



# IT'S SHOWTIME, LET'S HAVE A HORSE SHOW!













[www.FASTwalkingshowhorse.org](http://www.FASTwalkingshowhorse.org)  
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***I would like to Dedicate this manual to my college Professor, Leonard Johnson, who introduced me to the world of the Tennessee Walking Show Horse; And to my parents, who made it possible for me to show and enjoy many wonderful horses in the show ring.***



In October 2004, I began working on a horse show "how to" manual to introduce the idea of developing and putting on a horse show for a foundation in a rural county which was seeking a way to raise some significant funds. No one on the BOD knew much of anything about horses and certainly knew nothing about what was involved to put on a horse show.

That original presentation information is a part of this horse show manual. The show existed for two years and in that time raised \$16,000 clear profit for the foundation from only two horse shows. It is my hope that this expanded show manual will help others to realize profitable funds for other charitable groups. However, as in all things, there are no guarantees your group will be as successful as the foundation was. You could do better, then again, you could raise less or even lose money. (*I hope someone is asking why they did not continue to have such a successful show after only two years... Answer ~ the bulk of the people simply stopped working which left all the work to one individual as the second show date neared. Everyone else only wanted to reap the "benefits and profits" without doing the necessary work. The individual left to do the work simply told the others, without their work and help, they would no longer shoulder all the work to put on the show!*) Remember ~ It takes a "team of people" to put on a horse show!

**"It's ShowTime, Let's Have a Horse Show!"** or "ShowTime", is provided free of charge through F.A.S.T, Inc., an independent organization formed with the intent and purpose of recognizing and advancing all disciplines of the Tennessee Walking Show Horse. I appreciate their support to me and my efforts, and their desire, to provide support and encouragement to show managers in their efforts to put on a Walking Horse Show.

"ShowTime" is available to show management anywhere in the world where it might enhance the presentation of all disciplines of the Tennessee Walking Show Horse to the public. Communication is open by FAST to allow a direct link to the horse show manual on the website of other "horse sites", with the stipulation that the organization must state in their mission statement, that it recognizes and acknowledges all disciplines of the Tennessee Walking Show Horse, not just one or two disciplines of this wonderful equine breed. Anyone unable to copy the manual from the site may write FAST and request a copy by mail. The only restriction to copy the manual is that the manual be copied in its entirety, not distorting the intent in which "ShowTime" was written.

Many individuals have graciously sent names of organists, photographers, announcers, etc. that are included in the "Appendix" of the show manual. I anticipate that "ShowTime" will always be a "work in progress" and portions will be updated periodically to keep it as current as possible. I would like to thank my family, friends and a few anonymous individuals for allowing me to use their personal pictures in this manual.

*Vickie S. Penick* 

## PREFACE

Welcome to the world of horse shows! It is an inexpensive form of family entertainment in today's world, and an activity rooted throughout history in many different forms to be enjoyed by young and old of all ages, from toddlers on their stick horse steeds to mature individuals well into their nineties, and spectators of all physical challenges and abilities. A horse show event is traditionally an event, that can be enjoyed by all ages and involve an entire community, working together to provide a means of raising funds for local charities and organizations.

It brings a community together for several hours over a single day enjoying a particular breed of horse, or a multi-day multi-breed event, limited only by the creativity of those individuals collectively working to put on the horse show. A horse show is time spent enjoying and appreciating the beauty, mystery and power of the majestic horse. The days of utilizing four legged horse power are long past, but the magnetic force of the horse holds strong yet today with all its modern technology.

It is hoped the information within this Manual will be beneficial to those experienced in organizing horse shows, as well as those inexperienced show managers learning to develop and organize their first horse show.

Please remember, in all new and old ventures of any kind, there are no guarantees that any one specific event or venture will be profitable, and there are no such guarantees intended to be made by the information contained in this manual. There are numerous variables that can and will affect a horse show beginning with the weather, location, and date of the show. Because other organizations referred to within this material have had one or more profitable horse shows to assist the work of the charities or organizations, there are countless others that did in fact lose money. Such an awareness cannot be ignored nor disregarded, but must seriously be considered and discussed from every possible angle before beginning any action or commitment by any individual or group to promote a horse event.

There are always new ideas to learn that will improve how something might be done. The power of the horse and the commitment of individuals can never be underestimated.

Good Luck and Best Wishes for a beautiful show day...

*It's Show Time!* 



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## OUR MISSION STATEMENT

**FAST's** mission shall be to engage in fundraising initiatives to provide financial support for the advancement and support of the Tennessee Walking Show Horse in the areas of Education, Equine Welfare, the Promotion and Preservation of Tennessee Walking Horse Shows and Exhibitions, Preservation of the Breed and Scientific Research and Development.

The Foundation for the Advancement and Support of the Tennessee Walking Horse, Inc. is a 501 (C) 3, non-profit, tax deductible foundation set up to preserve, promote, and protect the Tennessee Walking Show Horse; established for the benefit of the Tennessee Walking Show Horse and for the support of Tennessee Walking Horse Shows.

FAST does recognize, acknowledge and support all aspects of the Tennessee Walking Show Horse.

It is the hope of FAST, by providing access to the "ShowTime" Manual, Show Manager's Checklist and Resource Appendix, to assist newly formed show managements with information and tools to better organize and develop their Tennessee Walking Horse Shows. It is hoped that segments of this information will also assist experienced show managements by providing them access to new tools and easier access to information that will help them continue to better their annual Tennessee Walking Horse Shows.

This being stated, **FAST does not endorse, represent, recommend, warrant ( expressed or implied ), or make any representations about these companies or any individual's services, including, but not limited to their reliability, suitability or availability. The lists are to be used and viewed only as a resource. Any individual or company wishing to add their information to the resource list may ask for inclusion by emailing or mailing a letter to FAST. E-mail: [kzeis@fastwalkingshowhorse.org](mailto:kzeis@fastwalkingshowhorse.org).**

For more information regarding The Foundation for the Advancement and Support of the Tennessee Walking Show Horse you may access our website at [www.FASTwalkingshowhorse.org](http://www.FASTwalkingshowhorse.org) or write us at any time.



## ❧ *Getting Started* ❧

The importance of planning can never be overstated. Some groups spend several months or even a year planning and working on developing their horse show. If you are new to the world of horse shows, let's first spend a few moments considering the basics of who, what, when, where, why and how in planning a horse show. It will be very helpful to ask the assistance of a knowledgeable horse person within your community or group to help as a resource for the group in some of the areas to be considered with promoting a horse show. Horse shows for multiple breeds of horses will be referred to, but the purpose of this material is intended to promote a horse show specifically for Walking Horses. However, most of this information should be useful for a horse show of any breed of horse, noting of course the necessary adjustments pertaining to the particular unique qualities and differences of different horse breeds, such as class names and the gaits performed.

**Who** can put on a horse show? Any group or organization can conceivably have or sponsor a horse show. Schools, charitable foundations, individuals, community clubs of all kinds and businesses are a few of the kind of groups known to have promoted horse shows. There are certainly others.

**What** kind of horse show should you have? The most common type of horse show is a one day event. Many of these events are held on a Saturday. They may be comprised of a single breed of horse to two or three, or what is called a multi-breed show. A multi-breed show is exactly as it sounds. It is a show that has classes for multiple breeds of horses. Keep in mind different breeds of horses will have their particular and unique requirements which will likely require hiring multiple judges. The national or different state associations of other breeds can be contacted for more detailed information pertaining to the respective horse breeds in which you might be considering.

If this is your first horse show, it would be best to have the simplest form of horse show, the one day event. Multi-day events should only be considered after your committee has gained experience over time and has learned what works best for your area.

**When** is a good time to have a horse show? Let's start by considering the time of year you should have your show. The weather will play a factor in this. It makes common sense you will want to have your horse show at a time of year when you will have the best weather, as most horse shows are held outdoors. If, however you have an indoor or even covered facility in your area, you will have more options as to when you can have your show. But in most cases, your show will be held outdoors.

It is best not to have a show when the temperatures are at their extremes, such as in the 90's or even 100's, or when temperatures dip into the 40's and 30's by nightfall. Then again, shows have been held with temperatures in the low 100's, high humidity, as well as with snow falling and accumulating! None of these situations are recommended.

It makes sense to have your show scheduled during the time of year when your area is most likely to have dry weather. Some parts of the country have certain times of the year more prone to rain than others and these months should be avoided, unless of course you have an indoor or covered facility. You will however, still have the concern of the participants, both horse and people, before they enter the show arena if the "warm-up" area is not covered in some manner. A wet, muddy or slippery surface for even a short period of time has its inherent dangers.

