horse Association, 4066 Shelburne Road, Suite 5, Shelburne, VT 05482; e-mail info@morganhorse.com.

SHOW ORGANIZATION

Horse shows offer an ideal way to bring club members together, publicize the Morgan breed, raise money, and attract new members to the club.

When holding a show, consider the following:

- Experienced show management available?
- Suitable grounds available?
- Enough horses to fill classes?
- Enough local interest to support a show?

If the answers to these questions are positive, a committee should be appointed to plan and manage the show.

The Show Committee is a group of club members who have volunteered to organize the club's show. The committee members are responsible for deciding who the show manager will be, where and when the show will be held, and accounting for profits and expenses to the club.

The Show Committee may organize the following subcommittees: Publicity, Advertising & Sponsors, Trophies, Ring, Grounds, Stable, Concessions, Hospitality, Entertainment, or any others it deems necessary. What types of subcommittees are called for depends upon the size of the show and the goals. A one-day fun show held in a local field can be organized by one or two people with a crew of volunteers. A multi-day, recognized show may use a full contingent of subcommittees.

Types of Shows

There are basically three types of shows:

- Schooling or fun shows
- Non-sanctioned breed, all-breed, and discipline shows
- USEF and other organization-sanctioned breed and discipline shows

The material provided in the Horse Show chapter can be applied to any of these shows.

Fun Shows

A fun show will give the club show experience and answer these questions:

- Do we have proper facilities to stage a show?
- Can we attract enough entries from outside our club to make it financially worthwhile?
- Can we select show dates that will not conflict with established shows?
- Are we ready to consider a breed show?

All-Breed and Discipline Shows

If the Show Committee is ready to deal with a larger number of entries, the show can be held for all breeds. This not only increases the number of entries, it provides an opportunity to introduce the Morgan to owners of other breeds and disciplines.

Rated Shows

Once the Show Committee has established procedures for the show and learned how much support it has from club members, it will be ready to consider receiving recognition from affiliated organizations including USEF, the American Driving Society, U.S. Dressage Federation, and National Reining Horse Association. All recognized Morgan shows operate under USEF guidelines, which also encompasses carriage, Dressage, and reining interests. Receiving recognition will provide the show with additional publicity, status, and number of entries arriving from a distance.

Show Goals

Most shows are held with the goal of having exhibitors return the next year. A successful annual show depends on an ability to attract exhibitors who will return year after year. In addition to the exhibitors, your show must develop a reputation that will make it possible for you to attract top notch judges and other officials.

Taken in their broad sense, the responsibilities of the show management to judges, officials, exhibitors, and spectators could be stated in three words:

COURTESY

CONSIDERATION

HOSPITALITY

These should be applied to all segments of show planning and execution.

Procedures

For most Morgan owners, one prime reason for showing is that they have fun doing so. Keeping the show on schedule is one key way to ensure they will enjoy participating. Making exhibitors wait for classes creates frayed tempers and tired exhibitors

and horses. These exhibitors may not come back in the future. Spectators will also leave if they have to wait to see classes.

There are many ways a show can get off schedule and it is important to consider which of them may affect yours. Consider what a delay of two minutes per class can mean. If you offer 50 classes in one day, two-minutes per class means the show will run an hour and 40 minutes longer then necessary. This will shorten lunch and dinner breaks, delay starts, and make it difficult to have horses in peak condition.

Causes of Delays

- Starting late
- Exhibitors not at the gate on time
- Riders entering the ring for the wrong class
- Exhibitors forgetting their numbers
- Time-outs for tack or harness adjustments in the ring
- Pulled shoes in the ring (waiting for farrier)
- Slow judging
- Judge's cards do not carry class specifications
- Delays in getting patterns to announcer
- Lost time getting results to announcer
- Lost time awarding ribbons
- Delays in taking photos
- Delays at the outgate
- Overlong victory passes
- Changes in weather

Keeping your show on schedule starts with good planning and organization. The following are ideas which will allow you to avoid unnecessary delays.

1. Don't have too many classes per session. Estimate the time needed for each class (they are not all the same). Plan your class schedule so you can run on time. Put classes of unpredictable length at the END of sessions. These include classes with individual work outs such as jumping, equitation, trail, reining, etc.

   A rule of thumb says 17 classes in one session are manageable for an all-discipline show. If they include halter classes, you can squeeze in more. Remember that you may have to split some classes and run two or three sections. You may also need time to drag or water the ring every five or so horses for reining, Dressage and open classes, but not for carriage.

2. Arrange your schedule so tack change delays are minimized. Insist that exhibitors who have tack changes notify the office or the paddock master AT LEAST one class in advance. Limit the time allowed for tack change delays and enforce your rules. Some exhibitors may request a tack change and delay the class for five to six minutes while they use the time to warm up.
3. Enforce the two-minute rule at the gate. Start the class two minutes after the first horse enters the arena and close the gate.
4. Entries that scratch a class should be encouraged to tell the paddock master so there is no time wasted waiting for them.
5. Post-entries can be made up to a few minutes before class time if the show secretary's office is well organized. This is important, because the income from post entries can make the difference between a profit or a loss for the show. Post-entries should not delay the show.
6. If a farrier is on hand, locate his/her station close enough to the arena that he/she can get into the ring quickly for Morgan classes. This is not required for the disciplines or multi-breed classes.
7. Use separate 'in' and 'out' gates to speed the show along. Using one gate is dangerous and time consuming. It forces the exiting horses to pass through the horses waiting to enter and can be upsetting, especially for young horses and beginning riders.
8. Be familiar with USEF rules if the show is operating under them. For instance, the show cannot start until the steward, veterinarian, farrier, and EMT are on the grounds and ready to function.
9. The show office must be open well before the show starts so exhibitors can get their numbers, stall assignments, etc.
10. Insist on key people arriving at least 15 minutes before starting time. Check up on them immediately if they are late.

Getting Horses in the Ring

Call each class well ahead of time. Ask each exhibitor to check in with the paddock master well before the gate is opened. The paddock master and announcer must have an accurate list of entries for each class. The paddock master should be sure that every entry on his list is on hand. If some are missing they can be paged. He should also spot entries wearing the wrong number (or no number) and any horses that are not entered before the class enters the ring. Sometimes an exhibitor will arrive

early and get into the wrong class. The paddock master should catch this.

Expect all entries to be at or near the ingate when it opens so there is no delay between classes. It works well to open the ingate as the last horse from the previous class leaves the arena. When run efficiently, you can have a class in the arena and ready to go less than one minute after the previous class is out.

Exhibitors must understand that they are expected to check in early and that if they are late they may not get into the class. If they understand the system, they will be happy to cooperate and make it work.

To get entries out of the ring, have two people handing out ribbons to save time. One hands out trophies and ribbons to the winner and helps pose the winner for pictures if a photographer is present. The other hands out the lower-place ribbons.

Taking "win" pictures can cost valuable ring time. If the pictures are to be taken in the ring, it can be done while the lower-place ribbons are being handed out. This should be arranged in advance or you may lose several minutes per class. The photographer needs to be ready when the ribbons are awarded.

Victory passes dress up the show, and it is helpful for the ribbon person to explain, after photos are taken, how the victory pass should be made. In essence, while the announcer gives the name of the horse, rider, and owner, the winner should pass from the far end of the ring to the outgate at the gait of his or her choice. This is usually a trot, but may be a canter or hand-gallop.

The Judge

Judges vary in the amount of time they take for a class. Make sure your judge knows what is expected before the show begins. If you expect to finish 17 classes in three hours, tell him at the beginning of the show how much time has been allowed (average) for each class. Keep track of the show's progress so you may tell the judge to hurry, if necessary.

While the judge should know what gaits are required for each class, the judge's cards must have detailed class specifications on the back (see USEF rules and AMHA Judging Standards).

A well-run show depends upon close teamwork between show secretary, paddock master, ringmaster, judge, steward, and announcer. Their combined insights will allow them to identify potential problems and and request changes to prevent them.

Attracting Exhibitors

- Get the prize lists out early. For large annual shows, do this at least three months prior to the show. If your show fits in with a circuit in the area, include information about the other shows. As you help others, you help yourself.
- Provide all the USEF required information in your prize list.
- Provide classes that will attract exhibitors.
- Provide good stabling and have it well-handled by a qualified Barn Manager.
- Have a member of the club (several, if necessary) on hand when you expect the exhibitors to be arriving. After a long drive, a word of welcome, a cup of coffee, and assistance in unloading and getting horses into stalls is most appreciated.
- Have some kind of exhibitor entertainment arranged. Be sure invitations are extended. DO NOT have the entertainment scheduled for a time that will interfere with performances of the show.
- Make sure that the hospitality committee and all your club members show their appreciation to exhibitors for their attendance. Be hospitable!
- Try to have the refreshment stand open when exhibitors are moving in and out.
- Finally, assign individuals to assist the exhibitors as they leave. Such Courtesy, Consideration, and Hospitality will do much to bring many of these exhibitors back in following years.

Scheduling

The Show Committee will determine the scheduling of classes.

- Avoid having the same type of horse in the ring for several classes in a row. Alternate English, western, hunter seat, and driving classes and age groups.
- Avoid delayed classes due to tack changes. Do not schedule Junior Exhibitor Western Pleasure and Junior Exhibitor English Pleasure back-to-back.
- Limit the number of classes between breaks. When the classes have more then 20 entries, plan breaks every eight classes or so to drag the ring and allow the judge a break.
- A short exhibition in the middle of the per-

formance attracts spectators and maintains interest if given enough publicity.

- Aim to make your classes attractive to exhibitors with one or two horses. The majority of Morgan owners fit in this category. Classes may include novice, green horse/rider, junior exhibitor, amateur, etc. rather than open classes.

Date Selection

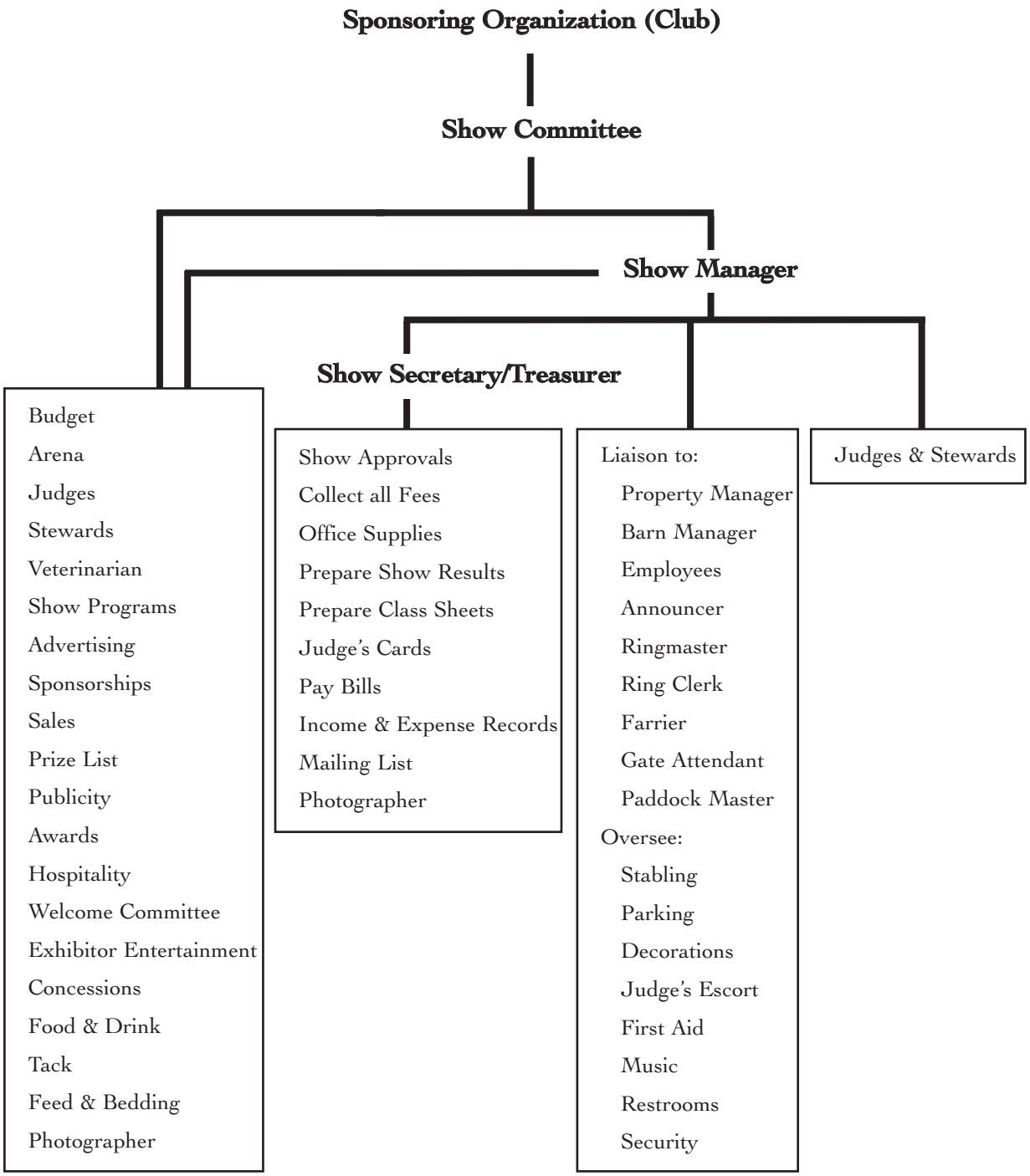
The Manager and the Show Committee will select the dates for the show. If it is a new show and the club would like to establish it on an annual basis, determine when other nearby horse shows take place. This information is available in the USEF Competition Calendar as well as on the AMHA website at www.morganhorse.com. Other horse-related events in the area should be considered. Try to choose a date that does not conflict with established events in your area.

If you plan to have a show recognized by USEF, remember that show dates must be approved by them. To be included in their annual Calendar of Competitions, your application must be in by May 15 of the year preceding the show.

Planning, organizing, and staffing a show to run on time can make the difference between a smooth running show that stays on schedule and everyone enjoys, or a production that is sloppy and causes people stress.

Well-run shows attract exhibitors and audiences and have a much better chance of making a profit. Remember that details make perfection.

FLOW CHART OF SHOW RESPONSIBILITIES



FLOW CHART OF SHOW RESPONSIBILITIES

ORGANIZING YOUR SHOW FROM START TO FINISH

I. Decide on the type of show
   A. All-Morgan or open to all breeds
   B. One discipline (Dressage, reining, hunter/ jumper, team penning, carriage) or mixed disciplines (hunt seat, saddle seat, western, in-hand)

II. Decide on show facility needs
   A. Indoor ring, outdoor ring or both
   B. Stalls or out of trailer showing, or both

III. Look for an appropriate facility based on:
   A. Needs (see I and II)
   B. Your locations
      1. Size
      2. Accessibility
      3. Amenities such as food, parking, restrooms.
   C. Costs

IV. Organize, plan, and organize again

V. Examine samples of show bills for similar types of shows and determine the following:
   A. Number of classes and types
   B. Start time
   C. Class and office fees
   D. Stall and/or out-of-trailer fees
   E. Rules being used
   F. General information
   G. Map and/or directions to the location
   H. Name, phone, and e-mail address of contact person, usually the secretary

VI. You may need to book the showgrounds six months to a year (or more) in advance.
   A. Visit facility and ask other groups about their impressions of the site and their experiences with the facility.
   B. Ask to see the contract for the site and a price sheet. What do you get for your money? What do you have to provide?
      1. Ask about the sound system and how to run it if there is one. Ask about rental sites if there is not a sound system.
      2. Ask about insurance requirements. Get a rider or an entire policy as needed.
      3. Ask how you are to maintain the grounds.
      4. Check on adequate sanitary facilities and rent if necessary.

VII. Officials
   A. Determine your needs in accordance with the type of show you are running (judge, steward, technical delegate, rider's representative, timers, etc.).
   B. Ask other shows and members for staffing suggestions. Contact the various breed/ discipline groups for lists of prospective candidates. Some county 4-H offices and state horsemen's associations maintain lists as well.
   C. Contact choices six months to a year in advance of the show. Send a contract (in duplicate, one to be signed and returned) and keep in touch.

VIII. Other staff
   A. Start asking for volunteers (early an often)
   B. Develop a list of needs (gatemen, ribbon/trophy distributors, scorers, time keepers, obstacle/ jump staff, secretary, hospitality staff, etc.).
   C. Job descriptions would be useful, as well as a volunteer contract. Refer to the sections on each position in this guide and add to provide a copy to each volunteer doing that work.

IX. Show secretary
   A. Ideally, seek an experienced person.
   B. Develop a written procedure to follow for less experienced help to follow. Refer to the "Secretary" job description in this manual.

X. Paper work
   A. Develop a showbill. 8.5" x 11" flyers work best, or 8.5" x 14" if you need more room. These sizes are easier to reproduce inexpensively.
   B. Develop or buy entry forms.
   C. Develop or buy class sheets.
   D. Develop, buy, or obtain from discipline groups (NRHA, USEF, USDF, ADS, etc.) judging sheets.
   E. If independently designed courses (jumping, trail, carriage obstacle, gaming, etc.) are needed, find samples or engage someone competent to design them.
   F. Make, buy, or get donated exhibitor numbers (often available at feed stores, tack shops, and from ribbon/trophy suppliers).

XI. Distribution of show bills
   A. Mail to members.
   B. Get mailing list of discipline-oriented competitors from related organizations.
   C. Distribute to feed stores, tack shops, 4-H groups, boarding and training stables, veterinarian offices, etc. Don't mail or distribute too soon before the event, as they have a habit of getting forgotten. A two-to-three month lead time seems to be appropriate.
   D. Place free ads (or as you can afford them) in local horse-oriented magazines and papers, as well as a public service spots at local radio and TV stations.

XII. Details
   A. Decide if, what kind, and how many posters or signs are needed and make or have them made as necessary.
   B. Much of the "paper work" can be placed into three-ring binder(s), an expandable file, or vertical file box as you prefer.
   C. "Show in a bag" (or box). A soft-sided briefcase works well for a small show, a larger box may be needed for a larger show.
      1. Office supplies (vary as you wish):
         a. Plenty of WORKING pens, pencils, and markers in a box or zippered case
         b. Stapler, staples, staple puller
         c. Rubber bands, paper clips, binder clips
         d. Hole punch, paper, sheet protectors
         e. Tape-clear, masking, duct, electrical
         f. Safety pins for exhibitors numbers
         g. White out or correction tape
         h. Calculator
         i. Anything else herein missed
      2. Judges/Officials needs
         a. Clipboards
         b. Pens, pencils
         c. Stopwatches
         d. Whistles
         e. Rule books
      3. Cash Box-bank with small bills and change
      4. Rocks or painted horse shoes to weigh down papers from flying away, as many offices are "open air" at best.
   D. Assess furniture needs. You may want a pop-up tent for the judges, as well as tables, and chairs for ribbons, trophies, hospitality and promotional needs.

XI. Timeline
   A. One year to six months
      1. Decide on type of show
      2. Rent facility
      3. Hire judge and other contractual staff
      4. Fund raiser, seek sponsorships
   B. Six months to three months
      1. Order ribbons and trophies
      2. Order/make competitors numbers, judges sheets, class sheets, etc.
      3. Make up and distribute show bills
      4. Prepare show notices for journals, magazines and horse papers, and send out as per individual deadline needs
      5. Keep seeking sponsorships; try tack and feed shops, vets, businesses you deal with, stables, etc.
   C. Three months to one month
      1. Check on judge, officials, and caterer (if you need one)
      2. Check on volunteer positions
      3. Check on show facilities
      4. Do a program book (optional, but nice to have your sponsors' names in print)
      5. Seek more sponsors
   D. One month to one week before
      1. Make sure that all needed equipment is, or will be, on hand when needed
      2. Restock showbills at drop off sites as needed
      3. Get material for the office out of storage and packed to take to the show
      4. Get tables, chairs, tents, raincoats together as needed
   E. One week before the show
      1. Make sure grass areas are or will be mowed as needed
      2. Check with facility manager, judge, staff, etc.
      3. Have trophies, ribbons, office supplies packed and ready
   F. Day before the show, on site
      1. Mark stalls as needed
      2. Look over condition of ring(s), and get in shape if needed
      3. Layout site as needed. (This may be more complex and need to be done much earlier if you choose to run something like a one-day horse trial and need to set up a Dressage ring and cross country obstacles, either ridden or driven)
      4. Take as much "stuff" to the site as is

allowed or prudent to do

G. Day of the event
   1. Set up the office at LEAST two ahead of the start time
   2. Make sure all of the staff is in place and ready to do their jobs
   3. Troubleshoot as needed
   4. Have fun!
   5. Pay officials and showgrounds
   6. Clean up

H. SOON after the show
   1. Send thank you notes to the volunteers, staff, and officials
   2. Start on next year's show plans

EVENT CHECKLIST

Three to Twelve Months Before

__ Establish committees
__ Determine a budget
__ Choose a date and rain date
__ Find a facility and inspect for suitability
__ Hire a judge and steward with written contract
__ Book hotel and airline reservations for judge (if applicable)
__ Select classes
__ Prepare advertising/promotions
__ Decide on awards
__ Arrange insurance coverage
__ Apply for USEF, USDF, ADS, etc. approval

Two to Six Months Before

__ Prepare, print, and mail prize list
__ Gather and repair equipment
__ Order awards

Two to Four Weeks Before

__ Receive and process entries
__ Schedule volunteer workers
__ Complete show program

One to Two Weeks Before

__ Confirm arrangements with judge
__ Call and remind workers when and where they are expected to be
__ Gather office and judge's items (clipboard, pen & papers, refreshments, insect repellent)

One to Two Days Before

__ Prepare grounds
__ Prepare office & supplies
__ Check on concession stand
__ Prepare awards for transport to show
__ Open show office

Show Day

__ Manager, secretary, and committee arrive at least two hours before first class
__ Secretary hands out competitor numbers and programs (may also be done day before)
__ Morning help arrives 30 minutes before first class (or earlier if needed)
__ Judge is picked up at hotel and arrives 30 minutes before first class. Judge is greeted by manager
__ Begin first class on time
__ Manager/groundskeeper continually checks condition of arena. Arena is dragged between classes as needed and during scheduled breaks
__ After last class is judged, pay judge and other employees

After the Show

__ Clean grounds thoroughly—you may want to use the facility again
__ Return equipment to proper places, making note of any damages
__ Arrange repairs/replacement as needed and bill to competition account
__ Box and label office supplies for storage
__ Send show results to USEF, AMHA, and interested local publications and organizations
__ Pay all bills and write thank you notes to volunteers and sponsors

ALL BREED FUN SHOW SERIES

Purpose: To provide an activity for horse owners
To make money for the club
To provide a schooling show
To expose the area to Morgan horses and their owners

Location: An arena with plenty of parking

Dates: Chosen for least conflict in the area

Classes: Chosen for the most local appeal

Open to all breeds

Publicity: Flyers distributed at feed stores, stables, tack shops, through the mail to a selected mailing list, local 4-Hers
Announcements sent to local newspapers and equine publications
Ads placed in the classified sections the weekend before in several widely distributed area newspapers

Trophies: Donated by club members from their trophy collections, grooming tools, tack, books

Ribbons: Donated by club members from their collections, or purchased from a ribbon company

High-point awards: A leather halter. This encourages exhibitors to return for the next show. Points can be given as follows: First=5 pts. Second=3 pts. Third=2 pts. Fourth=1 pt. Highest total wins

Exhibitor numbers: Free from feed company

Food service: Supplied by club members or youth

Volunteers provide all the work

A judge may be paid or voluntary

2008 ALL BREED FUN SHOW SERIES

(Location)

(Dates & starting times)

No Dogs

Formal Attire Not Required

Ribbons 1st -6th Trophies

Ride-A-Buck- Winner takes all!

Concessions on grounds

Bring Chairs!

High-Point Halters!

No stalls available

English tack may include double bridle, pelham or snaffle bits & martingale.

Entry Fees:
1st class- $5
2nd class- $4
Each addtl.- $3
**Classes not open to riders who canter

For Information Call:
XXXXXX
XXXXXX
XXXXXX

Schedule of Classes

1 TRAIL - Optional tack
2 HUNTER HACK- 2 jumps, 2' maximum, protective helmet required
3 PLEASURE DRIVING-Open
4 HALTER or IN-HAND
5 GAITED
6 LEADLINE
7 DRIVING CHAMPIONSHIP
8 SADDLE SEAT EQUITATION- 17 & under
9 HUNTER PLEASURE- Adult
10 HUNTER PLEASURE- 17 & Under
11 SADDLE SEAT EQUITATION-Adult
12 HUNTER EQUITATION- 17 & Under, no jumps
13 HUNTER EQUITATION- Adult, no jumps
14 SADDLE SEAT ENGLISH PLEASURE- 17 & Under
15 SADDLE SEAT ENGLISH PLEASURE- Adult
16 JUNIOR HORSE- 4 & under, optional tack
17 ROAD HACK- Optional tack
18 EGG & SPOON- Optional tack
19 HUNTER PLEASURE CHAMPIONSHIP
20 SADDLE SEAT ENGLISH PLEASURE CHAMPIONSHIP
21 MAIDEN RIDER
- Never won a blue in walk, trot, canter class, optional tack
22 WESTERN PLEASURE- Adult
23 WESTERN PLEASURE- 17 & Under
24 STOCK HORSE- United States Equestrian Federation Pattern Posted
25 WESTERN EQUITATION- 17 & Under
26 WESTERN EQUITATION- Adult
27 WALKING RACE
28 **WALK-TROT EQUITATION- Adult, optional tack
29 **WALK-TROT EQUITATION- 17 & under, optional tack
30 **WALK-TROT PLEASURE- Adult
31 **WALK-TROT PLEASURE- 17 & under
32 WESTERN PLEASURE CHAMPIONSHIP
33 RIDE-A-BUCK- Bareback

High-Point Awards to be presented at the May Show.
Western Award = Classes 1, 22, 23, 24, 25, 26, 32
Hunter Seat Award = Classes 1, 2, 9, 10, 12, 13, 17, 19
Saddle Seat Award = Classes 1, 5, 8, 11, 14, 15, 17, 20
Youth Award = All but classes 9, 11, 13, 15, 22, 26, 28 & 31. Declare at office.

SAMPLE ENTRY FORM

OPEN SHOW
SPONSORED BY: club name

OPEN SHOW ENTRY FORM:

ENTRY#	HORSE NAME REG#	AGE	SEX	EXHIBITORS NAME & AGE	CLASS#s									ENTRY FEES

OWNER'S NAME _____
ADDRESS _____
_____
PHONE _____
EXHIBITOR'S NAME _____
ADDRESS _____
_____

I UNDERSTAND THAT MY HORSE(S) AND VEHICLE(S) ARE ENTERED AT MY OWN RISK AND THAT club name AND/OR facility name ARE NOT RESPONSIBLE FOR ANY LOSS OR HARM

SIGNATURE OF EXHIBITOR
(PARENT OR GUARDIAN IF UNDER 18) _____

MAKE CHECKS PAYABLE TO: club name
MAIL TO: secretary name • secretary address

CLASS FEES @ $5 EACH $_____
CLASS FEES @ $10 EACH $_____
OFFICE FEE @ $1/HORSE $_____
SPONSORSHIP @ $25 $_____
MEMBERSHIP $_____
PREPAID STALL FEES:
ONE DAY STALL @ $25/EA. $_____
OVERNIGHT @ $30/EA $_____

TOTAL $_____
AMOUNT ENCLOSED $_____
CHECK # _____

SAMPLE

Horse Show Judge's AWARDS

Conditions

Class _____

First _____
Second _____
Third _____
Fourth _____
Fifth _____
Sixth _____
Seventh _____
Eighth _____
Ninth _____
Tenth _____
Reserve _____

Horse Show Judge's AWARDS

Conditions

Class _____

First _____
Second _____
Third _____
Fourth _____
Fifth _____
Sixth _____
Seventh _____
Eighth _____
Ninth _____
Tenth _____
Reserve _____

JUDGE'S CARDS

HORSE SHOW

Class# _____ Date _____

Official Winners

1st _____
2nd _____
3rd _____
4th _____
5th _____
6th _____
7th _____
8th _____
9th _____
10th _____
Reserve _____

_____ Judge

HORSE SHOW

Class# _____ Date _____

Official Winners

1st _____
2nd _____
3rd _____
4th _____
5th _____
6th _____
7th _____
8th _____
9th _____
10th _____
Reserve _____

_____ Judge

HORSE SHOW

Class# _____ Date _____

Official Winners

1st _____
2nd _____
3rd _____
4th _____
5th _____
6th _____
7th _____
8th _____
9th _____
10th _____
Reserve _____

_____ Judge

CLASS LIST FOR PADDOCK

Show Name _____ Class # _____

Ring _____

Show Date _____ Class _____ Name _____

No.	Place	Horse Name	Rider	Owner	Address

CLASS LIST FOR OFFICE

Show Name _____ Class # _____

Ring _____

Show Date _____ Class _____ Name _____

No.	Place	Horse Name	Rider	Owner	Address

UNITED STATES EQUESTRIAN FEDERATION AND MORGAN SHOWS

Shows that receive USEF recognition will receive the following benefits:

- Listing in the USEF competition calendar
- Group rates on insurance protection designed for recognized competitions
- Opportunity to offer medal classes and Dressage qualifying classes
- Assistance of USEF Committees & staff

There are three types of USEF competitions:

Local Competition

1. Competition cannot exceed one day
2. Cash prize total does not exceed $500 except 100 percent of sweepstakes
3. Divisions and sections are not rated
4. Club dues for Local Member Competitions are $100

Regular Member Competitions

This offers divisions rated A, B, or C, depending upon the amount of prize money offered. Regular Member Competitions award points toward the USEF Horse of the Year Awards based on placings won. Competition dues start at $125 and increase according to the prize money offered.