As far as ordinary rain, the 'horse show' people will likely not hesitate to fulfill their plans to come and show at your horse show however, your spectator attendance will be much lower because of the rain. If the rain is accompanied by lightning, especially in your immediate area, it would be recommended to have a "rain delay" to allow everyone to seek safe shelter until the lightning passes or the storm stops. It is appropriate to delay the start of the show for weather or to allow time for high temperatures or high humidity to decrease to safer levels. Safety must always come first for everyone at all times!

This might be a good place to ask the question, can a horse show be cancelled period due to inclement weather? It is important, especially for a first time show, not to postpone or cancel the show if at all possible. However, there are circumstances where safety concerns are high and it is best to postpone or even cancel the show to a later date. When such a situation occurs most people will understand and appreciate your caution, but there will always be a few who will "hold that against you" for future shows or rescheduling. Your resource person will be of help to you if such a situation was to arise. For instance, a scheduled show had to be cancelled due to previous rains and subsequent flooding in surrounding areas of the state which had made the condition and safety of roads and bridges uncertain and travel dangerous. (*This show was able to be rescheduled a month later, but had to find a new facility because the original facility was no longer available during the year.*) Remember the earlier point, there are no guarantees, and Mother Nature has her way, especially with an outdoor horse show. A worst case scenario rarely happens, but it should be a vital part of your planning. The safety of horses, exhibitors and spectators must always take priority when having and planning your show.

It is also important to consider other horse shows or events being held in the immediate or nearby surrounding areas that involve the target breed of horse. It is not recommended to have one horse show competing with another in the same area thus lowering the number of horses and exhibitors attending your show. Information regarding possible nearby horse shows can be obtained from the affiliating organizations and state associations. Nor is it advisable to be in conflict with an established community event and decrease your community attendance. However, in the case of a county fair, for example, this might enhance your show and is something that might be considered by the show committee.

**Where** can the horse show be held? It is important that the show's location be conveniently located to the largest number of horse owners and trainers whom you will be inviting to your show. Some states have built facilities specifically for agricultural events. There may also be privately owned agricultural facilities in your area available for rent to the public, as well as privately owned stables or farms that have arenas built and space available to accommodate the needs required for a horse show. Remember spectators are also the goal, so it is important there be an area around the show ring to place "bleachers" if none are already present. However, if a facility is built with the idea of having a horse show or other such type events, seating should not be a problem.

Be aware that most facilities charge some amount of rental fee for your usage of the facility on the day of the show, especially if your show will run beyond daylight hours and requires night time lighting of the grounds and facility. It may be prudent to ask if you can be given permission to utilize the facility at least a day or two before the show at no charge in order to prepare the facility and grounds.

If your group or organization has 501K status (non-profit status), you may be able to negotiate with the privately owned facility owner to donate the use of the arena, etc. in return for a legal and appropriate tax deduction allowance for their donation to your charitable organization or directly to the charity beneficiary of the horse show. This should first be confirmed with a certified tax accountant or your local IRS office due to the every changing tax laws before telling a facility owner you can do this. This has saved some show committees a great deal of money, freeing those funds to be used as necessary and made available more funds to the beneficiary charity, so don't be afraid to ask this of a private facility owner.

Most equine facilities are laid out in such a manner as to be convenient and spacious enough for horse trailer parking, with the necessary area required to 'warm up' and hold the horses before entering the show ring or arena. It will also be important that the facility's track surface be accommodating to the breed of horse that will be using the show ring and all the events of the show, thinking of some versatility classes especially.

A ring that has extremely soft and deep soil or sand is ill equipped to handle most horse breed exhibitions. A surface that is firm, not overly hard is more desirable. An all grass surface is acceptable except during inclement weather. Grass becomes a dangerously slick surface for both horses and their exhibitors in a rain storm. Even the first bit of dew common in the fall or spring can make footing treacherous. For this reason stay away from an all grass show ring track if possible. Many tracks will be firmly packed, perhaps with small pea size gravel and good drainage. However, deep gravel tracks are not recommended as they can potentially cause bruising and other injuries to the horses' hooves, ankles and legs. If you choose a facility made especially for the general horse population your track surface should be fine. Consulting with a local person familiar with the Walking Horse, or other intended horse breeds will be a helpful resource.

**Why** do we want to have a Walking Horse show? Owners of Walking Horse owners for numerous years, and those whom are newer owners, are well aware of the past history of this breed in the show ring. Due to the efforts of many people working together over years of improved breeding, regulation changes, and the many people who have discovered the comfortable ride and loving, gentle manners of this breed, the necessary changes have come about that make the Walking Horse a horse breed anyone can be proud to introduce to their community and those families that might be interested in getting a horse. Times have changed for the betterment and growth of this grand breed, the Tennessee Walking Horse!

There are some decisions that will need to be considered regarding the show, as well as the type of Walking Horse show the committee will want to hold. This again is where consulting with the local horse person who knows the breed will be invaluable in helping you designate the owners and trainers to be targeted for the show in order to learn the types of horses they would be intending to bring to the show, pleasure or performance. Knowing this information will be important to the planning of the group and will be discussed at more length in the next section.

**How** to get started...By this time you will put together a team of enthusiastic and hard working people to form the show committee. It is hoped the information that follows will be such as to give you more confidence and ease in your planning and decision making process. In some cases committees choose to hire an individual to professionally manage their horse show. Professional show managers can sometimes be acquired on an "as needed" consulting basis. It may be more prudent for some, but developing a horse show is not so complicated of a process that your group cannot save such an expense and "do it yourself".



## ❧ *Deciding on the Type of Walking Horse Show to Have* ❧

The decision has been made to promote a horse show, but what type of Walking Horse show is the next decision that must be made. We will discuss three types of Walking Horse Shows, the **Traditional** and most common 'Rail Class' show, the **all Pleasure** show and the **Versatility** show. Knowing the type of horses the owners and trainers in your area have will help you decide the type of show you need to sponsor. This information will also help you determine the kind of class schedule the show will have.

The most common type of Walking Horse show in most parts of the country is the **Traditional** type. This show includes classes for both pleasure and performance horses. It may also include some halter classes, a fun class such as a "costume" class, and a "stick" class for the very young children. This kind of show generally has more classes for performance horses than for pleasure horses. In some state associations, there may be rules regarding the percentages of classes in the show, such as a requirement to have at least 25% of the classes for pleasure horses in the traditional show. The affiliating state Walking Horse association will have this information. They can be of invaluable assistance to your group/organization in planning your show, especially when deciding the kinds of classes to have in your horse show. A list of state associations can be found in the **Appendix**. This list may not be complete, as new associations may have been formed and contact information changed since the list was compiled.

Another kind of show increasing in popularity is the **all Pleasure** horse show. This show offers all kinds of classes for only pleasure horses. The definition of pleasure may simply be defined as "flatshod" horses, although some classes can be provided for horses wearing a few 'pads' such as park performance or show pleasure. Don't forget the "fun classes" such as the "costume class" or others in a pleasure show. The rules and regulations pertaining to pleasure classes will be found in the Affiliating Organization's Rulebook. They will differ slightly from one affiliating group to another, as yet there is not one standard rulebook for Walking Horses as there are for some other breeds. Hopefully, in the future this will change. Using your resources such as the knowledgeable local person and state association will be very beneficial in helping you become aware of the possible affiliating organizations for your show. These organizations can be of great help to the committee in its planning of the horse show.

The last kind of Walking Horse show mentioned in this material is the **Versatility** show. This type of show is intended to demonstrate the versatile uses of this talented breed of horse. This show will also include some general "fun" classes. Most Versatility shows begin early in the day, such as 10 a.m. and are normally completed in the afternoon. This could possibly mean you will not need to use night time lighting. We will briefly discuss three types of Versatility shows, the Rail show, the Timed Events and Dressage.