Eventing, Dressage and Driving Member Competitions

USEF will send a packet of information to clubs considering holding a recognized competition.

When applying for recognition, USEF requires the following:

1. Competition name as it will appear on the prize list
2. Identity of the party or parties financially responsible for the competition
3. USEF number of the show manager
4. The one person's address to whom all correspondence about the show should be sent
5. Competition dues

After receiving the application, USEF will approve the dates applied for. Competition dates for the following year are approved by the USEF starting in May, and are approved chronologically. Applications received after May 15 cannot be included in the USEF's annual Calendar of Events. Sixty days must elapse between the date an application is received by USEF and the actual date the show is held for Regular Member Shows or Dressage Competitions, and 30 days for Local Member Shows or Driving Competitions. Eventing competitions require 90 days advance notice.

Insurance coverage is required for shows recognized by USEF. Shows have the option of obtaining their own insurance, but are required to have insurance coverage to avoid USEF violations. Shows that do not provide proof of coverage to USEF prior to opening are automatically enrolled in the USEF Service Company group policy for competitions and will be billed accordingly.

For complete information on becoming an USEF-recognized show, contact USEF:

USEF
4047 Iron Works Pkwy.
Lexington, KY 40511
(859) 258-2472, www.usef.org

AMHA REGIONAL SHOW STATUS

Each year, AMHA selects one USEF Class "A" Morgan show from each region to be its AMHA Regional Championship Show. Due to the requirements Regional Shows must meet, they gain prestige and importance among Morgan owners and exhibitors. It is at these shows that the best horses from all parts of the region and surrounding areas compete for regional titles and the opportunity to qualify for the Grand National & World Championship Morgan Horse Show.

The benefits and requirements of being part of the AMHA Regional Shows program are outlined below. We also have included some recommendations to help you offer a quality show for both exhibitors and spectators.

Benefits

1. Horses that place 1st through 8th qualify for the Grand National & World Championship Morgan Horse Show.
2. The Grand Champion Stallion, Gelding, and Mare receive a distinctive AMHA In-Hand Championship Plaque.
3. English Pleasure Champion, Western Pleasure Champion, Hunter Pleasure Champion, Classic Pleasure Champion, Pleasure Driving Champion, Classic Pleasure Driving Champion, Park Saddle Champion, and Park Harness Champion receive distinctive AMHA Championship Plaques.
4. Each year the AMHA also provides a plaque to the winning entry in one of the amateur classes. This prize is referred to as, "The Year of the [Class Name] Horse."
5. AMHA Regional Shows receive free advance publicity in *The Morgan Horse* magazine.
6. Regional Shows are recognized with expanded editorial coverage.
7. Regional Shows retain $5 of every $20 AMHA non-member fee collected.
8. Shows have access to free promotional materials from AMHA.
9. There is a reciprocal agreement between regional shows and Grand National concerning unpaid ads and sponsorships.

Requirements

1. Application for Regional Show status must be submitted on the official AMHA form by October 25 prior to the year the show is to be held. If no applications are received from any show in a region prior to the October 25th deadline, no show will be given recognized status for that region.
2. A prize list and program from the most recent show must be submitted with the application.
3. A standard AMHA advertisement must be included in the show program, crediting AMHA's contributions to the show. A copy of the program must be sent to AMHA following the show.
4. Medal classes must be applied for on the official AMHA form available from AMHA.
5. When more than one show in a region applies for Regional Show status and meets all requirements, the new applicant(s) must have had 5 percent more Morgan horses showing (not entered) for two consecutive years.
6. The show must be held for a minimum of three calendar days.
7. The show must be a USEF class "A" approved show and exhibitors fulfill USEF requirements.
8. Open classes for non-Morgan horses may be held. AMHA Regional Championship Horse Shows may be multi-breed shows (effective with 2008 show season).
9. The show must abide by the reciprocal agreement between regional shows and Grand National concerning unpaid sponsorships.
10. The show must apply for AMHA Member Show Status. AMHA Member Shows take part in the Judges Employment Program and submit Judges Employment Performance References to AMHA.
11. A USEF/AMHA Rules Forum must be held with the time and place included in the prize list, program, and schedule (effective with the 2008 show season).
12. The following classes must be offered:
    a. Full In-Hand Division to include classes for Stallions, Mares, Geldings in each age group: weanling, yearling, two-, three- and four-year old, and five & over. Qualifying and championship classes for Stallions, Mares, and Geldings must also be offered.
    b. Qualifying and championship classes in English Pleasure, Hunter Pleasure, Classic Pleasure, Pleasure Driving, Classic Pleasure Driving, Park Saddle,

Park Harness, and Western Pleasure.

c. Classes designated as Open (by sex, over/under, limit, novice, and maiden), Junior Horse, Amateur, Ladies and Junior Exhibitor in each of the following categories: English Pleasure, Western Pleasure, Hunter Pleasure, Pleasure Driving, Park Saddle, and Park Harness. Classes that do not require qualification for the Grand National do not need to be offered.

d. Classes designated as Junior and Open in Classic Pleasure Saddle and Classic Pleasure Driving.

e. Classes designated as Two-Year-Old Pleasure Driving.

f. Equitation classes.

g. Five of six AMHA Medal Classes: Saddle Seat, Western Seat, Reining Seat, Hunter Seat on the Flat, Hunter Seat Over Fences, and Dressage Seat.

h. Carriage Classes: At least one Obstacle Driving and one Pleasure Driving class that follow the USEF rules.

13. Awards
    a. All classes must be tied through 8th place.
    b. Championship ribbons must be tricolor and appropriate in type and size.
    c. The AMHA Championship Award and Championship pins must be presented at the same time as the Championship ribbons.
14. Prize List
    a. Inclusion of a statement that horses must be made available for inspection by an official designated by AMHA.
    b. USEF/AMHA Rules Forum time and place must be included in the schedule.
    c. Classes may not be designated as "World," "International," or "National."
    d. Inclusion of the AMHA membership form.
    e. Program and Prize List must include the AMHA membership form and the AMHA Stallion Service Auction ad.
15. The list of exhibitors and class results must be mailed within ten days of the closing of the show to the AMHA office. A complete list of owner names and addresses must be included.
16. AMHA life, general, youth and youth life members are eligible to participate in all Regional classes. A non-member of AMHA may participate as a rider, driver, handler, owner, lessee, agent, or trainer at a Regional Show upon payment of a $20 non-member fee. Participants in the following classes are except from the requirements of this rule: leadline, walk/trot, races, exhibitions and others designated as exempt by USEF. $15 of each non-member fee gets sent to AMHA, and the show retains the remaining $5 (effective with 2008 show season).
17. Entry blanks must request current AMHA number, or collect the non-member fee of each exhibitor, owner, trainer, agent, and lessee at the show.
18. Each show must send the AMHA Judges Education Program fee of $2 per horse to AMHA.
19. Show office must be open at least 24 hours before the first class.

Recommendations

1. The AMHA Dressage Seat Medal Class should be offered if riders are available.
2. The show stabling should be available 48 hours prior to the first class or optional stabling should be available.
3. The members of the Show Committee should represent all disciplines.
4. All members of show committees should be AMHA members.
5. It is recommended that if an exhibitor owes a Regional Show money, this exhibitor cannot show at another Regional Show until the debt is paid. It is up to the respective show managements to contact other shows and coordinate this agreement.
6. It is recommended that Regional shows reflect the rules and procedures of the Grand National in executing their classes.
7. Inclusion of the wording, "AMHA membership cards will be requested at the show office. Please bring membership cards or proof of membership for all owners, exhibitors, and trainers you are checking in for."
8. It is recommended that Regional Shows offer Dressage classes appropriate for the region (effective with 2008 show season).

Regional Show Awards Available

While available, each Regional Show may select one of the AMHA Archives Prints to be awarded as a special prize. There is no cost for the prints, but the show must pay $10 for postage and handling, and the print must be matted, framed, and put on display during the show.

SHOW BUDGET

Every show should establish a set of books that pertain only to their show's operation. The initial set should be prepared by an individual well-versed in accounting procedures and knowledgeable about the financial transactions involved in a horse show. From such a set of books, the club, show committee, and management can identify their sources of income and follow these sources from year to year. They can identify strong and weak sources. In the same way, they identify their expenses.

The gross expense for your show will run from $500 to $1,000 for a small fun show to as much as $250,000 for a multi-day class-A show. Projections of income and expenses are necessary and good accounting procedures are essential. This is especially true of shows that are sponsored by a community organization for a percentage of the income. Horse shows that pay any individual more than $600 (prize money, judge, etc.) will need to file a federal 1099 form with the IRS. Contact your federal government offices for details.

After the show, a detailed report of finances should be submitted to the club by the show committee. This report should be prepared so that the proceeds and expenses of the current year can be compared with one or two previous years. These figures will quickly identify how the show is supported and where changes are needed.

For the treasurer who is establishing an initial bookkeeping system, it may be helpful to review the major items of expense and income that will have to be accounted for. Experience will teach that each of these items should be identifiable. Items may be added or deleted as necessary.

The Chairman of the Budget Committee should compile a simple report within three months of the end of the show that can be distributed to all members of the board and show committee. A properly prepared report helps the average member recognize the size of the task of putting on a show and the need for the assistance of every member.

Expenses

1. Rent
   a. Stables
   b. Arena
   c. Equipment: public address, computers, copiers, printers, etc.
   d. Bleaches for seating, tents to cover secretary area.
2. Prize Money
   a. Western
   b. English
   c. Park
   d. Classic
   e. Hunter
   f. Dressage
   g. Driving (not allowed in carriage)
3. Dues
   a. USEF
   b. Local Show Organizations
4. Insurance—Liability insurance
5. Prize List & Program
   a. Printing
   b. Mailing
6. Hospitality
7. Decorations
   a. Flowers
   b. Potted plants
   c. Banners
8. Labor
   a. Barn work
   b. Cleaning grounds
   c. Assisting property manager
   d. Removal of manure /stall cleaning (if not included in rent)
   e. Any other necessary work
9. Bedding—Initial first night bedding for all assigned stalls
10. Security
    a. Day security for grounds, gates, etc.
    b. Night security
    c. Fire watch
    d. General protection
11. Judges
    a. Contract payment
    b. Expenses

12. USEF Stewards
    a. Contract payment
    b. Expenses
13. Official employee salaries
    a. Horse Show Manager
    b. Paddock Master
    c. Gateman
    d. Organist
    e. Ringmaster
    f. Announcers
    g. Show Secretary
    h. Farrier
    i. Veterinarian
    j. Treasurer
    k. Photographer
14. Prizes
    a. Cost of class ribbons & trophies
    b. Costs for Championship & Special awards
    c. Prize money
15. Entry Numbers—If deposit system & return of deposit is used, identify costs & losses.
16. Publicity
    a. Paid advertisements
    b. Mailings
    c. Posters
    d. Public Service announcements in local paper, t.v. & radio. Check for town websites as well and calendar of events.
    e. Send dates to all horse magazines serving your area.
17. Programs
    a. Printing costs
    b. Other costs related to printing
    c. Printer—Record promptness of delivery, extra charges, number printed, number sold, and other information to assist the Program Chairman next year. He or she may not be the same person.
18. Miscellaneous
    a. Checkbook
    b. Bank charges
    c. Stamps
    d. Refunds on overpayments
    e. Badges for officials
    f. Petty cash
    g. Concessions
    h. Other

Income

1. Entries
    a. Break down
        1. Western
        2. English
        3. Park
        4. Hunter
        5. Classic
        6. Driving
        7. Dressage
        8. Carriage
        9. In-hand
        10. Miscellaneous
    b. Stall & tack room fees
    c. Post entries
    d. Camper fees
    e. Show office fees
2. Sponsor fees
3. Concessions
    a. Food
    b. Tack shop
    c. Others
    d. Exhibitor's party tickets
4. Program
    a. Advertisements sold
    b. Sales
5. Miscellaneous
    a. Gate receipts
    b. Special fund raisers

SHOW FACILITIES

A show ring should be approximately 125 feet by 250 feet. It should have separate in and out gates to prevent confusion among horses entering and leaving the ring between classes. The ring must be reasonably level and smooth without rocks or holes. Also consider your climate. Will the ring drain quickly if rain falls during or before the show?

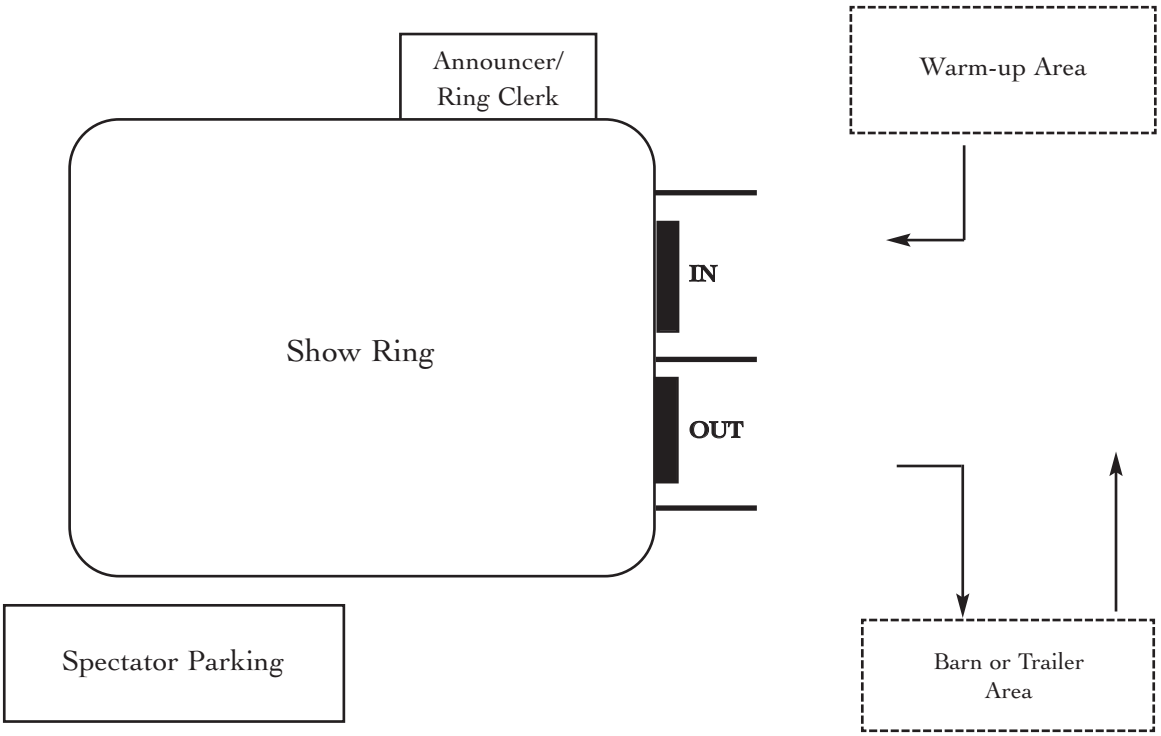
In addition to the arena, adequate parking, seating, and stabling must be available. Have you selected a place that will permit growth of your show? Will the community provide spectators who will financially support your show?

It is a duty of the manager to select a proper site for the show along with the show committee. He or she should be able to answer the following questions:

- Does the location provide easy access for both exhibitors and spectators?
- Is there enough parking?
- Are there facilities for seating?
- Is the facility arranged so that the entrance can be controlled and admission collected if desired?
- Is there potential to increase the spectator participation as the show grows in size and importance?
- Will you be able to keep the public out of the paddock and schooling areas for safety?

From the exhibitor's viewpoint, the show must consider these questions:

- Is the ring level with proper footing? Will it drain quickly if wet?
- Is the fencing around the ring safe?
- Are there enough IN and OUT gates?
- Are these gates properly placed with respect to the stabling area?
- Are stable facilities safe and sturdy?
- Can these facilities be enlarged if the show grows in size and stature?
- Is there a source for hay, grain, and bedding? Water, electricity, and concession stands?



An ideal facility will permit smooth flow of exhibitor traffic from one area to the other.

FACILITY CONTRACTS

If you are using a facility that will be rented, a contract should be provided by the facility. If you are arranging to hold the event on property that does not traditionally handle public events, a contract describing how the facilities will be used and maintained will avoid misunderstandings and wrong expectations.

Specifications

Any contract should include:

- Name of the organization using the facility
- Name of the Chairman
- Chairman's address & phone
- Type of activity being held on the facility
- Dates and times of use, including set-up and break-down
- Name of insurance company covering the activity (Insurance policies should include the name of the facility, name of the owners and any officers.)
- Availability of food and alcoholic beverages at the event. Sale of alcohol usually involves a permit which may be obtained from the village, county, or state. A Dram Shop Clause should be included on the insurance coverage.
- All fees must be identified for:

Entire Facility

- Outdoor arenas
- Indoor arenas
- Stalls
- Garbage removal
- Electric outlets
- Use of facility offices and rooms

Expectations

A list of expectations on facility clean-up should be included. Typical clean-up expectations include:

- Clean bathroom sinks, toilets and mirrors

Meeting Rooms

- Sweep and mop facility floors, vacuum carpets
- Remove food from and wipe out refrigerator
- Wash tables
- Empty waste baskets
- Lock windows and doors
- Set thermostat at specified temperature

Stalls

- Remove all hay, manure, and wet base
- Sweep aisle

Grounds

- Pick up paper and debris
- Empty garbage cans
- Remove equipment from rings
- Move materials (jumps, rails, public address) to storage area.
- Extinguish any fires

Examples of Facility Rules

A list of the facilities Rules and Regulations should be provided. Typical regulations for facilities that host numerous events include:

The proposed use will be compatible and consistent with the equestrian purpose of the facility.

The proposed use will not create any nuisance such as excess noise or unsightly equipment. Sensitivity to the residential area is to be kept at all times.

Application is to be made at least EIGHT weeks prior to usage and fees, security deposits, evidence of insurance coverage, and a description and diagram, including intended use, are to accompany it. Rental/usage is not to exceed seven consecutive days without special permission. Dates are secured only after approval by Management Board.

A general Liability Insurance Policy covering the time the facility is to be rented will be furnished for the amount of one million dollars ($1,000,000). This policy must list the (facility name and its commissioners) as well as the (board) as additional insured. The dates for coverage are to include the date for set up as well as the take down and removal of materials.

Proof of non-profit status may be required with the application.

No alterations to buildings or grounds are permitted without approval of the management board.

Enforcement of a predesignated warm-up area during rental is required.

Grounds, facilities, and the adjacent (identify location) property are to be clean and repaired within three days of rental or additional fees will be assessed. A facility chairman for this purpose is to be named and available/on call during rental and clean up. Failure will result in the forfeiture of the

security deposit. Security deposits are to be made separately and are to cover potential cost of clean up, repair, garbage service and unpaid utilities.

Bedding for the stabling facilities will be the responsibility of the applicant and all stalls used are to be left clean and rebedded.

Parking of vehicles may be subject to approval of the Management Board and a fire lane is to be maintained at all times. If traffic control is required it shall be in accordance with the agreement between the (facility name) and the village of (name). Any expenses incurred shall be the responsibility of the applicant.

The sale of alcoholic beverages is allowed only if permission is granted by the Village of (name) and the permit is displayed in a prominent place in the sale area. Any distribution of alcoholic beverages requires that the insurance coverage include a Dram Shop Clause.

In-district organizations may rent part or all of the facilities for strictly educational purposes at a reduced rate. Determination of this will be made by the Management Board, based on the information provided on the application permit.

Whenever the facility is leased, all electrical usage must originate from (transformer number) which is the power source on the (location).

There will be NO SMOKING IN ANY OF THE BUILDINGS.

Locate BBQs and fires a safe distance from buildings and never leave unattended.

ANY VIOLATION OF THE ABOVE RULES WILL NECESSITATE AN IMMEDIATE TERMINATION OF PERMISSION. APPLICANT WILL VACATE THE PREMISES AND ALL FEES AND DEPOSITS WILL BE FORFEITED.

RIBBONS, TROPHIES & PRIZES

The number and type of class prizes and trophies are determined by the show's budget. The trophies given are an important way of showing appreciation to the exhibitor. Schooling or fun shows will have more modest prizes than recognized shows.

Awards Committee

Awards Committee responsibilities include:

1. Obtaining all required ribbons, trophies, and special awards. If there are perpetual trophies, the committee will obtain the award from the previous year's winners for this year's presentation.
2. Supervising proper inscription of trophies and ribbons. Perpetual trophies will also need to have recent winners added to them.
3. Arrange for awards to be given by a club member or class sponsors.
4. Ensure that the proper ribbons and awards are given to the individual presenting them.

The Awards Committee should be given a budget by the Show Committee. Ribbons can be awarded for the first six, eight, or even ten winners. Bear in mind that the more ribbons presented, the more time will be needed for judging and awards. A trophy of some type is usually awarded to the first-place winner. In Championship and High-Point classes, trophies are presented for both Champion and Reserve Champion. Trophies will often be donated by breeders, tack shops, feed stores, and other sponsors. See "Gaining Sponsorships" in this chapter.

The color of each ribbon should be known by at least one of the people helping with presentations. The color of ribbons by placing are:

first - blue

second - red

third - yellow

fourth - white

fifth - pink

sixth - green

seventh - purple

eighth - brown

Participation ribbons can be awarded to those finishing lower than eighth.

Awards

Trophies come in all varieties, shapes, and sizes. Classic pedestal trophies, wool coolers, cash, gift certificates, silver, medallions, crystal/glass goblets, grooming tools, halters, and picture frames are

only a few examples.

When choosing a ribbon company, it is important to shop for the best rates and guaranteed delivery. A quick search of the Internet for "ribbons, awards, horse" will give you a wide choice of companies and prices to choose from.

Ideally, you will be able to use the same company again for the next show. This will allow you to use leftover ribbons the next year by ordering only what you need to fill in for ribbons given.

Ribbons should be ordered well in advance of the show. The company will need to know the correct information to be printed on the ribbons and other awards. This will be taken directly from the show program. Ribbons will usually include the name of the show and can include the date and name of the class. When three streamer-ribbons are used, the central streamer will give the show's name and date, with the outer streamers listing the placing and class name. Single-streamer ribbons may be limited to the year and name of the show. It is wise to consider using only the name of the show on ribbons. This will allow you to order the same ribbons next year and award last year's extras.

To avoid confusion when ribbons are awarded, extra sets that do not list the class name should be ordered. When the unexpected happens, these will ensure that everything can continue smoothly. This will be necessary if classes are split or added. Also remember that get of sire, produce of dam, pairs driving classes, etc. may require more than one set of ribbons.

When preparing the ribbons for presentation, wire coat hangers are invaluable for lining the ribbons up in order of presentation. These can then be hung up in class order and kept neat until they are presented. Collect dry-cleaning bags to hang over them to keep dry and dust free until they are awarded.

All awards should be arranged in order of presentation before the show. These include the ribbons, trophies, and cash awards. If cash prizes are awarded at the time of the class, the Show Committee is responsible for providing the Awards Committee with the cash or check in an envelope properly marked with the exact class and placing.

JUDGES

The Show Committee is responsible for selecting the judge. The Show Manager will then be responsible for contracts, reservations, and scheduling.

USEF-rated judges may be used for both small and recognized shows. A listing of judges is available from USEF and AMHA. Many states have a judge certification program for open, all-breed, and 4-H shows; contact your state horse council or Extension Service for more information. Begin hiring the judge as soon as the shows dates are selected. If you are hiring only a "r" judge you must contact USEF. If you are holding a one-day local show, suitable judges can also be found by contacting well-known area trainers and breeders who have extensive show experience.

1. Contact the judges nine to twelve months prior to the event.
2. In your initial letter, state the fee you are willing to pay, the size of the show, and the classes they will be expected to judge.
3. If the individual has questions, reply immediately—he or she may be considering other opportunities. A prompt reply indicates courtesy and consideration for the individual.
4. Once a written contract is signed, keep the judge posted concerning the progress of your show. Make sure he/she receives a prize list promptly.
5. Two or three months prior to the show, contact the judge and discuss travel arrangements. Judges usually makes their own travel arrangements and the show reimburses them for it.
6. Make adequate hotel reservations for each official. Check the reservations a few days before the arrival of the officials to be sure there have been no errors.
7. Give all officials detailed information on where they are staying with the nights, address and phone number.
8. Make sure that the Hospitality Committee provides the hospitality that is required for the judges and officials.
9. Following the show, pay the judge. It works best to write one check for their judging fee and

a second for the cost of expenses to keep their records clear for tax purposes.

Judge Hospitality

The Show Committee should appoint individuals to provide hospitality for the judges and show officials. These individuals should not have any other duties during the show.

For smaller, one-day shows, the hospitality person should contact the judge a few days before the show date and verify his or her time of arrival. The day of the show, he or she will meet the judge when required. If an identification badge will be worn, it is provided at that time along with passes for guests of the judge. The hospitality person will then instruct him where to park and introduce him to members of the Show Committee. Arrangements should also be made for meals of their liking. At the end of the show, they will see that the judge is able to leave with a minimum of confusion. Exhibitors must not be allowed to approach him with questions or ask for explanations while the show is in progress.

The hospitality crew will check on official arrival time. The judge can be met at the airport if flying or at a suitable location if driving. He or she will then be taken to a hotel where reservations will have been made. Transportation must be arranged for, either a loaner car, a rental, or someone to pick him or her up and deliver the judge and other officials at all times during the show.

Transportation must be available so that the judge can get meals when desired, return to the hotel at night, and get to the airport after the show.

At no time should the judge be stranded due to lack of planning or foresight! Always share plans with other show committee members who will be able to fill in at a moment's notice. They should know arrival times, hotel accommodations, and who is responsible for travel arrangements.

Judge Correspondence

An example follows of an ideal letter confirming a judge's acceptance to preside. Letters should review agreements, dates, and fees.

Dear (name),

I can't thank you enough for agreeing to judge our schooling show the weekend of (dates, year) at the (facility name) in (city and state).

I have enclosed a copy of last year's show bill because it is the same as the class list for this year.

We will be using the (indoor or outdoor arena, field, etc.). We usually draw about (number) entries with the largest classes having about (number) entries.

Please let us know what your fees will be for the weekend, your flight requirements, and accommodation needs so that I can set them up for you. You can e-mail me at (your address) or call (phone number). I'm easiest to reach at (list time of day).

Hoping that this all meets with your approval!

(signature)

(typed name)

(address)

(phone)

(e-mail)

General Contract for Judge

I, (name) _____ agree to serve as the Judge

for the (horse show name) _____.

The show will be held (date) _____ at the (location) _____

in (city & state) _____.

The (horse show name) _____

agrees to the following compensation:

Judging Fee: $ _____

Coach Airfare: $ _____

Car Mileage _____ miles at _____¢/mile

Hotel Accommodations at (name) _____

(location) _____

(phone) _____

Please note that the (specify session) _____ performance will be formal.

Signed (Show Manager) _____ Date _____

Signed (Judge) _____ Date _____

Social Security Number _____

Please sign one copy and return to Show Secretary at:

(address) _____

As witnessed this _____ day of _____, 2009.

Signature _____ Date _____

Signature _____ Date _____

Note: This is a very non-specific contract. It is more like an agreement.

Contract(s) need to be witnessed by two people and signed and dated by them.

Sample Contract

SAMPLE

Detailed Contract for Horse Show Judge

This agreement is a contract between the (club name) _____, for the (show name) _____ (hereinafter referred to as Show) and (judge name) _____ (hereinafter referred to as Judge) for the provision of services as follows:

1. The (club name) _____ hereby contracts with (judge name) _____ as Judge for the (show name) _____ to be held on (dates) _____ at the (location) _____ for the following divisions and/or classes :
_____
_____
_____
_____;
pursuant to the rules and regulations of USA Equestrian for Class "A" Morgan Division Horse Shows. Judge hereby agrees to perform such services and warrants that he/she holds a current USEF Judge's card for such divisions and will promptly notify the Show of any change of status.

   Any classes not covered by USEF rules will be conducted according to the Morgan Horse Judging Standards Manual, NRHA 2003 Rule Book for Reining Division only, and/or the Prize List.

2. Show hereby agrees to pay Judge the sum of $_____ plus such other itemized expenses checked as applicable:

__ Travel by (air is coach fair; auto, ____¢ per mile)
__ Per diem of $____ per day for ___ days
__ Lodging arranged for ____ days
__ Other as specified
__ Payment shall be made by Show at the conclusion of the event unless otherwise indicated above.