- **Rail show** - This type of Versatility show will include classes that take place inside a customary show ring as they do in the Traditional and all Pleasure shows. There will be classes such as driving, costume and other “fun” classes added to the blend of classes offered and are not commonly offered in the two afore mentioned type shows. This type of Versatility show can also be more casual in the dress of the exhibitors and presentation of the horses in the show ring, if so desired.
- **Timed Events** - For lack of a better description, this term will describe a show that includes various types of trail obstacle classes, timed events such as barrel racing, pole bending, and even jumping classes. Such a show will require the use of many different kinds of equipment and additional manpower will be needed to move the equipment around with efficiency and expediency. Some of the required equipment might be borrowed from people or businesses in the community or other horse breeds that regularly utilize such equipment. However, some committees choose to build some of the needed items and store them for use in future shows. It may be best to forego such a show until the group has gained experience and your charity goals been achieved. The state, affiliation organization and local horse resource person will be very helpful to the committee in determining this decision.
- **Dressage** - Dressage is a relatively new usage for the Walking Horse. However, it is growing with increasing popularity in some parts of the country. There is some equipment required to set up an arena for Dressage but not an abundant amount as is in a Timed Event Versatility show. The state and affiliation organization will again prove to be most helpful in planning this type of horse show.

Organized competitive “Trail Rides” is another event that can raise charitable funds. This will not be discussed here, but any of the organizations below can provide more information on how to set up such an activity.

Never allow inexperience to limit your endeavors. Just remember to plan wisely, budget wisely and always expect the unexpected. 🐾 *See App. Res. 1*

There are several National Walking Horse organizations that will gladly offer assistance to groups interested in having a Walking Horse show. A list of some of these organizations can be found in the *Appendix*. While again, not complete, this list should be considered as a helpful resource for further assistance from within the Walking Horse “industry”. Three such groups are:

- ♦ **The Foundation for the Assistance and Support of the Show Horse**, otherwise known as “FAST”.
- ♦ **The Walking Horse Owners Association**, better known as “WHOA” and
- ♦ **The Tennessee Walking Horse Breeders and Exhibitors Association**, “TWHBEA”. These groups listed do recognize, acknowledge and support ALL disciplines of the Tennessee Walking Show Horse in their written and expressed mission statements.



## ☞ *Liability, Affiliation Organizations & HIOs* ☞

An enthusiastic nucleus of people has been collected as a committee to work closely in planning a horse show. It will be important to choose the Show Chairman or Show Manager, and Show Secretary to help direct the work of the committee, including preparing the horse show budget. These responsibilities will be discussed at more length in the next section.

Attention will now be turned to legal type matters. These are rarely pleasant to think about, but are a very important and necessary next step to the planning process of the horse show.

Purchasing ***Liability Insurance*** for your horse show is strongly recommended. Is it absolutely necessary? Perhaps not, but any event or business that deals with the public or leasing a facility of any kind should always have adequate insurance and protection for any possible accidents. Always expect the unexpected. One never wishes it, but accidents do happen, so it is important to be prepared in the event some unforeseen incident were to happen.

Insurance prices will vary greatly for liability coverage for a single day event so investigate the coverage and related prices closely. There are numerous insurance companies that specialize in such event coverage. Then again, it could be if your group is a formal group/organization you may already have insurance coverage that would cover this type of event. Your insurance agent will know this information or be able to assist you in finding a policy and getting a quote. Some affiliating organizations may also provide assistance in providing names of insurance agents specializing in this type of insurance. Several may also be able to provide liability coverage for the horse show through special arrangements. 🐾 ***See Appendix Resource 2***

Most states have passed what is referred to as “Equine Activity Laws” which protect businesses and individuals from inherent accidents that are always possible when dealing with horses. The example given is for the state of Georgia, however, most every state's law reads similar. "Under Georgia law, an equine activity sponsor or equine professional is not liable for an injury to or the death of a participant in equine activities resulting from the inherent risks of equine activities, pursuant to Chapter 12 of Title 4 of the Official Code of Georgia Annotated." However, such laws should not be relied upon in any part as providing protection in any manner for your organization if any mishap were to occur at the horse show.

***Affiliating Organizations / HIOs (Horse Industry Organization)*** for a Walking Horse show are numerous, making this seem somewhat complicated but it is not. This being said, the committee would be wise to take time and weigh all the options, researching everything each organization (HIO) has to offer in the way of assistance in putting on the horse show. There are also expenses to be considered along with the services each will be able to provide in helping the horse show become a reality. Always remember, the end goal

is to raise funds for the charity, so keeping any and all expenses to a minimum is an important part of the decision making process.

The HIO represents a type of legal "protection" for show management from another perspective and will be discussed below. Affiliating the horse show with an HIO is strongly recommended. A list of affiliating organizations both national and state, along with a contact number or email address, is available in the *Appendix*. It is important to understand more about these organizations and discuss some of the advantages, and 'disadvantages' related to affiliating the horse show and how it will affect the horse show and show management.

HIOs are designed to provide show management with a system to simplify the organization of the horse show. Without getting into any of the differences among these organizations, it is important to look at some of the **advantages** and benefits of affiliating your horse show.

- The HIO will provide the class entry sheets, provide pre-entry sheets exhibitors will need to make their entries
- It will provide show management with a list of licensed judges and their contact numbers
- It provides management with judges cards which the judge will need to officially document their ties for show records and other tools for the judge
- A Rule Book will be part of the show package under which the show will function and any protests will be governed
- Directional Signs are often included that will help guide people to the show grounds, *although you may choose to make more or even use your own special designed direction signs*
- Judge evaluation forms, as well as protest forms will also be included for show management, along with a show manager's report back to the affiliating organization / HIO
- The HIO works with the USDA in the inspection of all horses, thereby removing any federal liability from show management if any violations were to be found with any of the entries before or after having shown  
     { *A very important legal aspect FOR affiliation !* }
- The HIO will assign the proper number of Designated Qualified Persons ( DQPs ) to the show who will be responsible for conducting the inspection of all horses prior to and after entering the show ring
- HIOs and many state associations will be able to assist in providing liability insurance contacts, and in some cases may even provide such coverage through an agency at an economical cost
- Some maintain or assist in maintaining a national level "point system" for exhibitors. State affiliating organizations also maintain a "point system". This enhances the show by attracting more exhibitors.

- Affiliated shows receive free advertising through announcements made in breed publications or in state organization newsletters on a weekly, monthly or quarterly basis.
- The HIO can assist show management in selecting a show date not in conflict with other Walking Horse shows being held in close proximity to your show.
- Some affiliating organizations, particularly with the state associations, may even provide some amount of financial assistance or "seed money" as it is sometimes referred. They may also provide ribbons, etc. to help with a first time horse show.

What are any **disadvantages** of not affiliating the horse show with an HIO or a state association?

First and foremost, if not affiliated with an HIO, Show Management will be assuming full legal responsibility for any entry which does not comply with the HPA or Horse Protection Act passed in 1976 which was written for all horses other than timed event horses. It has become customary however, to inspect only a few breeds selected by the USDA; but if USDA veterinarians, or VMOs, were to come to your show and find any horse, even just one, not in compliance with the federal law, show management would be held fully liable. Furthermore, the list of other items noted as advantages would be non-existent if there was no HIO affiliation. Show management would be "on its own".

While the majority of trainers and owners work daily to care for their horses properly and are successful in being in full compliance with both legal and humane laws, as is found in life in general, there is always the possibility there will be some, if but simply one individual at the horse show, that will try to 'skirt around the laws' for whatever 'edge in competition' is deemed so "important" that the rules and laws must be disregarded. It is this potential 'one' non-compliant entry that show management should be knowledgeable and on guard, striving to protect the effort at hand to raise funds for the charity.

As briefly referred to already, the committee will also desire affiliation with the state or local associations to attract exhibitors that work towards accumulating Show Points, however, no state association is able to offer the legal protection of the federal law as is the case with an HIO affiliation.

Affiliation fees vary from one HIO and state association to another as do the assets that come with affiliation. For this reason it would be wise to check with your local Walking Horse person (*local veterinarians can assist you in finding someone in the area if no one in the group knows of one*) and ask their help in considering affiliations, or look at the list in the **Appendix** to receive direct help from these organizations in your decision process.

Anything worth doing is worth spending extra time and effort to do it properly. The benefit a horse show can make in providing extra finances for the charity beneficiary makes it worthwhile to take the extra time and effort to check things out thoroughly before making any decisions.



## ☞ *Show Management, Show Officials & Volunteers* ☞

As previously mentioned the horse show committee should select show management officials as soon as possible so that more detailed work and soliciting /recording donated funds for the horse show may begin. ***Having the horse show paid for 100% before the show begins is a key point to making a profit for the charity!*** The Show Manager and Show Secretary / Treasurer (*the treasurer can be a different person than the secretary*) are especially important to the planning and development of the horse show. They will most likely be voluntary positions. We will discuss other show officials, and refer to other positions that are extremely important, especially on Show Day.