3. The parties agree that the Judge in the performance of this contract shall act as a contractor to the Show and in an independent capacity and not as as officer, agent, or employee of the Show. Neither this agreement nor any of the duties contained herein may be assigned by Judge without the prior express consent of the Show.

4. This agreement is made and entered into under and is to be governed and constructed by the laws of the State of (state where show is held) _____.

5. For income tax identification purposes, the Federal Tax Identification number of the (club name) _____ is _____ and for Judge (name) _____ the Social Security number is _____. This information shall be used by the parties for income tax reporting requirements only.

6. The Show has hired (manager name) _____ as its Horse Show Manager and he/she is authorized to enter into and sign this agreement on behalf of the Show. All arrangements including travel and schedules are to be made through the Horse Show Manager.

Dated:_____

Judge _____
Address _____
_____

Horse Show Manager, Agent for (show name)
_____
Address _____
_____

As witnessed this ____ day of _____, 2009.

Signature _____

Date _____

Signature _____

Date _____

Note: This is a very non-specific contract. It is more like an agreement. Contract(s) need to be witnessed by two people and signed and dated by them.

SHOW MANAGER

A Show Manager for any recognized USEF shows should be selected at least 12 months prior to the anticipated dates of the show. It is important that the person selected have experience running horse shows. For local one-day shows, the manager will be whomever has taken on the project.

The duties of the Show Manager begin with his or her appointment, reach a climax during the show, and are not concluded until all outstanding commitments are completed and a final report has been submitted to the club, USEF, AMHA, and other organizations, and published in a timely manner. His or her job is one of delegating responsibilities to committees and organizing the efforts of all. The manager is responsible to apply annually to the USEF for dates of the show.

Committees & Staff

When the Manager has been selected, he or she should appoint the necessary committees that they anticipate will be needed to run the show. The requirements for committees will vary with the size and type of show.

Select the committees and Show Secretary early, outline their duties clearly, and place responsibility on them to get the job done. The Manager will supervise their efforts and coordinate them with other committees of the show.

As the show approaches, check that the committees are progressing on their jobs. Important items will include:

Publicity—Verify that the Publicity Committee has started advertising well before the show.

Judge—Has the Show Committee arranged for the selection of the judge(s)? This should be done at least six months in advance of the show.

Prize List—Is it prepared and ready to go out approximately three months prior to the show dates?

Sponsors—Have sponsors been found?

Show Staff—Are the Announcer, Veterinarian, Farrier, and other employees hired?

Scheduling

Arrive on the showgrounds 24 to 48 hours before the show to supervise final preparations.

During the show, the Manager will coordinate Committee efforts and answer questions. Courtesy, Consideration, and Hospitality must be given priority. Good public relations in all situations will enhance the quality of the show.

The Manager must have last-minute help available to accomplish unexpected tasks. This is an intense and busy time for the Manager, so be prepared for the unusual.

The duties of the Manager do not cease at the end of the show.

__ Are there committee members to assist the exhibitors as they move out?

__ Have the grounds been checked for lost articles? The premises must be placed in the proper condition to return to the individual from whom they were leased.

__ The Show Secretary must have submitted properly marked results to USEF.

__ The show results should also be submitted to AMHA.

__ Paybacks to exhibitors must be made within the 30-day time limit provided by USEF. Ideally sooner.

__ Final publicity should be submitted.

__ "Thank yous" must be given to the individuals whose assistance and contributions did so much to make the show a success.

__ A final profit and loss statement is put together.

In other words, there are many small, but extremely important acts that give your show the kind of reputation that will bring back exhibitors next year, and through them, many new exhibitors as well.

SAMPLE

Contract for Horse Show Manager

This agreement is a contract between the (club name) _____, (show name) _____ (hereinafter referred to as Show) and (manager name)_____, (hereinafter referred to as Manager) for the provision of services as follows:

1. Show hereby hires (manager name) _____ as Manager for the (show name) _____, to be held on (date) _____at (location) _____.
2. Manager will manage, administer, and oversee the operation of the Show as a USEF-recognized, Morgan division, Class "A" Show and will ensure that the show is operated and all officials and other personnel in the operation of the show carry out their duties in accordance with the rules and regulations of USEF. Manager will act as the official liaison with USEF and AMHA on any matters concerning the operation of the Show.

   Manager will retain all official paperwork of the show for the required length of time necessary under USEF rules and will promptly deliver any requested documents to USEF or AMHA, and will make any necessary reports.
3. Manager is hired to act as the agent of the (club name) _____ and to negotiate, enter into, and sign contracts on behalf of the organization for judges, officials, and other personnel for the operating of the Show. The contracts for said persons will be on the forms attached hereto as Exhibits A and B. Manager will oversee the management of all persons and/or entities hired to perform services for the Show including but not limited to travel arrangements, schedules, and materials. All such persons and/or entities shall report directly to Manager for all management functions.

   Show will provide at its own expense all necessary scoring cards, rule books, etc. for said personnel except Learner Judges, if any.
4. Manager is hired to act as the agent of the (club name) _____, and to negotiate, enter into, and sign contracts on behalf of the club for the facilities to be used by the club. These contracts are subject to approval by the Board of Directors.
5. Manager will meet and confer with the Show Committee and will assist them by reviewing the prize list and program for the show. Manager will also prepare the class and exhibitor list for the Program.
6. Manager agrees to receive and process all entries and to prepare acknowledgments and final settlements on behalf of all exhibitors.
7. Manager will provide the Show with the following reports:
   a. Financial summary
   b. List of exhibitors alphabetized by name with address
   c. List of classes with number of horses in each class
8. Manager will provide the following staff prior to, during, and after the actual show event on behalf of the Show: Horse Show Manager, Office Manager, Office Staff, Show Secretary, and Paddock Master.
9. Manager agrees to conduct the Show in the best interests of the Show and the exhibitors and to cooperate fully with any and all directives of the Show Committee and/or Board of Directors. Any and all communications of the organization will be directed through the Show Chairpersons to Manager on behalf of the respective parties.
10. The parties agree that Manager is hired as an independent contractor in the performance of this agreement and not as an officer, agent, or employee of the Show. Neither this agreement nor any of the duties contained herein may be assigned by Manager without the prior express consent of the Show. It is understood that Manager may hire such staff persons as set forth in number above as employees of that entity but such employees are the full responsibility of Manager only.
11. This agreement is made and entered into

SAMPLE

under and is to be governed by the laws of the State of (state) _____.

12. For income tax identification purposes, the Federal Tax Identification Number of the (club name) _____ is (#) _____. For (manager name) _____, Manager, the Federal Tax Identification Number is (#) _____. This information shall be used by the parties for income tax reporting purposes only.

13. Show agrees to pay to Manager for the performance of the services set forth in this agreement the sum of $_____ payable as follows:

    $_____ upon signing the agreement; the sum of $_____ upon the date of the close of entries for the Show; and the further sum of $_____ on the last day of Show at the conclusion of the performance of the Show.

    Provided, however, that in the event the Show is cancelled and will not be held in (year) _____ which decision shall be made within one day of the date of the close of entries, then Manager shall be paid the sum of $_____. This payment includes any and all expenses to Manager including but not limited to travel, per diem for staff, housing, transportation, office supplies, equipment. No further sum shall be paid under any circumstances for any of the services provided by any person pursuant to this contract.

Dated: _____

_____ Show Chairperson

_____ (club name),

_____ (show name),

Address _____

_____

_____ Manager

Note: You need two witnesses, and dated signatures to constitute a contract versus an agreement.

_____

_____

CONTRACT FOR HORSE SHOW MANAGER

Sample Contract
Sample Contract
Sample Contract
Contract Manager

SHOW SECRETARY

The job of the Show Secretary is to handle the many details involved with running a show as well as being the main source of information for exhibitors.

The following list summarizes the duties. An asterisk (*) designates steps that only apply to USEF procedures.

*1. Apply to UPHA & AMHA for permission to hold Medal Classes.
2. Send the prize list to the USEF Steward and to each judge.
*3. Send a marked copy of the program or catalog, indicating winners in each class, scratches, post entries, and corrections, to the USEF within seven days of the end of the show.
4. Send a copy of the show results to AMHA. Regional show magazines and the club newsletter may also publish results, and don't forget about the local newspapers.
5. Provide a copy of the latest The Morgan Horse Judging Standards and the USEF Rule Book* for reference during the show.
*6. Have USEF amateur rider applications and USEF membership applications available.
*7. Provide the Judge with scorecards containing exact specifications of each class as shown in the program. The card should have spaces identified for each authorized place winner and one reserve. Space should be available for signature of the Judge.
8. Provide name tags for Judge(s) and Steward(s) according to USEF specifications. Appropriate identification badges should be provided for other show officials as directed by the Manager or Committee.
9. Maintain records of post entries, scratches, winners, high-point awards, and results for magazines *and other appropriate authorities, particularly USEF.
10. Assure that no entry competes until the exhibitor or his or her representative has signed an entry blank. This applies to post entries as well as regular entries.
11. Notify exhibitors of cancelled classes at the earliest possible time.

A majority of Morgan shows are run by volunteer help. If someone with show secretary experience is not available on a volunteer basis, it is best to hire an experienced secretary. An organized, efficient secretary can make the show.

Running the Show

Once prize lists have been distributed, the secretary can expect to receive entries right away. Therefore, a system must be established that permits specific jobs to be accomplished after receipt of each day's mail.

1. Enter in a ledger the date, specific source, purpose, and amount of funds of each check or money order received.
2. Assign entry numbers to each horse and/or equitation rider, in order of receipt.
3. Make a master list of entry numbers with the name of horse, its AMHA number, sex, age, sire, dam, and owner.
4. Establish a second alphabetical list of owners and their addresses.
5. Be assured that the entry blank is signed and that the proper fees have been fully paid.
6. Notify the exhibitor immediately if errors have been made in his or her entries or funds submitted.
7. Deposit funds received promptly at least once a week so that they are available and large sums do not accumulate in your personal possession .
8. Obtain appropriate entry number cards for the horses and equitation riders. As an exhibitor service, the Secretary can write the name of the horse or equitation rider on the back of the entry number to assist the exhibitors in wearing the right numbers in the right classes.
9. Assemble envelopes of materials that will be passed to exhibitors as they register at the show. The envelope will include a copy of the show program, entry number for each horse; entry number for each equitation rider; authorized barn and ring passes for riders, trainers, and owners; stall assignments, and promotional material as may be provided by the Show Committee or local Chamber of Commerce.
10. Prepare an official entry sheet for each class, usually in four copies. This entry sheet shows the specifications for the particular class, as written in the premium book, the number and registered name of each horse, the rider or handler, and the owner. Copies of these sheets will go to the Announcer, Ring Clerk, Paddock

Manager, and the Secretary's file. Post entries and scratches must be included before the class begins. These sheets determine the official entries for each class.

Even with the show finished, the Secretary's duties are not complete.

*1. Send results to USEF and to magazines that publish the results.
*2. Report to USEF any prejudicial acts toward that organization.
*3. Report to USEF any exhibitors who have unpaid fees.
4. Outstanding debts must be paid.
5. Outstanding fees or "contracts to pay" must be collected and the Secretary's financial report rendered to the Show Committee within a reasonable period.

The Secretary's office should be open well before the show starts to assist exhibitors with post entries, scratches, and general information.

During the show it is essential that the Secretary arrive at the office well in advance of the first class. The Secretary must see that the ring clerks are in place and that the official class entry sheets are ready for distribution.

Cash awards may be handled in the following ways:

1. Cash may be placed in a sealed envelope properly marked for each class and each place winner in the class.
2. Checks made out "To the Bearer" may be placed in sealed envelopes properly identified for each class and winner.
3. Checks payable to the winners may be mailed to the stated owners within 48 hours of the end of the show, but are required within 60 days.
4. Checks with the winner's name written in at the time of the show.

SHOW STAFF

Ringmaster

1. Assist the Judge as requested.
2. Give directions and assistance to the exhibitors.
3. Have a thorough knowledge of the rules of USEF and other organizations as required, and be familiar with the customs, procedures, and traditions of the show ring as well as the class schedule.
4. Facilitate the running of each class. This includes safe entry and lining up horses for the Judge to inspect.
5. Watch out for the Judge during the class. The judge may be concentrating on a certain horse and not see another coming up behind him. The ringmaster will help direct traffic, and remove any entry from the class at the Judge's direction.

Before the show, check to see that all communication systems are working. If using hand signals, it is important to discuss them with the Announcer. These will be used to communicate what gaits the Judge wants the horses to perform. Signals should be designated for each gait, line up, head to tail, excused from the ring, etc.

If the show will be using a wireless communication system, hand signals should be prepared in case the batteries wear out during a class.

The Ringmaster should be in the ring at least 15 minutes before each performance session to review instructions from the Manager, the schedule, and number of horses in each class. The Judge may be informed of the number of horses to be shown and asked for specific instructions for their conduct in the ring.

When each session of the show is ready to begin, the Ringmaster will enter with the officials. If an opening ceremony and introductions are included, each official will step forward as their name is announced. When the first class is ready to begin, the Ringmaster calls for the gate to be opened.

During the class, the Ringmaster watches for trouble before it happens. Nervous horses and tense riders deserve special attention. The Ringmaster may have to catch runaway horses or calm an out of control horse.

Safety is extremely important in harness classes. The Ringmaster should be familiar with all types of driving hitches. Accidents can be prevented if the Ringmaster spots an improperly hitched horse. A pocket knife should be available for extreme cases when the harness must be cut from the horse.

Barn Manager

For some horse shows, stabling will be needed. The Barn Manager will be responsible for dealing with facilities, feed and bedding, security, stall assignments, and assisting exhibitors as they arrive.

Post a diagram of the barn stalls and assign numbers to each if they are not painted on the doors. The day before exhibitors arrive, attach numbers to each of the stalls. This will allow them to receive their stall numbers from the Show Secretary and find their stalls quickly.

The date the barns will be open should be included in the show's prize list. The Barn Manager should arrive at least one day before this date to see that all is in order.

1. Before the show, check each stall for protruding nails, broken boards, and stubborn doors. Have the grounds attendant from the facility fix them or, if necessary, avoid assigning that stall.
2. The first bale of stall bedding may be included with the stall. Put a straw or shavings bale in each assigned stall before horses arrive. If exhibitors prefer to bring their own, they may be charged less for their stall.
3. To prevent discontent among exhibitors about their stall assignments, stalls should be assigned by the date of entry. When the Barn Manager is familiar with the exhibitors, he or she will also be able to predict where they will be happiest with their stalls. If coming from a distance, they may be grateful to be next to exhibitors who are from their area. Likewise, new exhibitors can enjoy the company of other newcomers to the show scene.
4. Give special consideration to the placement of stallions. Avoid stabling them next to each other.
5. Alphabetically post exhibitor names and their stall numbers in the show office and the barn. This will allow the office staff, exhibitors, and visitors to locate stalls quickly.
6. The disposal of manure should be arranged with the grounds attendant. Receptacles for manure collection should be clearly marked.
7. Post the names of key individuals in the barn office. Include the veterinarian, farrier, Show Manager, and Secretary.
8. Walk the aisles and check that all horses are secure in their stalls.

The Barn Manager should keep a variety of tools handy. These include:

Hammer

Crowbar

Nails, screw eyes, harness snaps, etc.

Cross-cut saw

Leather punch

Three adjustable halters

Catch rope

Log chain for stuck trucks & trailers

Cardboard stall cards

Twitch

Permanent markers

Straight & Phillips screwdrivers

Pliers

Wire cutters

Ring Clerk

In an USEF-rated show, Ring Clerks are responsible for checking entries in each class and recording the winners on the official entry sheet. They work under the direct supervision of the Announcer and will handle communications between the show office and the Announcer's booth.

1. Before each class, the Ring Clerk must receive the official entry sheet from the Secretary. This will show the number, name of the horse, the handler or exhibitor, and the owner of each entry. It will also list post entries and scratches. A copy of this sheet is also given to the Paddock and Gate Manager to check each entry before it enters the ring.
2. Double check each horse in the class to verify that the report of actual entries is correct when given to the Secretary.
3. Sit near the announcer so that spectators can be told of post entries or scratches over the P.A. system.
4. Be in the Announcer's booth before each session begins and until it ends.
5. Provide the official scorecard to the Ringmaster for each class. The card must have the class specifications on it and space to list the class placings. It will then be given to the judge.
6. If there will be High-Point Awards for the show, maintain points earned by entries. These should be updated in the Secretary's office.
7. Correct the show catalog and mark the winners as each class ends.

Paddock Manager

The Paddock Manager ensures that classes will be prompt, run smoothly, and have no time lags. Paddock Managers are needed when there is some distance between the warm-up area and the show ring or when there is more than one ring being used.

1. Arrive at the ring a half hour before each session begins and remain until the last class has left the ring.
2. Check with the Show Manager and Secretary before and during the show to make sure there have been no changes in the show program as scheduled.
3. Call exhibitors for upcoming classes and give an estimate of how long the classes will run. This allows exhibitors to prepare for each class and show at their best.
4. Check to see that all exhibitors at the entry gate are checked in. They will be sent into the ring as the last horse from the previous class goes through the OUT gate.
5. Be sure that the judge is ready to receive the class before the ingate opens.
6. Notify exhibitors in the barn area of class name and number 30, 15, and 7 to 5 minutes before each class runs. Give the class name and number. After 5 minutes, exhibitors who are not in the paddock area may be called by number. Their names may be called if the public address does not carry into the ring. The two-minute gate rule applies once the ingate is open, and the Paddock Manager will see that this is enforced.

Public Address System

Horse shows should always have a Public Address (P.A.) system. Many facilities are built with systems installed, but in some cases the show will need to rent the communication equipment.

All communications systems for the show should be installed and in working order before the show starts.

An effective P.A. system is made up of four parts.

1. An intercom between the secretary's office and announcer's booth.
2. Two-way radio linking the Ringmaster, Announcer and Paddock Master BUT NOT the show office. The channel between the ring and announcer's booth must be kept open.
3. P.A. system from the Announcer or Paddock Master to the barn and warm-up areas to call exhibitors to the paddock. This is especially important when the stalls are a long way from the arena.
4. P.A. system from the Announcer to the arena and grandstand.

A variety of options are available for your communications equipment. Walkie-talkies are lightweight, but prone to interference from passing C.B. radios. When walkie-talkies are used, spare batteries must be available. This system is valuable when the ring is large and the Ringmaster reads the Judge's results to the Announcer. Visual signals or runners should always be arranged in event of a power failure.

You may also use an intercom system. This is most useful between the Announcer, Show Secretary, and Paddock Master.

Announcer

The announcer is key to spectator interest at a show. The introductions and descriptions of the incoming classes set the stage for the action to come.

When music will be used during classes, the P.A. system should be tied in with the organist or CD/tape player. The announcer should have the ability to control the volume of the music or turn it off completely.

The announcer will be responsible for the following preparations:

1. Check all parts of the P.A. system before the show starts, the intercom between the show office and announcer's booth, and any two-way radios.
2. Check loud speakers and volume by sending helpers to different parts of the arena to listen for volume and static.
3. Once the system is ready, give 30-, 20-, 7-, and 5-minute calls for the first class to the ring area and Paddock Manager.
4. Review the show program for unusual horse, owner, and farm names. If unsure of pronunciation, be sure to inquire with the Secretary and exhibitors.

During the show the Announcer can keep audience interest by providing information.

1. Cards should be prepared with a brief background about each Judge, the Ringmaster, Show Manager, USEF Steward, and other

show officials. These can be read when they are introduced at the beginning of each session.

2. Cards should also be prepared about special show events to come and important dignitaries who are to be introduced. The announcer should not work from memory.
3. As each class is about to begin, the announcer should give the class number and title, the sponsor, and any special awards in the class. This information should be given slowly to allow spectators to make notes in their programs.
4. Provide a description of each class as it enters the ring. This is very important when the audience includes people not familiar with horses or shows. Descriptions may be read until all entries have entered the ring and the judging has begun. If class descriptions are not given in the show program, they can be read from the AMHA's The Morgan Horse Judging Standards. This booklet is available free from AMHA on request. It describes what the Judge is supposed to be looking for and distinguishes each class. Describing class requirements will increase appreciation of the horse and rider efforts.

When all entries have entered the ring and judging has begun, the Announcer's attention will be devoted to announcing signals from the Ringmaster. No talking should occur during the class other then instructions to exhibitors. If the class is stopped to fix a shoe or equipment, the Announcer may then fill the lull with interesting show news or information about the class.

In classes where individual riding patterns will be used, such as reining, Dressage, and equitation, arrangements should be made with the Ringmaster or Judge to announce the pattern that will be used. This gives the riders a second chance to hear the instructions and informs the audience what they will be doing.

As the Judge hands his card to the Ringmaster, the Announcer will give the name of the class sponsor. This allows the sponsor or his representative to arrive in time to award the prizes. As the winners are announced, their numbers, horse's name, owner's name, and name of the rider/driver will be given.

Announcer Dos

Arrive early and check equipment.

Prepare announcements and introductions before the show.

Introduce officials properly. Re-introduce the Judges if the audience is slow in arriving.

Practice visual signals with the Ringmaster.

Identify classes, their specifications, and judging requirements as each class enters.

Report scratches and post entries as the class enters.

Review names and show terms for enunciation: canter and trot in English classes, lope and jog in western.

Watch the Ringmaster at all times to announce gait changes promptly.

Time the announcement of winners so that each can collect his ribbon as the next is being read.

Call the next class into the ring as soon as the judge is ready.

Announcer Don'ts

"Over-announce" (Talk too much)

Announce while a class is taking place.

Leave the microphone open when not announcing.

Comment on a horse or exhibitor's previous winnings.

Tell stories or make personal remarks.

SAMPLE

Contract for Horse Show Official

As Independent Contract Provider of Services

This agreement is a contract between the (show name) _____ (hereinafter referred to as Show) and (official's name) _____ (hereinafter referred to as Official) for the provision of services as follows:

1. Show hereby contracts (official's name) _____ as Official for the (show name) _____ to be held on (date) _____ at (location, city, state) _____, for the provision of the following services:

   _____

   _____

   Said services are to be provided in accordance with the rules and regulations of the USA Equestrian for Class "A" Morgan Division Horse Shows.

2. Show hereby agrees to pay Official for such services the sum of $_____ plus such other itemized expenses as are checked as applicable

   __ Travel by _____ from _____ to _____ (air is coach fare, auto is 35¢ per mile round trip; other _____)

   __ Per diem of $_____ per day ___ days.

   __ Lodging arrangements _____ for ___ days

   __ Other as specified _____

   Payment shall be made by Show at the conclusion of the event unless otherwise indicated above.

3. The parties agree that the Official in the performance of this contract shall act as an independent contractor to the Show and in an independent capacity and not as an officer, agent, or employee of the Show. Neither this agreement nor any of the duties contained herein may be assigned by Official without the prior express consent of the Show.

4. This agreement is made and entered under and is to be governed and constructed by the laws of the State of (state) _____.

5. For income tax identification purposes, the Federal Tax Identification Number of the Morgan Horse Club is _____ and for Official _____, the Social Security Number/Federal Tax Identification Number is _____. This information shall be used by the parties for tax reporting requirements only.

6. The Show has hired (name) _____ as its Manager who is authorized to enter into and sign this agreement on behalf of the Show. All arrangements including travel and schedules are to be made through the Horse Show Manager.

Dated _____

Official _____

Address _____

_____

_____

Manager, Agent for Show _____

Address _____

_____

_____

SAMPLE

Volunteer Contract

SHOW NAME
LOCATION
DATES

Name: _____

Address: _____

_____

Phone: ( ) _____ E-mail: _____

_____ Yes, I will be able to volunteer on (first day and date of show)
_____ Yes, I will be able to volunteer on (second day and date of show)
_____ Yes, I will be able to volunteer on (third day and date of show, etc.).

Please indicate the volunteer position that you would most like to hold. We will try to accommodate everyone but we reserve the right to change your chosen position if necessary.

_____ Dressage Scribe
_____ Office Staff
_____ Parking
_____ Score Runner
_____ Scoring Assistant
_____ Ground Crew
_____ Gateman
_____ Ring Steward

Return this completed form to:

Volunteer Coordinator Name
Address
City, State, Zip
Phone
E-mail

THE PRIZE LIST

The prize list is sent to potential exhibitors to notify them of your show. Because it is widely distributed, it offers advertisers a good investment for their money. Producing a prize list and distributing it in a timely manner is key to a well-attended horse show. Even though not all people who receive it will attend the show, a well-done prize list can influence them to include the show in their plans next year.

What to Include

__ Name of competition
__ Sponsoring organization
__ Date, time, and place of competition (Include either a rain date or "Rain or Shine" under the date)
__ List of classes & fees
__ Awards and/or prizes offered
__ Directions and map
__ Judge's name(s)
__ Show Secretary's name, address & phone number
__ Dress code: relaxed, formal
__ Stabling information
__ Special barn/facility rules
__ Concessions available
__ Name that checks should be made payable to
__ Class specification for each class scheduled
__ Statements as to the entry fees and prizes offered in each class
__ Refund policy
__ A statement regarding post entries
__ The closing date for entries (This is usually from three weeks to four days before the show date.)
__ An entry blank
__ Advertisements (if used)
__ AMHA membership form
__ Motels
__ Ground rules

If the show is USEF-rated, it MUST have the infomation above plus:

__ A list of USEF Stewards and the division they will officiate.
__ One full page called the ASSOCIATION PAGE. This outlines the relationship of the show to USEF. The required format for the Association Page is available in the USEF Rule Book.
__ If hunter & jumper classes are held, a description of each course and fence height must be included.
__ Specific identification of Medal Classes to be held.

Format

The size and format of the prize list will vary with the size and budget of the show. It can be a letter-size photocopied page or a multi-page book. The format for multi-pages will usually be based on an 8-1/2" x 11" page folded to 5-1/2" x 8-1/2" or 4-1/4" x 11". This can be printed and stapled easily.

Distribution

The size and type of the show will determine when prize lists are to be mailed.

Mail lists for Schooling and Fun Shows at least three weeks in advance. Lists for regular shows should be mailed at least six weeks in advance. USEF A-rated shows will be mailed at least three months in advance.

Prize lists should be sent to all club members. When another Morgan club is within the show's distance, their mailing list should be obtained. AMHA Recognized Clubs can also receive free labels or address lists of Morgan owners in their area by contacting the AMHA Clubs department.

PRODUCING A SHOW PROGRAM

The show program provides spectators and exhibitors with a record of entries. When well done, it serves as an ideal souvenir and record of your club's annual show.

The program can be a source of income through advertising sales. It is also an ideal way to promote the Morgan breed by explaining the breed's history and describing the classes at the show.

Program Contents

The basic parts of a program are:

1. Schedule of classes by day from prize list (Example A)
2. Feature articles which pertain to the history of the Morgan, location of clubs and farms in the region
3. Information covering the types of events and rules for each class (from prize list)
4. Class sponsors listed with each class and in a separate sponsor list (Examples B & C)
5. Advertising
6. List of Show Officials (Example D)
7. Name of Judge(s) and the division(s) they are judging (Example D)
8. An Association Page if USEF-rated
9. Alphabetical list of exhibitors and their addresses, together with a description of their horses and classes entered (Example E)
10. Numerical list of horses by their exhibitor number and classes entered (Example F)
11. List of classes with sponsor name, list of entries, and prize (cash, perpetual trophy) awarded (Example C)

Responsibilities of the Show Program Committee include:

1. Gathering the above information
2. Proofreading
3. Publication: Assembly and delivery before the show
4. Accounting: Produce an income and expense report
5. Sales & Distribution: Usually handled by the Show Secretary or show office. Sell programs in the stands, at the gate and the show office

Responsibilities that may be shared with other committees include the schedule of classes, sponsorships, advertising, and program sales.

The schedule of classes will be taken from the official prize list. All information must be identical to the information in the prize list.

Ad Sales

Advertising is an important income source for the program. Rates should be established by the Show Committee based on the printer's production fees. Morgan farms, local businesses, merchants, hotels, restaurants, and tack shops should all be contacted. Larger corporations, banks, and insurance agencies may also be valuable ad prospects.

Advertising representatives must have contract forms and ad information well before deadlines approach. They must have complete information about ad rates, availability of color, fees, whether ads must be camera ready, if photos may be included, and if ad production is available.

Program Production

When planning the show program, first develop a printing schedule. The Program must be available in time to be included in every exhibitor's entry packet when they arrive at the show.

Additional programs may be sold or given away at the Secretary's office or the club's promotional booth.