**Show Manager** - is responsible for the overall organization of the horse show, including hiring the judge and all the necessary people that must be hired. They must see that all the required contracts be negotiated, signed and the necessary arrangements be made. They will handle all the situations that may come up during the show. They "represent" the management of the show and as such, see to it that the safety of all show officials is provided for on show day, as well as have the "final say" to any unexpected decisions that would need to be made the day of the horse show. This person might also decide in some instances to consult with others before making a final decision. That would be their choosing unless the committee has set in writing differently. Otherwise the show manager will have the final say in any matter. The show manager may also elect to delegate someone as an "assistant" to be responsible for the oversight of specific areas of work and keep them abreast of progress or any unforeseen dilemmas that might arise. They must also ensure that no show official nor any member of their immediate family participate in the show as an exhibitor. The show manager should be an individual that is a good leader, can delegate and possesses good oral and written communication skills, as well as people skills. 🐾 ***See Check List***

**Show Secretary** - will have the huge responsibility of making sure all the paperwork is handled correctly, and that all the required information is recorded properly. They will be the person whom will send the necessary paperwork to the affiliating organizations / HIOs with which the show will be affiliated and any IRS forms required. On the day of the show this person will be kept busy in the "Entry Office", where all the exhibitors will come to make their show entries and pay any and all fees that will be required.

Generally, the show secretary also assumes the role of the Treasurer. However, your group might choose to appoint a different person for this task, or the secretary might appoint someone to be their assistant in this capacity.

**Treasurer** - will be responsible for collecting all cash and checks the exhibitors pay as they make their entries. In some cases professional trainers might be allowed to leave an "open check" in the entry office to be filled out near the end of the show to reflect the total entries they made throughout the

horse show. There might also be "scratches" to be considered. This would be a case when it was intended the horse would "show", but later for whatever circumstances the trainer, owner or exhibitor elects not to show and therefore would not be charged any fees. *(This does not include any failed inspections which do not permit a horse to show. No refund is to be made in such a case.)*

Although some committees may elect to pay a "professional show manager to organize and arrange all that is needed to develop the horse show, we will not deal with that in this material. There is reason to believe someone within the committee or community is more that capable of managing the horse show and all the preliminary work that will lead up to it. It is the goal to raise money for the charity, thus all expenses should be kept to a minimum.

**Volunteers** are a very important part of any event! It is impossible to have a horse show without volunteers willing to donate their time and energies to bring about a well organized and smoothly run horse show. A horse show is not, nor should it be an event where one or two people "do all the work" while others stand around and "watch"! A productive show requires a lot of manpower!

Next we will discuss the different tasks and areas of responsibilities that will be required of both paid show officials and Volunteers.

### ~ Entry Office ~

This will be one of the busiest areas throughout the entire show, beginning with the first entry. Several volunteers will need to be utilized here. Use a minimum of four, but preferably more, especially before the show begins to assist exhibitors as they arrive and make their entries for the show as quickly as possible. The **show secretary, treasurer, any assistants to either, and numerous helpers** will be located in the entry office.

It will also be important to have a "**Gopher**"/"**Runner**", working with the entry office. Speedy all purpose helpers! It is possible to use a few younger individuals helping with this job, such as teenagers or pre-teens to add a bit of speed which this task sometimes will require. This job requires taking class sheets to the DQP area so entries can go through pre-show inspections and bringing those class sheets of entries passing inspection to the announcer in center ring in time to introduce the entries and call them to the ring. There will also be "other things" that will develop during the show that will need prompt attention that any age person can handle, but fast legs will come in handy most of the time.

Entries are made and scratched at the entry office. Class sheets are made from entries as they are transferred from the entry sheets made out by the exhibitors on the pre-entry sheets located in the entry area. It will be important to make this a spacious area with shelter provided to protect the volunteers working here throughout the day from sun or rain, as well as

exhibitors as they make their entries or come with questions. Don't forget to have a large quantity of pencils or pens available, too.


Money will also be exchanged in this area, so be sure this can be a secured area. Use a lock box that is easily handled yet can be secured. Have plenty of change on hand for exhibitors that bring cash to pay their entry fees. In most cases, "bad checks" are not prevalent in the horse show community however local/state affiliation organizations may sometimes keep a list of any individuals that may make this a bad practice on a regular basis.

### ~ Center Ring ~

This area is made up of both Volunteers and Paid Officials. Center Ring will be the "center of attention" throughout the horse show.

**Ring Master** – works closely alongside the judge, assisting him/her in various ways such as relaying the gaits called by the judge and other information to the show announcer; lining the horses up at the end of the class and in some case they will be asked to quickly inspect each horse in the line up to confirm each entry has the action devices properly attached or note any other discrepancy. However, some judges prefer to do this, especially when an inexperienced ring master is present. The Ring Master may also be asked to check the entry sheet as each horse enters the ring to see that the correct horses and number of horses have entered the ring for each class. It is best, and most helpful, if this person is a "horse person" and has previous ring master experience. However, it is not a necessity. In a show that has multiple judges, each judge will have a Ring Master as their assistant.

**Ring Secretary** - handles the paperwork once it comes to center ring, such as the entry sheets when the Ring Master has checked the entries. In some cases it is the Ring Secretary that will check to see that the appropriate horses have entered each class. They will also record how the class has been tied by the judge and provide this information to the announcer to present the ties to the exhibitors. This paperwork will be returned to the Show Secretary at the end of the horse show.

**Show Announcer** - will most likely be paid for their services to the show, however in some cases they may also be a volunteer. The announcer helps keep the show going at a steady pace, calls the gaits for the entries per the judge's instructions, and in some respect is a bit of an "entertainer" to the crowd during times when the horses are not performing. They may provide information about the horses and even tell light hearted, family type stories or antidotes. Experience is best, but someone with no experience can get the job done. There may be some community talent out there waiting to be 'discovered'.  *See Appendix Resource 4*

**Organist** - A horse show organist is both entertainer and the heart of the show. It isn't a horse show without organ music. The organist provides lively and upbeat music played to the tempo of the gait requested of the exhibitors by the judge. It is a very long and tiring responsibility, not done by just anyone who plays an organ. Experience is a must. It is possible to purchase a CD of horse show organ music and play this over the speaker system rather than pay for the services of an organist. Many experienced and popular horse show organists have a CD that can be purchased for around \$20. However, it is advisable to hire an organist for your show if at all possible. Prices for their services will vary, as do any expense requirements. 🐾 *See Appendix Resource 5*

**Photographer** - A show photographer is more of a courtesy to the exhibitors at your show, but they are deemed as very necessary by most all exhibitors and are a great asset to any show. The photographer is in center ring taking photographs of each exhibitor and their horse as they perform in the ring. Not just anyone has this skill. It takes experience and talent to know exactly when to 'snap' the camera at just the right moment to capture the "perfect moment" of the horse and rider. There are not a great number of photographers across the country with the experience or talent to do this specialized job. If none is available near you or whose services the show cannot afford, it would be acceptable to have someone to take a photograph of each class winner as it receives its blue ribbon and perhaps other awards. 🐾 *See Appendix Resource 6*

**Awards Coordinator** - has the responsibility to see that all awards ( ribbons and any trophies ) are in order by class and handed to the correct award presenters for presentation to entry winners, as well as coordinate the award presenters before each class. This task will also require time organizing everything before the show begins as well as coordinating the awards before each class is lined up and tied. The day before the show they will work with the treasurer attaching each prize money check or "payback" to each of the ribbons. This is customarily a volunteer job. 🐾 *See Appendix Resource 3*

**Award Presenters** - can be of any age, from children to adults and are non-paid. It is suggested if children younger than teenagers are used, they should be escorted by a parent or other adult. It is also important that an adult escort young children as they present the award to a class winner, due to the fact that some riders are known not to slow down as they ride to pick up their ribbon or come to a full stop to accept their award. Some horses may also be nervous in nature and not stand calmly while the rider is receiving their award from the presenter requiring alertness and extreme caution be taken while around such horses. The safety of all award presenters must be kept in mind and all presenters must be "on watch" and able to move quickly out of the way of a horse if the need arises. For these reasons, it is not strongly desirable to have very young children be used as presenters. A horse show will also last several hours and young children will become restless over time restricted to a small

area and required to sit for an extended period of time. It is a good idea to have several award presenters. Appropriate attire for award presenters can be casual dress however a more formal, dressed up appearance, especially in the evening show, adds a touch of "sophistication" to the show.

**Gatekeepers** - will be needed to "man the gates" to see they are secured properly. Depending on whether the show ring has one or two gates, two or more individuals will be required to perform this important job. They will open the entrance gate on the direction of the announcer at the beginning of each class and close the gate upon the direction of the judge or ring master after each entry has entered the ring. They must also be present and attentive during the class in the event that an exhibitor requests or is granted permission to be excused from the class by the judge before the conclusion of the class.

### ~ Other Jobs in General ~

**Vocalist** - is customarily a local person or group that is invited to sing the national anthem. This may be a paid but more probably a non-paid job.

**Invocation** - A local minister or an individual within the organization is traditionally asked to give the invocation before the show begins.

**Flag Horse** - It is customary to have the flag brought into the show ring by a horse/rider before the national anthem is sung and the invocation given and is a voluntary task. It is appropriate for the Show Manager to call and arrange to have a trainer or other exhibitor coming to the show to do this. However, it is also appropriate to ask a local scout troop, Military Guard troop or ROTC, etc. to present the flag. Involving the community in the horse show as much as possible will help make the show a draw for the people of the community.

**Parking Area Attendants** – should be present during the first half of the show, if not longer, with one person in charge. In some situations spectators will need to pay admission before parking. In such instances have two or more attendants responsible for collecting admission. Be sure you have prepared and have plenty of change available. Numerous attendants will be needed and will help the spectators to park in the most efficient way to accommodate the greatest number of cars in a safe manner. Some attendants should also be present to direct trainers and exhibitors to their specified parking area. A helpful tip - have attendants give each trailer driver a large trash bag. It is an inexpensive way to assist with clean up after the show.

**Ticket Attendants** – should be placed at each entrance to the show ring area, to take admission money, depending on the layout of the show grounds. It is helpful to have at least three or four people present at each entrance.

Remember to provide them with sufficient change and a secure lock box for the money. With this in mind, they need to be capable of making change. *(Try not to offend anyone when being sure they know how to make change –*

*many people today have difficulty making change without a calculator.* ) In order to know that people inside the show area have paid to enter, it is inexpensive to purchase tickets in rolls with both single and double stubs. Give each person a ticket or tear one in half, keeping half to count paid attendance and giving the person the remaining half for proof of their paid admission. This would help any person that needed to return to their car for something during the show to show proof of their already paid admission. Using this method will be helpful to the post show evaluation and summary.

If possible, and as a courtesy and sign of appreciation to the trainers and exhibitors bringing their horses to the show, allow them to enter with Free Admission. You might give them a differently colored ticket stub to use during the post show summary and evaluation process. It is also not appropriate to charge admission of the judge, DQP, organist, etc. to enter the grounds. It has been done, but is strongly discouraged. Remember, without these people you cannot have your horse show.

**Clean-Up Crew** - No show can happen without these folks! Today society seems to have become accustomed to "disposable living". The number of people used on the clean-up crew can be unlimited! The more people used, the less time it will take to clean the entire grounds! It is not recommended to use very young children in case of broken glass or cans and whatever else may have found its way to the ground. Provide a trash bag to those driving horse trailers. This will prove to be great help in the clean-up process! Place numerous 55 gal. containers with trash liners inserted to be used as trash cans throughout the grounds. This will be a big help in cleaning up after the show. Most people will use a trash can if it is conveniently located to them. Have several near and around the concession stand areas, bleacher areas and parking areas. Have two or more people monitor all trash cans during the horse show and change out any full trash bags as needed. Be sure to leave the facility and grounds "cleaner than you found it"!

**Concession Workers** – assist in another means of providing income to the show. Concession stands on the grounds is a must. Check local laws to be sure it is allowed or if any special requirements might need to be met in any respect. The methods of having food and drink on the grounds, and the kinds possible to have are limited only by the creativeness and manpower to help with the food preparation and serving. Horse show folks love home-cooked food like grilled hamburgers and hot dogs, chicken plate dinners and bar-b-que, home baked pies and cakes are big sellers as is homemade ice cream! The band booster club or little league, etc. can be used to man the booth and the costs and profits be shared between the club and show management. This will also get more of the community involved in the show. The show committee should decide if these workers will pay admission to enter.

**Tractor /Driver** - During the course of the show the track surface can become pitted with ruts, etc. depending on the track surface. For the safety of horses and exhibitors it is suggested the track be "drug" or redressed midway through the show to correct any hazardous track surfaces. Arrange to have a tractor with the appropriate drag equipment, and a driver available during the show. The equipment and driver might also be used to help prepare the track before the show. This is often a voluntary service that someone in the community is more than happy to do. If you have a very poor track, a local contractor might also donate the use of a large roller and a driver to help pack the track as a service to the show and community.

**EMS or Paramedics** - It is strongly recommended that an EMS crew be present on the show grounds at all times! This is a MUST! Where there are horses and people, accidents can and do sometimes happen. In large crowds people can also become ill. In many areas, the local EMS will be more than happy to be present free of charge. The EMS is often thrilled to be able to be present to meet the people in the community they serve and permit the public to know them better, too. However, in some areas this will be a paid service. It will vary as to the cost, so check. Even if this service must be paid for - have EMS present and available on the grounds at all times! NO exceptions!

**Water Truck or Small Fire Truck** - a water truck or small fire truck will need to be available to water down dust on the track surface for both the health and comfort of animals and people. It may be possible to obtain this at no charge from the local fire department or a local contractor, along with the driver and manpower to handle the water hose. The local or volunteer fire department may also be pleased to get to meet the public they serve during this time. Don't get too much water on the track and make the track muddy!

**Show Farrier** - It will be necessary to hire the services of a qualified farrier experienced in applying both flat shoes and a padded package. The horse consultant or state association group will be able to help you contact a farrier if you need help. This will likely be a paid task, but will depend on the farrier.

**Show Veterinarian** - Just like people, horses can become injured and require medical attention. Talk with the local equine veterinarian. It is best if they are immediately available on the grounds, however, this may not always be possible. If not, you will need to make arrangements to have an equine veterinarian on call to respond immediately in case of any injury that warrants veterinarian services. In some areas it may be that an equine veterinarian will be attending the show as an exhibitor and is legally available to administer any required medical attention. Again, the local horse consultant or state association may be able to help in acquiring such information.

**Decorating Committee** - This will be a hard working group of creative people! It is customary to decorate the center ring. Decorations for center

ring need not be elaborate, but simple and attractive evolving around a "theme". Let creativity bloom and have fun with the decorations! Stay within the budget though! It is also an excellent idea to have an attractive sign in center ring identifying the horse show that the first place winners of each class stand in front of for their "win" shot to be taken. These photos are sometimes chosen by the exhibitors for advertising purposes for their horse, and also provide your show free advertising.

The list of volunteers and paid horse show officials may seem long, but it takes a lot of people and organization to put on a quality horse show. The importance of a large number of volunteer help from the committee, charity, organization or the public cannot be underestimated! The key to any event, including a horse show, is organization. The key person will be the Show Manager to keep the details coordinated and organized.

The anticipated expenses for the different paid services you will need for your horse show will be briefly discussed later in this Manual. Always remember to negotiate as much as possible to get as many services as you can for free, at a reduced rate or by giving the proper IRS tax donation form to the contributor if tax laws permit and you have the proper certification/tax status to allow your group to do such. Once again, be sure to talk with a certified accountant or local IRS office representative about such first.



**Involve the Community in as many ways as possible!**

**Never Underestimate the Power of *Volunteers!***



## *☞ General Physical Grounds Layout ☞*

A school's ball field or even a local farmer or fellow property owner's land may be available and appropriate for the committee to use for the horse show. Don't forget to learn and understand any necessary insurance details or requirements they might have. This will help you better know what your insurance and liability needs will be. Once again, if the facility you will be using was built for agriculture activities you may not need to be concerned with much of the information in this section as they may to a large extent already be determined and need only a few minor adjustments.

**Secure Area for Pre-Show Entry, also known as the Warm Up Area -** This area must be secured in some manner, if only by a "yellow" rope to designate it as a separate area so not just anyone will wander into it. Entry into this area is very restricted. Only exhibitors, trainers, grooms and those permitted by the rules will accompany the horses into this area to be inspected at the Inspection or DQP Tent, also located in this area. Once an entry has been inspected it is not allowed to leave this area until it enters the show ring.

**Parking Areas** – There should be two parking areas, one for Spectators and a second for Exhibitor / Horse Trailers. As much as possible, keep some distance between these areas to allow for ample safety of people especially small children who might curiously want to "see the horses". Permit EMS to park where they believe provides them the best location for their equipment and easy access if they need to move quickly.