Immediately after the show, the Chairman of the Program Committee should produce a written report to the Show Manager which details the Committee's activity, program expenses, and income. The report should include the following:

1. Income
   a. Advertisements sold by size
   b. Sponsorships with ads
   c. Sponsorships
   d. Programs sold
2. Expenses
   a. Printing
   b. Miscellaneous costs (phone, postage)
   c. Pay for sales personnel (if any)
3. Total Programs Printed
   a. Total Programs Sold
   b. Total Programs Distributed
   c. Unsold Programs
4. Net Profit or Loss
5. Names and addresses of individuals still owing for advertisements or sponsorships

EXAMPLE A

Schedule of Classes
FRIDAY, JULY 19, 8:30 A.M.
1 Showmanship, 13 & Under
2 Showmanship, 14-17
3 Geldings, 2 Years & Under
4 Geldings, 3 & 4 Years Old
5 Geldings, 5 & Older
6 GELDING CHAMPIONSHIP
FRIDAY, 1:30 P.M.
7 Pleasure Driving, Jr. Exh.
8 Open Western Pleasure
9 Open Park Saddle
10 Jr. Exh. Hunter Pleasure
11 Novice Pleasure Driving
12 Junior Western Pleasure

EXAMPLE B

The Morgan Horse Club extends a special thanks to these sponsors...
American Morgan Horse Association
American Morgan Horse Institute
The Morgan Farm
The Morgan Family
Figure's Morgan Club

EXAMPLE C

FRIDAY MORNING, JULY 13, 8:30 A.M.
Class 1 Showmanship, 13 & Under
SPONSORED BY: THE MORGAN FARM

No.	Horse	Owner	Shown By
1	Figure	Justin Morgan	Tom Morgan
4	Sherman	Guido Sarducci	Guido Sarducci
5	Network	Miles Silverberg	Murphy Brown

1st __ 2nd __ 3rd __ 4th __ 5th __ 6th __

Class 2 Showmanship, 14-17
SPONSORED BY: THE MORGAN FAMILY

No.	Horse	Owner	Shown By
2	Shadow	L.D. Peters	L.D. Peters
3	Noble Epic	V.V. Michaels	P.P. Michaels
6	Contender	Sara Adams	Sara Adams

1st __ 2nd __ 3rd __ 4th __ 5th __ 6th __

EXAMPLE D

The Morgan Horse Show
sponsored by
The American Morgan Horse Association, Inc.
USEF Class "A" Show

(Location, City, State)

(Date)

(Purse)

Judge:

Show Chairman:

Show Secretary:

USEF Steward:

Show Committee:

EXAMPLE E

Exhibitors

Name	Address	Entries
John, Ralph	Yorktown, PA	6
George, Frank	Auburn, NY	3
Doe, John	Randolph, VT	1
Doe, Sam	Farnam, MN	2
Doe, Jane	Strassburg, MA	4
Doe, Linda	Athens, NY	5

Example F

Entries

No.	Horse	Classes	Owner
1	Figure	1, 7, 8	Justin Morgan, Barre, VT
2	Shadow	2, 5, 15	Sam Doe, Farnam, MN
3	Noble Epic	2, 6, 17	Frank George, Auburn, NY
4	Sherman	1, 9, 13	Jane Doe, Strassburg, MA
5	Network	1, 9, 14	Linda Doe, Athens, NY
6	Adage	2, 5, 17	Ralph Jones, York, PA

GAINING SPONSORSHIPS

Attracting sponsors is one of the most important aspects of putting on a financially sound horse show. Money raised through sponsorships is immediately available, providing an important source of operating money.

Sponsors can be divided into two categories: class and commercial. Class sponsors pay a set fee to have their names listed as the sponsor of a class. Commercial sponsors will invest their money as a way of advertising their product throughout the show.

All shows can use class sponsors. Commercial sponsors will be easier to recruit when the show has grown in size and importance. This chapter will deal with soliciting sponsorships from businesses that are not directly connected with the show.

Identify Prospects

Develop a list of potential sponsors by consulting the Yellow Pages for the area and contacting the Chamber of Commerce where the show will be held. Add prominent horse people from the area to this list and any large businesses such as tack stores, feed stores, farm supply stores, and restaurants near the show that have an interest in horse events.

Prepare Resources

Sponsors are interested in what you will do for them in return for their investment. They need to know what type of exposure they will receive. Approaching them with this information will ensure a larger return for your effort.

When your prospect list is complete, prepare the information you will need. Have figures on the number of horses, exhibitors, owners, and spectators ready. The more information you compile, the easier it will be to sell the sponsorship opportunity.

Each state also has an affiliate to the American Horse Council (AHC). They should have important information about your state's show statistics and the horse industry. For the address of your state AHC, contact the national office in Washington, D.C. at (202) 296-4031.

Decide what you want from your sponsor and what you can do for them. Develop a presentable packet of information and include information about the Morgan breed, your club, and what you are offering the sponsor. Sponsors want recognition and you can offer it to them in many ways.

- Hang banners with their name and logo
- Send press releases to local media
- Include coupons for their services in the show packets
- Broadcast information about the company during the show
- Offer something unique or new that will catch their attention

When asking for a sponsorship, tell them clearly what you will provide for different levels of sponsorship. A horse show sponsorship is an opportunity for extensive coverage of their product with a group that has above-average education and income.

It is important that your proposal is neat, professional, and organized. It does not need to be on glossy paper with bright colors, but should be well-typed and appear professional.

Approaching Sponsors

Contact the prospects one year to six months before the event, depending on the size of the company. The bigger the company, the longer it may take to get a sponsorship. The fiscal year may also come into play as many companies set their advertising money and charitable donations budget by the first quarter of the year.

When you do not have a contact name, call the company and speak to someone in public relations or advertising. You may be referred to their ad agency.

When possible, your first contact should be made in person. This will allow you to come in, describe your proposal, and leave. Asking for sponsorships face-to-face is more effective than asking over the phone. You can review the proposal together and answer questions according to their reactions. Be sure to leave a promotional packet for them to peruse.

The most important duty of any sponsor seeker is to follow up with potential clients. Call the company if you have not heard from them within two weeks. Ask if they have had a chance to consider your proposal. Try to get definite answers from them. Let them know you are interested in making this sponsorship benefit both of you.

If they have not looked at your material when you call, ask if they will review it with you over the phone. Ask if you can set up a time in the next two days for another conversation with them. Ask if they have any questions about the event or sponsorship.

If they did look over the material, find out what interested them about the proposal. You may find out some important information for this client and others as well. Hanging up when they say "Not interested" without learning why prevents you from fixing it for the next prospect.

Objections & Answers

Prospects will have a number of predictable objections which you can be prepared for, including the following:

Objection: "We don't believe our company will get enough exposure."

Answer: "As our proposal states, our club will send out press releases to promote the show and audience attendance. We also have special activities and presentations that bring people from the community to see the show."

Objection: "Our company's policy is against sponsoring any events."

Answer: "That's surprising. Have you had problems with sponsoring events in the past?"

Objection: "We don't think your attendance is high enough to warrant our sponsorship."

Answer: "Yes, we are a smaller breed association. But, our club and breed are known for their commitment to youth and family and we believe your company shares these values. Also, the local media supports these events, especially since we will be sending out press releases to them. Since you play such an important role in the community, don't you think this would benefit your company?"

Objection: "We just are not interested in putting money into the horse industry."

Answer: (Here's where your research will pay off. The demographics of the typical horse person are important. Try to estimate the economic impact your show will have on the area). "It's not just the horse industry you are backing. These people coming into town for the show will be spending their money at restaurants, hotels, shopping centers, etc. I believe this would benefit your company too."

Economic Impact Formula for Shows

A responsible business owner will want to know what they are going to get as a result of their sponsorship. Using the Economic Impact Formula is a perfect way to represent how a few of their dollars invested on a sponsorship will come back to them. Use the following formula to illustrate your point:

IM = E x D x $ x 4

IM = Economic Impact

E = # of exhibitors

D = Length of show in days

$ = Amount of money each person will spend

4 = Average # of times money will change hands each day

Selling yourself and your club to gain a sponsorship is a matter of probing into the needs of others. You have to earn their trust. NEVER make a promise, statement, or suggestion that is not truthful. If you falsify the benefits you can give, you are not being fair to the sponsor. He or she may participate

Corporations consider sponsorship an investment. In recent years, corporations have increased their participation in a wide array of events and activities to reach their target markets. They sponsor events mainly to enhance their corporate image and sell more of their products. The sponsorship must be profitable for their continued support.

Corporations currently spend about $2 billion each year on sponsorships. Horse events are attractive to these sponsors for demographic reasons. The U.S. horse industry comprises a wide range of consumers with influence over a large amount of income. More than 27 million Americans enjoy horse activities on a regular basis. Data also tell us that they spend about $20 billion each year on their activities. Recreational spending comprises about 20 percent of personal disposable income. This means horse enthusiasts direct the spending of more than $100 billion throughout the national economy each year. They are a highly desirable target market for a wide range of products and control a substantial amount of spending and investment.

Morgan enthusiasts must stimulate more public awareness, interest, and participation in show activities to attract sponsors to their shows.

this year, but will never become a repeat customer.

When you do get a "yes," be prepared. Thank them for their support and tell them when they will be notified next. Draw up a contract clarifying the responsibilities of both parties. Include a time-table for accomplishing each duty. Show them how much you appreciate their patronage by living up to your promises.

Follow-Up

After the show, follow up on your proposal promises. Send thank you notes to every sponsor, briefly recapping what they have gotten through their support. An extra nice touch is to have a thank you card and envelope, addressed to the sponsor, given to each winner to fill out before they leave the show. While a form letter is acceptable for thanking sponsors, it must be personalized with their name, address, and ideally their company's name within the letter. This letter should not be photocopied and then completed by filling in the blanks.

Sponsors are your show's biggest asset. Contact them early and consistently. Back up your request for support with proof of what it will provide for them. Follow up on promises. Make sure they will look forward to working with you in future events.

Class Sponsors

Your most reliable sources of class sponsors are the people competing in your show. They have an interest in seeing the show supported and having their names noticed by other competitors. The easiest way to solicit them as sponsors is to provide a space on the show's entry blank. In it they will give their name and preference for classes to sponsor. Class sponsors from the club should also be solicited through the club newsletter and personal contact well in advance of the show. The same time line will be followed as for commercial sponsors. Finally, as the deadline for sponsors approaches, call club members who have not yet offered to sponsor classes. A friendly call may be all it takes to make them feel their support will be appreciated.

Club class sponsors deserve just as much attention as your commercial sponsors in terms of follow up. A nice note and mention in the club's newsletter will go a long way toward making them feel appreciated and letting other club members learn how they too can get involved.

Sponsorship Letter

EVENT NAME

EVENT DATE

Presented by

CLUB NAME

Benefiting

NAME OF CHARITY

The (club name) is honored to present the (show name), a fully sanctioned event. The event is a charity benefit for (charity name) located in (city, state). This non-profit organization provides (description of services).

We are extremely fortunate to have the use of the (name) facility in (location) for this year's event. Organizing an event of this caliber incurs many expenses that are carried by a local club such as ours. We are therefore seeking generous people who wish to promote the sport of (riding horses, carriage, Dressage, etc.) and support the (charity's name) program. Some of our past sponsors include (list recognizable business names).

Sponsors will have their name or company name on our sponsor board as well as a business card sized advertisement in our show program. (Title) sponsors will have their banner or sign (if supplied) placed on the rail of the arena. For (title) sponsors, the club will supply a banner or sign with your company name prominently displayed. Throughout the event our announcer will recognize all sponsors.

In addition, if you are a (title) or (title) sponsor, you may place a program advertisement for half the listed cost. Please forward all advertising items, banners, business cards, signs, etc., by (date).

We would also be pleased to accept any new or good used item, horsey or not, for our raffle. Items may be sent directly to the (club name) address. Mailed items need to be received by (date). Or they may be brought directly to the Show Secretary's Office on the event grounds any time after noon on (date during show) until (date and time before raffle beings).

Thank you for your generous contribution!

(signature)

(name)

(club name)

(address)

SPONSOR APPLICATION

SAMPLE

Sponsor Application

EVENT NAME
EVENT DATES
Presented by
CLUB NAME
Benefiting
CHARITY NAME

Name:_____

Address: _____

_____

Phone: ( ) _____ E-mail: _____

Sponsorships

Justin Morgan Sponsor	$300.00	
Division Sponsor	$50.00	
Class Sponsor	$25.00	
Donating Sponsor	$_____	
Breed Sponsor	$_____	Breed: _____

Program Advertisements:

Full Page	$50.00
Half Page	$25.00

Raffle

Raffle Item Contributed: _____

Send by (DEADLINE) to:

CLUB NAME
MAILING ADDRESS
CITY, STATE, ZIP
PHONE

Thank you for your generous support!

HORSE SHOW PROMOTION

When properly managed, horse shows are exciting events for both the participants and spectators. Attracting spectators from the local community is an ideal way to promote the Morgan horse to large numbers of people in a showy, impressive atmosphere. To get spectators to the show, you will need to organize a publicity plan.

Two basic ways are available to promote your horse show. One way is to advertise, paying for space in a publication or time on the air. The other way is to present factual information about your show to people in the media. This enables them to use the information as a news item or story. This is "publicity" and you do not pay for it.

To generate free publicity for your show, follow these three steps:

1. Prepare a list of local media people to contact.
2. Prepare media kits for the people on your list to inform and excite them about your show.
3. Follow up on the media kits with telephone calls to each media person.

Accomplishing Step 1

Gather the names of local media people by contacting the local Chamber of Commerce, consulting any media directories (in larger cities), and compiling the names and addresses of newspapers, TV, and radio stations in your area.

In newspapers and magazines, the names of the editors are published within the publication. The sports editor, lifestyle or family living editor, the city editor, and the editor-in-chief or managing editor should each receive a media kit.

To find the names of the people to contact at radio and television stations, call the station and ask who you might speak to about your event.

If your television station has a local talk show, or "PM Magazine"-type of show, be sure to note the names of the host and hostess. Telephone the station and ask for the names of the assignment editors (the people who assign the mobile camera crews to tape events), the producers of any local talk shows, and the people in charge of public service announcements (PSAs).

The reason for sending a media kit to several people at the same publication or station is that there is always the possibility that one person might be looking for material to run while another might not have enough space or time to run any more material at the time your kit arrives. Unfortunately, media kits are not usually circulated from editor to editor or feature reporter to sportscaster.

Total all the names of media people. This is your mailing list, and you now have the number of media kits you should prepare.

Accomplishing Step 2

What is the purpose of a media kit? A media kit arouses a media person's interest in an event and gives enough information for the media person to produce an interesting and newsworthy story for his or her audience.