**Entry Office** - This area should be conveniently located to the show ring and DQP station as there will be need to be constant travel between these two areas before and during the horse show.

**Rail Side or Ring Side Parking** – If possible, designate an area along the show ring for rail parking. This is a prime spot for horse show goers and you will be able to charge more for this special parking. An amount of \$20 to even \$30 is not out of the question. If there is a possibility you have a large space available, it is even possible to allow large RV's to also park along the rail. \$40, \$50 or more would be acceptable to charge for these large vehicles.

**Spectator Seating** - Bleachers will hold a lot of people and are often available to be used from schools or little league fields to be brought in and arranged along the rail side. If possible permit people to bring their own chairs and sit in designated areas for the price of their admission. A hillside is great for this! Some arenas may provide for "box seat" seating. A box of 4 to 6 seats would be in a box at a cost per seat plus slightly more to reflect the specialty of such seating. This type seating can be purchased in advance or at show time. Consult the local horse show person for help in prices in your area.

**Portable Toilets** - If the facility being used was not built specifically for horse shows or other events, you may need to rent portable toilets. You can never have too many! Negotiate as good a price as possible and locate them conveniently on the grounds nearest the majority of people. It is helpful to locate one or two on the exhibitors' side of the grounds, too. The closer to the people these areas are located ~ the better! Remember to designate at least two people to monitor the toilet paper or paper towels and soap during the show.

**Concession Stand (s)** - Having this area conveniently located near the seating area may help increase sales. It is not easy passing the aroma of a freshly grilled hamburger, fresh popcorn or the smell of country ham biscuits and a slice of homemade pie or cake without stopping to buy that and more! Be sure to place several trash cans in this immediate area also.

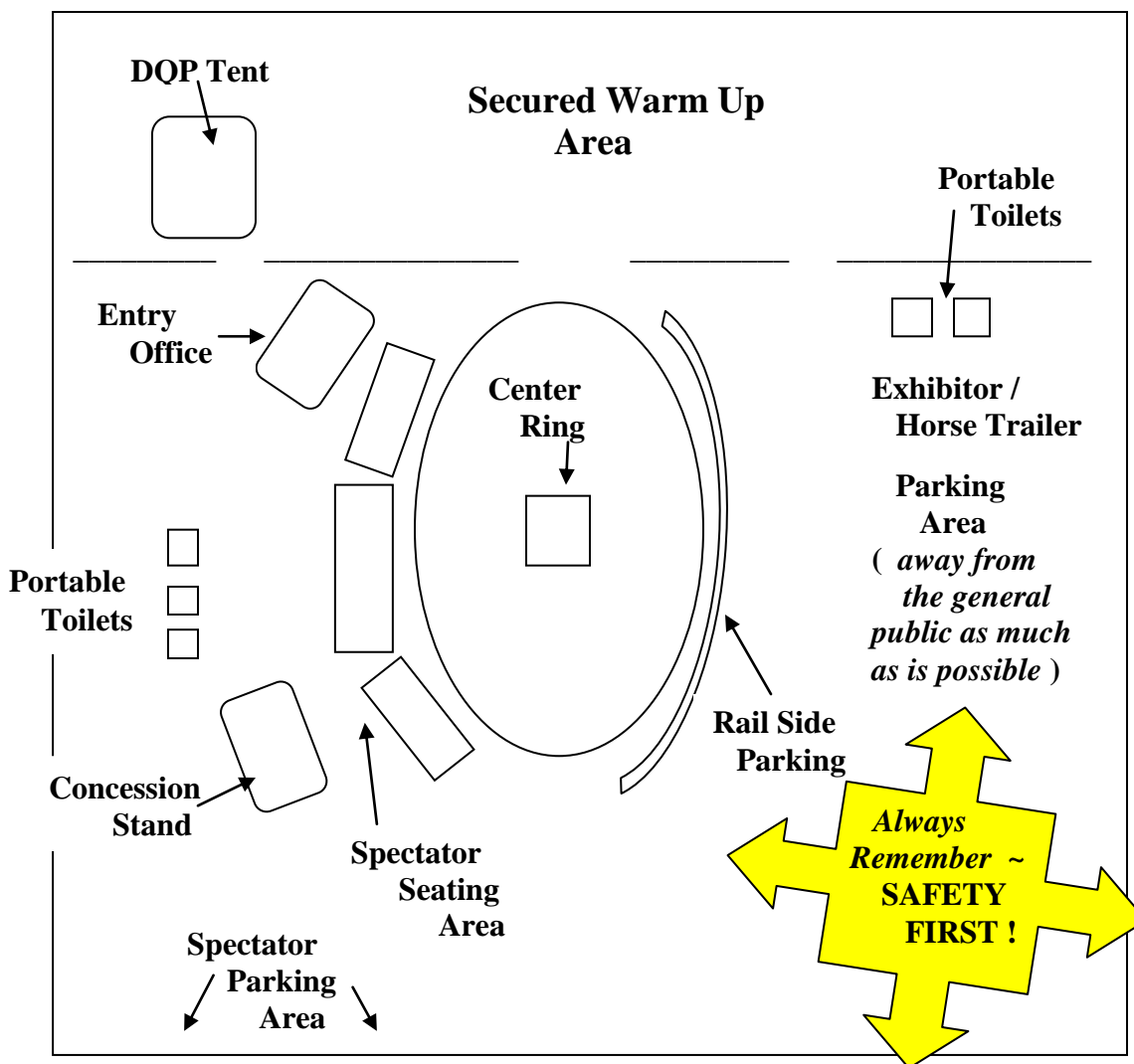
It is important to recall that several areas throughout the grounds will need to have electricity available. While each area is important, electricity will be most vital to the DQP tent, Entry Office, Center Ring and the Concessions Stand(s). In some cases the photographer may also require electricity to recharge camera batteries, etc. in center ring. It would be advisable to inquire about such a need when securing your photographer.

It is always beneficial to have lighting provided in as many areas as possible, especially in parking areas, spectator areas, and the Warm Up area. Most horse trailers are equipped with their own portable lighting systems, but an overall well lit grounds is always appreciated and promotes safety.

It may also be necessary to provide a portable Public Announcement system, or PA system, from which the announcer and perhaps even the organ can be heard by exhibitors, spectators and if possible the entries waiting in the Warm Up area. Many organists have a portable system of speakers they often bring to use. Be sure to check with the organist so any special arrangements can be made in advance if needed.



*~ A General Show Ground Layout Design ~*



Hopefully this example of how a show ground facility might be laid out will give you some helpful ideas if you must create your own layout. There are numerous designs and this is merely one. In this layout you would charge admission upon entry onto the grounds as cars enter to park.

The important thing to remember, as you arrange the grounds and facility is ~ **SAFETY!**



## ☞ *Physical Requirements* ☞

Following is a quick list review of the physical items you will need.

- Show Ring
- PA System
- Lights for the Show Ring
- Lighting for the DQP Tent and Area
- Lighting for the Warm Up Area
- As much Lighting throughout the Grounds as Possible
- Center Ring Structure - may be a gazebo, large tent from a local funeral home ( *it should have covering from sun or weather* )
- Tables and Chairs - for Entry Office, Center Ring, DQP Station, Concessions; don't forget all the people that will be in Center Ring as presenters, etc.
- Inspection Area - Rope or similar material to section off a "secure area" for pre-show entry in the warm up area after inspections
- Tent to cover the DQP's work area & Portable Lighting for Tent
- Warm Up Area - is included in the above inspection area. This needs to be a large area that provides ample room for a large number of horses, people and tack equipment needed to accompany them
- Trailer/Exhibitor Parking Section
- Spectator Parking Section
- Admission / Ticket Entrance
- Ring Side Parking Signs - If rail side parking is available, you will need to section off individual areas along the rail noting the reserved parking spot. It is helpful to number each spot. Printing on the signs should be large and highly visible. If a spot is purchased in advance you might also include the individual or company's name.
- Spectator Seating – bleachers or folding chairs for box seats
- Restrooms - Portable toilets, although not always comfy, are a must if no permanent facilities are present. ( *Don't forget toilet paper.* )
- Tent or tents for Concession Stand(s), tables and chairs
- Concessions - A great way of raising more funds for your charity! Don't forget to provide good hospitality by providing food and refreshments to those working in center ring and in the entry office, and even the DQP area. Hospitality is an inexpensive way to build a good reputation and create a foundation for future growth.
- Trash Cans with heavy duty liners; give trash bag to each trailer
- Tractor with a Farrow to "drag" the track
- Water Truck, could be a volunteer fire truck
- Hand Held Radios or "Walkie Talkies" - These will be extremely helpful with communication among your key workers!