Each media kit should include:

1. A neatly typed news release on quality 8 1/2" x 11" paper that gives details about the show, including date, time, location, special, or unusual classes, and any other pertinent information. If admission to the show is free, be sure to include that fact in the first paragraph of the news release. Also include name, address, and telephone number of the club member who can be contacted for further information. A sample news release is printed at the end of this section to use as a guide if you wish. Note that AMHA promoted the show as a family activity.
2. A neatly typed news release on quality 8 1/2" x 11" paper that briefly describes the club sponsoring the show; its goals, accomplishments, history, officers, directors and so forth.
3. A copy of your most recent club newsletter.
4. A neatly typed news release on quality 8 1/2" x 11" paper that informs the media about the Morgan breed, including history, contributions to American history, recent breed activities and current status. The news release AMHA created for this purpose is included following this section.
5. Colorful pictures will attract the attention of the busy newsman or woman who probably receives several media kits each day. Action photos of Morgans competing in past shows are excellent, as they can be used with any articles that are written. AMHA also provides up to 20 of the popular "Portrait of a Morgan

Stallion" and "Portrait of a Morgan Mare" free to members and clubs. These can be included in the media kit. More than 20 portraits and Morgan brochures may be ordered for the cost of postage. A promotional materials order form is found in Chapter I of the Activity Guide.

6. Add a suggested script for 30-second and 60-second public service announcements to each kit that will be mailed to radio disc jockeys and television station employees in charge of public service announcements. Be sure to include the following details: dates, time, location, special or unusual classes, and any other pertinent information. If admission to the show is free, be sure to include the fact in the first sentence. Two sample public service announcements follow this section.

More newsmen and women will read your media materials if you place them in an attractive "presentation folder" available at stationery and office supply stores. This is your media kit. Mail them first class in 9" x 12" envelopes, preferably white in color. Media kits intended for television talk-show hosts, hostesses, producers, radio disc jockeys, and magazine editors should be mailed at least four weeks in advance of the start of your show. All other media kits should be mailed 1 1/2 to 2 weeks prior to the start of the show.

Accomplishing Step 3

At least three weeks before the start of the show, telephone each TV talk show producer or host. Ask if the Morgan horse show media kits have been received, and if he or she would like someone knowledgeable about Morgan horses and the horse show to appear as a guest on the talk show. Ask each radio disc jockey if the media kit was received, then invite the disc jockey to choose a day to bring the mobile broadcast unit to the showgrounds and broadcast the show live.

The day before the show starts, telephone each TV station and ask to talk to the assignment editor, the feature reporter, the sportscaster, or the anchorperson. Telephone the newspaper editors to whom you sent media kits. Ask them if they received the media kits on the Morgan horse show, then invite them to come to the grounds and cover this exciting event. Assure them that you will meet them and guide them around the grounds, take them "behind the scenes," etc. Encourage them to set up specific appointments to meet you on the grounds. This is especially effective when you call the weekend TV news people, as weekends are often "slow news days" and news people are often seeking events to cover with their crews.

If the feature reporter tells you that he or she can't cover the story for any reason, ask to talk to the sportscaster or another reporter. It is also perfectly acceptable to call the same person more than once to ask them to cover the event. Media people expect persistence from the person handling promotion and publicity for any newsworthy event.

Signing to Publicize Your Show

The category "signing" includes a variety of methods for preparing signs. Here are some ideas:

- Prepare posters to display in local shops, businesses, and community bulletin boards.
- Hire a commercial printer to prepare quantities of tent cards or paper place mats that you can give to local restaurants.
- Your signs should include the following facts: Morgan horse show; America's most versatile breed; location of show; dates and times; admission charge, if any. If admission is free, emphasize that fact; fun for the whole family.
- Publicize the show to young people. Attract bus loads of young people to your show by contacting local schools well in advance and inviting entire classes to come to the show as field trips. During the summer, approach 4-H groups, Boy Scouts and Girl Scouts, Community Programs, Pony Clubs, and any other organizations in the area. Offer to guide them "behind the scenes" where horses are being groomed and prepared for showing. Volunteer to come to the classroom a day or so before the field trip to talk about Morgans, answer their questions, and distribute literature.

Advertising Your Horse Show

Advertising differs from publicity in two ways. First, when you advertise, you purchase space in a publication, on a bill board, etc., or you purchase air time on the radio or television. Secondly, because you purchase the space or air time, you control where or when your message will appear and you control the content of the message. When you rely solely on the media using the information you provided in news releases and public service announcements, you have no control over when, where, or even if your message is printed or aired.

Purchasing ad space or time has advantages. However, it can be costly. The purchase of air time on television not only involves the cost of the time, but production expenses for creating a television commercial as well. Far more practical for local clubs is radio advertising, because the disc jockey will read a script that you create. See the following PSA for the information you should include for a radio script.

Advertising in the daily newspaper is very cost effective, but it is expensive to place even a small ad in the "family living" or entertainment section. It is much more economical to purchase a small ad in the classified section under "livestock." Your copy for this ad should include: Morgan Horse Show; America's most versatile breed; location of show; dates and times; admission charge, if any. If admission is free, be sure to include this fact. You may also want to consider advertising in local weekly newspapers. Space rate in the weeklies is often much more affordable for a local club. Use the same information that you would for posters and radio ads.

Calendars

Finally, listing your show in various Coming Events calendars is an excellent way to let the horse community know about your show. Information should be sent at least two months before the month you want the ad to start appearing. Information should include the Show Name, Dates, Location, Judge, and the contact person's name, address, and telephone number.

You should send your calendar information to local horse publications, the Network, and The Morgan Horse magazine. Remember that the deadlines for magazines are at least six weeks before it will be published.

How To Write A Press Release

The beginning of your story is the most important part of a press release. This is the eye-catcher that seizes the reader's attention. It should be written to include the five W's—who, what, when, where, and why. The most important details in the story—dates, places and names—should appear in the lead paragraph.

Photos are always desirable. Submit only glossy photos to the newspapers, at least 4" x 5" for head and shoulder shots and 8" x 10" for everything else. Send action photos or something interesting that adds to your story. Be sure that an identifying caption accompanies each picture.

Once the show is over there is still a chance for some follow-up publicity in the form of releases which identify winners and reports on special events that took place during the show.

Always watch for angles for feature stories. Unusual personalities, outstanding horses, charity efforts, etc. have a high degree of acceptance when well written. In addition, do not overlook opportunities such as luncheon club speeches, appearances at schools, and other organizations.

Sample Press Release

FOR IMMEDIATE RELEASE

(DATE)

For further details, contact:

(publicity person's name)

(address, city, state & zip)

(daytime phone number)

HISTORY, ACTION & HORSES

(Burlington, VT, Sept. 2, 2009) Horses, history, and action will come together this weekend. The Local Morgan Horse Show at the Tri-County Fairgrounds is an event young and old alike can enjoy.

The Morgan horse is the first American breed of horse. The breed descends from a single stallion, Justin Morgan, who was born in Massachusetts in 1789. His offspring were prized for their endurance, beauty, and level-headed temperament.

This weekend, the beautiful descendants of Justin Morgan will be competing in all types of classes. This versatile breed will offer something for everyone: carriage driving, jumping, speed, action, young foals, elegant mares, and powerful stallions.

The Local Morgan Horse Show show will begin at 8:30 a.m. on Saturday, September 16, and run until approximately 4:30 p.m. Admission is free and special presentations will be made throughout the day. Children are invited to enter the stick horse class at noon and a coloring contest will be held during the afternoon.

The Morgan horse has played a special role in helping build the United States—protecting our cities as mounted patrols, defending the country as cavalry horses, and enhancing the breeds to which it has been bred. Stop by Saturday and see a bit of America and the horse that makes it great!

-30-

Public Service Announcements

22nd Annual Morgan Horse Show
(Contact Person's Name)
(Contact Person's Phone #)

22nd Annual Morgan Horse Show
(Location, City, State)
(Show Dates)

20-second spot for use up to (last date of show)

Stop by the Annual Morgan Show this weekend at the Local County Fairgrounds in Anytown. The show starts at 9 a.m. each morning and runs through 8 p.m. Admission is free. You can see America's most versatile horse competing in 143 classes, including carriage, western, hunter, and park. It's fun and it's free. The Morgan show in Anytown this weekend.

20-second spot for use up to (last date of show)

If you love beautiful horses, don't miss the Annual Morgan Show in Anytown this weekend, with performances on Friday, Saturday, and Sunday. Performances start at 9 a.m. each day. Get acquainted with America's Family Horse. See English, Western, and Harness classes. It's fun and it's free. The Morgan show is this weekend at the Local County Fairgrounds in Anytown.

60-Second Sound Cut

Don't miss the Annual Morgan Horse Show this weekend at the Fairgrounds in Anytown. The show starts Friday at 9 a.m. and runs all day Saturday and Sunday. ADMISSION IS FREE.

Come and bring the family. You will see beautiful Morgans competing in Western, English, Harness, Hunter and Park. The Morgan is America's first breed of horse, and is known for its versatility, kindness and beauty.

That's this weekend, the Annual Morgan Horse Show at the Fairgrounds in Anytown, starting at 9 a.m. Friday, Saturday, and Sunday. It's fun and it's free! Be sure to come.

CLASSES TO OFFER

Selecting classes that will entice entries can make or break your show. Show management has to balance the challenges of offering enough classes to give exhibitors enough choices yet not so many that the class list is impossibly long.

When selecting your classes, start with the disciplines which you know entries will have interest in. Once you have selected the styles of riding that will entice people to come, break them down into two to four categories by horse or rider age or experience, so that entries can place themselves in classes that give them the best chance to compete with others at their level.

Disciplines

Carriage Driving—Shown to a two- or four-wheeled cart, which must have wooden or other non-pneumatic wheels.

Dressage—Horses shown under saddle, one at a time in a Dressage arena to a preset pattern.

English—Shown in saddle seat with full bridle.

Equitation—Shown in each of the saddle disciplines, judging the rider on their ability.

Hunter—Shown in a jumping style saddle. May be shown on the flat or over fences for ability in proper hunter form.

In-Hand—Horses to be shown with a halter or bridle and judged on conformation at the walk and trot.

Jumper—Shown in jumper saddle over fences. Judged on speed and faults around the jumping course.

Pleasure Driving—Shown to a two-wheeled cart at the walk, trot and reverse.

Reining—Horses shown one at a time to a reining pattern under western equipment. Footing must be of proper mix to allow sliding stops and spins without straining legs.

Roadster–Shown under saddle or to a two-wheeled jog cart at the trot. Judged on form at speed.

Trail—Tack to be shown in should be indicated, may be either saddle seat, hunter or western styles. Horses are shown one at a time and judged on ability to navigate obstacles.

Western—Shown in a western saddle. Bridle may be snaffle or bosal for young horses, curb bridle for mature horses.

Categories

Academy—For beginning riders, riding lesson horses. To be ridden in shirt, appropriate pants, boots, and hat or helmet. No coats, chaps, or formal attire.

Leadline—For inexperienced riders, to be shown under saddle and led by an adult.

Walk/Trot—Horses are not asked to canter. For inexperienced riders.

Junior Horse—Specify for horses 3 or 4 years and younger.

Senior Horse—For horses 4 or 5 years and older.

Mature Horse—Horses 10 years and older.

Junior Exhibitor—Riders 18 years and younger.

Youth—Riders 21 years and younger.

Senior Exhibitor—Riders 19 or 21 years and older.

Jack Benny—Riders 39 and older.

Novice—A horse or rider (must be specified) who has won fewer than three first places in that discipline.

Limit—A horse or rider (specify) who has won six or fewer blue ribbons in that discipline.

HORSE SHOW VARIATIONS

Looking for a new way to increase attendance and interest? A variety of horse show variations may be used to increase horse numbers (helps pay for facilities), audience attendance (increases show's prestige and media coverage), and interest.

Multi-Breed Fun Show

A fun show for all-breeds provides an activity for owners who don't show a lot. It allows the club to make money and provides a schooling show for the area. In the process it exposes the Morgan to other breed owners.

Combined Breed Show

With Morgans, this is most often seen in combination with Saddlebreds or Arabians. A second variation is to combine the Morgan breed show with classes of a totally different type of horse, such as hunters and jumpers, carriage, or another breed such as Paint horses, Palominos, Appaloosas, etc.

The sport-type show will help draw an audience, while another breed-type will help boost exhibitor numbers.

Artist's Horse Show

Combine a Morgan show with an area art fair organized by a regional art group. While the show is taking place in the arena, an art fair can be taking place around the ring area or in a nearby facility. While requiring flexibility of the management, this is a great way to expose the breed to the demographic groups (educated, upper income) that will be potential buyers.

Showcase Show

Be sure well-known horses are invited for a special evening exhibition, and sell tickets to see horses to music. This has had tremendous response where used, especially when a live orchestra is playing in conjunction with the exhibition.

FUN CLASSES

Liven up the show with some "Fun" classes. People love to show at Morgan shows because they are friendly and allow exhibitors to compete in a congenial atmosphere. To really develop a reputation for fun, show committees can add a few 'let it all hang out' classes. These can bring exhibitors and their families together in a whole new way!

Some of the great ideas we have come across in show reviews follow, with explanations if necessary.

Trainers Equitation—Prove just how well the pros can ride.

Blind Buggy Race—Grooms pull the buggy blindfolded while their 'whip' guides them in any way thinkable from the driver's seat.

Manure Movers Race—Who can clean a messy stall and race to the show ring the fastest?

Sit-A-Buck—Entries ride bareback with a bill under their knee. Winner is last one to lose the bill. Gets to keep the other dropped bills.

Egg & Spoon—A relay race or walk/trot class.

Jack Benny—For riders older than a determined age. Most often: 29, 39 (Jack Benny's "real" age), 45, or 50 years & older.

Jack Benny Leadline

Carrot Race—Bribe or "lead" your horse to a cone and back with no physical contact by enticing with a favorite treat. Best to do individually to prevent a ring full of loose horses!

Gentlemen's Pleasure—Winner takes others out to dinner with the purse.

Liberty Class—Horses turned loose one at a time. Winner is the one with the best audience response.

Leadline—Riders 7 & under. Everybody gets a blue ribbon and a lollypop.

Stick Pony Class

Costume Class—Indicate if horses are to be ridden, driven, led or any of the three.

Senior Citizen Leadline—Little kids get to lead the old guys.

Hairy Horse Contest—For spring or late fall shows.

Golf Cart Race

Blind-Folded Golf Cart Race

Best Mascot Class

Groom's Class—Can show in-hand, driving, under saddle- whatever suits show.

Root Beer Race—For the show parents & grooms. Entrants are led (or can walk the horse by themselves) to the end of the ring, dismount, drink a can of root beer, remount, and ride back to the finish line.

Egg in Face—Riders put a raw egg in their mouth and do what the judge calls for. Last person to bite the egg wins.

Back to Back Bareback—Riders sit back to back on horse & switch positions without falling off or touching the ground.

Simon Says on Horseback

Dog Show