**Miscellaneous Expense Items Continued ~**

Toilet Paper .....	\$ 36 ( 6 - 12 Big Rolls @ \$6 )
Tickets .....	9 ( one roll of 1000 tickets )
Pens .....	2 ( 1 dz. @ \$2 )
Magic Markers - broad type (signs) .....	7 ( 2 @ 3.50 ea )
Paper, Note Pads .....	7 ( 1 pk. of 12 )
Poster Board (signs) .....	5 ( 1 pk. of 10 white )
	or 17 ( 1 pk. of 17 colors )
Trash Can Liners, Heavy Duty .....	18 ( box of 50 ct. 55 gal. )
Inexpensive Rope (sectioning off areas)..	30 ( 6 rolls of 1/4" x 50' )
Postage for Show Flyers .....	depends on mailing list
Arena Rental/Electricity for Lights, etc...	will vary from a couple of hundred per day and up. This will be a major expense. However, if the facility is privately owned they may consider accepting a tax deduction donation for the cost instead.

*Note:* HIOs will often provide some type of directional arrow signs to mark the route to the horse show free of charge, so don't forget to ask.

Prices listed were received from Bi-Lo grocery store, Home Depot, Staples, Ace Hardware, and Wal-Mart. Don't leave your shopping until the last minute ~ Shop sale prices to save money! Don't be afraid to ask for donations or reduced prices from retail stores! Enlist community support.

Before the cost of show ribbons and awards can be considered, you must know how many will be needed. The show example used was considered a small one night horse show by many standards. A decision was made to establish the show as one that an exhibitor or trainer would gladly drive an extra distance, even from neighboring states to attend. For this reason, trophies were given for every class winner and eight ribbons were available for class participants to win in each class to enhance the probability for exhibitors to take home a ribbon award. Many smaller one night horse shows only have five placings and no longer give a trophy award with a first place tie. Making similar decisions are the responsibility of the horse show committee.

An actual show schedule will be reviewed next to see exactly what will be needed in the number of awards to be purchased.



## ~ The Show Schedule ~

The local horse consultant or the state association can help the committee create a show schedule if necessary. At this stage the committee will have decided on the type of horse show. Include classes that will tend to have the most number of entries. Examples of different type show schedules can be found in the *Appendix*, but for purposes of calculating costs for ribbons and awards the reduced view of an actual show schedule below is used.

### ~ 1st Annual Walking for Disabilities Horse Show ~

To benefit the Colleton Disabilities Foundation

**October 29, 2005 at 4:00 pm**

1256 Rodeo Drive ♦ Double D Arena ♦ Walterboro, SC

Judge: Honorable \_\_\_\_\_

- |   |   |
|---|---|
| <ol style="list-style-type: none"> <li>1. Lead Line</li> <li>2. Weanlings Open</li> <li>3. Park Pleasure Model Plantation</li> <li>4. Walking Youth 11 years &amp; under</li> <li>5. Yearlings Open</li> <li>6. Lite Shod Western Specialty</li> <li>7. 2 yr. old Open</li> <li>8. 15.2 &amp; under Amateur Specialty</li> <li>9. Park Pleasure Western</li> <li>10. Ladies Amateur Specialty</li> <li>11. 3 yr. old Open</li> <li>12. S.C. Members Only Specialty</li> <li>13. 4 yr. old Amateur Specialty</li> <li>14. Show Pleasure Open Specialty Specialty</li> <li>15. Youth 12- 17 Specialty Specialty</li> <li>16. Lite Shod Youth Specialty</li> <li>17. Amateur Owned &amp; Trained Specialty</li> <li>18. Park Pleasure English Specialty</li> </ol> | <ol style="list-style-type: none"> <li>19. 2 yr. old Amateur</li> <li>20. Park Performance Specialty *</li> <li>21. Pony 17 years &amp; under Specialty</li> <li>22. 3 yr. Old Amateur</li> <li>23. 15.2 &amp; under Open Canter</li> <li>24. Men's Amateur Specialty</li> <li>25. Pickens County Members-Specialty</li> <li>26. Open Specialty</li> <li>27. Lite Shod English Specialty</li> <li>28. Amateur 50 yr. &amp; Older Specialty</li> <li>29. 4 yr. Old Open Canter</li> <li>30. Lite Shod Championship Specialty</li> <li>31. Show Pleasure Amateur Specialty</li> <li>32. Park Pleasure Championship</li> <br/> <li>33. SCWHA Ladies Aux. Members-Specialty</li> <li>34. Amateur Championship Canter</li> <li>35. Grooms Class Specialty</li> <li>36. Walking Horse Championship</li> </ol> |
|---|---|

~ 30 Minute Intermission ~

\* 2004 was known as Limited

Performance

**Admission:**

Adults and children 7 & older \$ 5  
 Children 6 & under Free

**Affiliated by:**

National Horse Show Commission, Inc.  
 South Carolina Walking Horse Association

Class                      Entry Fee                      Prizes

1                                      none                      Ribbons & Medallions to each entry

2-31,33 & 35                      \$26                      \$60-50-40-30-20-R-R-R

30,32 & 34                      \$36                      \$70-50-45-40-30-R-R-R

36                                      \$56                      \$200-140- 90-70-50-R-R-R

Trophies will be presented to winners in Classes 2 - 36.

**Contact: Show Chairman**

Criss Soard ( 843 ) 555-5555



## ☞ Ribbons, Trophies and Other Awards ☞

Using the show schedule shown on the previous page, let's look at the cost of the ribbons, trophies and other awards to be given at the horse show. Remember these prices have varied slightly since they were relevant. However, this difference should not be substantial.

### ~ Cost of Ribbons, Trophies ~

A list of award companies are given in the *Appendix* to aide you in your search for ribbons and awards. Remember to compare prices and quality before purchasing your ribbons and trophies, then decide based on your budget.

Ribbons: style "Carlisle #248" 15" w/ double rosette & 3 streamers

class 1	10	
classes 2 - 31, 33 & 35	248	
classes 30, 32 & 34	24	
class 36	<u>8</u>	
	290 ribbons @ \$2.00 ea.	\$ 580.00

Sashes: style "Kingston #326" championship winner  
tri-color w/ double rosette

classes 30, 32, 34 & 36	4 @ \$6.00 ea	\$ 24.00
-------------------------	---------------	----------

Back Numbers: ordered in lots of 50 (i.e. 1-50; 51-100; 101-150; 151-200)

	200 @ \$.31 ea	\$ 62.00
--	----------------	----------

Shipping and Handling on above      \$ 26.64

**Total on Numbers & all Ribbons      \$ 692.64**



Trophies awarded to all first place winners classes 2 - 31, 33 & 35

	31 total @ \$12.38 ea.	\$ 383.78
--	------------------------	-----------

Trophies for classes 30, 32, 34 & 36 ( somewhat larger for championship )

	4 total @ \$23.93 ea.	\$ 95.72
--	-----------------------	----------

**Total Cost of all Trophies      \$ 498.68**

*Note:* Medallions have been donated to give to each child participating in the stick horse class. No Cost to the show.

## ~ Special Donated Trophies or "Challenge Trophies ~

Perhaps there are horse people or community clubs or businesses that would like to present a "challenge trophy" to certain class winners, especially in the Championship class or classes. These trophies may have a little bit of "flair" or are "special" in some manner and are given in honor or memory of a beloved horse, family member or in honor of a unique and special club member or individual in the community.

Normally, individuals or companies will purchase this type of trophy themselves. Most of these type trophies must be won a specified number of times, such as 3 times by the same owner/horse, or whatever is desired by the donor for the winner to retain permanent possession of the trophy. A "challenge" trophy would be in addition to the regularly planned trophy if such is presented to class winners. Those donating the trophy would also be responsible for keeping the trophy during the rest of the year until a permanent owner has acquired the right to retain the trophy, unless of course you or someone on your committee would agree to store the trophy, if the donor so desires. Most donors will replace the trophy with another one when the trophy has been 'retired' by an exhibitor or owner.

## ~ Awarding Cash Prizes ~

Cash prizes are made in the form of a check written by the show treasurer made payable to "Cash" in the appropriate prize amounts chosen by the show committee and printed on the show schedule. Checks are most commonly attached to one of the streamers of the ribbon in advance of the show to save time. (*stapling the check to the streamer is fine. but try to do so in as inconspicuous a place and manner as possible*) 🐾 **See Appendix Resource 3**



**☞ Sponsors and Sponsorships ☞  
& Projecting Potential Profit**

Classes, Ribbons, Trophies and Championship Sashes will be purchased using Sponsorship donated monies. Sponsorship donations are also the means to raise the prize money to be awarded. Sponsorship money also provides the funds to purchase items for the show and cover the necessary expenses of the show. Excess sponsorship money is then added to the benefit profits of the show. **Remember, all show expenses should be paid for before the show!** The example given below is of the amounts used to project costs and profits for the actual horse show shown on page 24. Listed are the actual ribbon and trophy costs, including the shipping amount.

	<u>Sponsorship \$</u>	<u>Actual Costs</u>	<u>Profit</u>
Lead Line Class (ribbons only required)	\$ 00.00	\$ 20.80	\$ ( 20.80 )
31 Regular Classes	300.00	200.00	100.00 x 31
3 Championship Classes	325.00	235.00	90.00 x 3
Stake Championship Class	650.00	550.00	100.00
35 Class Ribbon Sponsors	35.00	16.64	18.36 x 35
4 Championship Sash Sponsors	25.00	6.24	18.76 x 4
35 Regular Class Trophy Sponsors	40.00	13.88	26.12 x 31
4 Championship Trophy Sponsors	50.00	24.19	25.81 x 4

~ **Entire Class Sponsorship** - This would include prize money, ribbons, trophy and in the championship classes the sash.

Lead Line Class (ribbons only) @ \$20.80 total cost ( <i>The show picked up this cost</i> )			
31 Regular Classes @ \$375.00	<b>Actual Cost</b> @ \$230.52	<b>Profit</b> @ \$ 144.48 x 31	
3 Championship Classes @ \$435.00	<b>Actual Cost</b> @ \$282.07	<b>Profit</b> @ \$152.93 x 3	
Stake Championship Class \$760.00	<b>Actual Cost</b> \$597.07	<b>Profit</b> \$157.93	

Regular Class Sponsorships.....	\$ 3,100.00
3 Championship Sponsorships.....	270.00
Stake Class Sponsorship.....	100.00
35 Ribbon Sponsorships.....	642.60
4 Sash Sponsorships.....	75.04
31 Regular Class Trophy Sponsors.....	809.72
4 Championship Trophy Sponsors.....	103.24
Lead Line Class Ribbons.....	( 20.80 )

**Projected Profits from Class Sponsorships \$ 5,079.80**

**~ All Projected, Known Incoming Monies ~**

A National Breed Organization ( <i>seed money provided for first time shows</i> ) ( <i>note: the organization used no longer provides this</i> ).....	\$ 1,000.00
A State Association ( <i>seed money provided for up-starting shows</i> ).....	500.00
Projected Profit from Sponsorships.....	5,079.80
Projected Admissions ( <i>a low projection of 200 paid admissions @ \$5</i> ).....	1,000.00

( *at the time of this show, the affiliating HIO required that \$6 of all entry fees be sent to the affiliating HIO to cover inspection fees ; for example, 100 regular paid entries @\$21 each, 15 championship entries @\$32 ea. and 5 stake class entries @\$50 ea. would = a profit of \$2,830. The goal was to have 200 entries at this first show! )* )

**Total Projected, Known Income Money \$ 7,579.80**

( *notice NO entry fee monies are included in this projection as it was not a known amount at the time of the projection* )

**~ Projected, Known Expenses ~**

HIO Affiliation Fee .....	\$ 50.00
( <i>other expenses will come directly from extra \$6 added to the entry fee</i> )	
Judge .....	450.00
( <i>local hotel donated a motel room for two nights, Fri. and Sat.</i> )	
DQP.....	0.00
( <i>local hotel donated a motel room for Saturday night</i> )	
Announcer.....	300.00
( <i>local hotel donated a motel room for Saturday night</i> )	
Organist.....	250.00
( <i>local hotel donated a motel room for Saturday night</i> )	
Photographer.....	100.00
( <i>mileage fee all that was asked for - hotel donated a room for Sat. night</i> )	
Farrier.....	0.00
( <i>came for no fee and no room or expenses were requested</i> )	
Show Equine Veterinarian.....	0.00
( <i>local vet no fee charged - will respond "on call" basis + an equine vet stated they would be in attendance as an exhibitor and respond if needed</i> )	
Miscellaneous Expenses.....	871.06
( <i>this includes liability insurance &amp; program printing if not donated</i> )	
Back Numbers ( <i>shipping and handling included</i> ).....	64.48
Ribbons & Sashes ( <i>shipping and handling included</i> ).....	628.16
Trophies ( <i>shipping and handling included</i> ).....	498.68

**Total Projected, Known Expenses \$ 3,212.38**

☞ *Current Projected Total Profit from the Horse Show* ☞

Projected, Known Income Monies	\$ 7,579.80
Projected, Known Expenses	<u>3,212.38</u>
<b>Total Projected Profit</b>	<b>\$ 4,367.42</b>

**Remember**, monies received for Ads sold to be printed in the show program are to be added to the Profit amount of "Known Income" later when the total is known!



Curious about the results for this actual first time show?

**126 entries** ( *some horses may have entered more than one class so counting entries is the best way to look at the horse count* )



While this was an exciting donation for the charitable beneficiary, especially considering this was a first time horse show and almost everything went smoothly, it is no guarantee your first time show will achieve the same success. It is possible your committee's show could do less and again, it might achieve even better success and raise more donation funds for the charity! Remember your goal - have all monies in hand to have the show paid for *before* the date of the horse show!

You may live in an area that has fewer horses, although these numbers might be considered low in many areas. Then again it could be more entries than would be possible in other areas. This is why it is very important to know your area and learn of the exhibitors that you hope will come to your horse show. Make a personal phone call and send a show schedule along with a personal invitation to them. Don't forget exhibitors and trainers who live in neighboring nearby states.

The area this particular show was held generally has warm temperatures in the fall and the weather for this show was perfect. It was a sunny fall day with great temperatures during the day, although it got very chilly come night fall, which was not typical! The following year there were six less entries and the show again produced another large profit for this non-profit foundation.



## ☞ *Areas for Potential Income* ☞

There are several methods to raise funds for your horse show. Below are just a few. But these by no sense of the imagination are all the possible methods to raise show funds.

**Community  
Involvement!**

**Concessions** - the Health Dept. may need to be contacted to learn local codes or regulations that must be adhered to, so give them a call. Homemade baked goodies at a horse show and ice cream, grilled hamburgers, hotdogs, etc. are great money makers at a horse show. Most homemade food is donated, so the sale of such items would be clear profit to the show.

**Rail Side Parking** - has already been mentioned. If at all possible allow some space for this along your show ring.

**Camper Hook-Ups** - In some cases people will like to bring their RVs to the show and park for the day. Again, \$20 up or more is not out of reason for this. I would suggest not allowing overnight parking for the first show, as this will likely effect the arena facility cost as well as the liability insurance expense.

**Vendors** - at a one day show is also an appropriate idea. There are local people, businesses, or horse related businesses with tack or other equipment. For a one day show that lasts most of the day a charge of \$30 to no more than \$100 might be appropriate. If any business makes a large donation or gives a large sponsorship to the show, you might allow them to bring some of their product to the grounds to display without any extra charge. For example there might be a local feed store or trailer sales business in the area that would bring a horse trailer or two or other of their product line to display.

**Silent Auction** - during the show this is a great way to raise more show funds! You can solicit items from area businesses and individuals for the auction. Services, vacations, various items both "horsey" and non-horse related are great! Have them displayed in a weather safe secure area and frequently announce from center ring where the auction is and exactly when it will end.

**Garage/Yard Sales** - are a great way to gain seed money for the show! Every member of the show committee or organization will have something they can donate after cleaning out a room, the garage, basement or attic.

**Program Ads** - to sell for businesses to advertise in the show program is another great way to generate funds for the show and charity. It is recommended that larger class sponsors or donors be given a free courtesy ad of a predetermined size. Specify the size of the ad according to the amount of the sponsorship. Sell other ads of specified size and price to local businesses or individuals. Most every community business or organization will be happy to buy an ad in support of the charity. The program should contain a class sheet of the show and list each class on a separate page noting all sponsors of the class. It should also include information pertaining to the charity the show is benefiting as well as information about the breed.



## ☞ *Post Show Evaluation* ☞

A week or two after the show have a meeting of all committee members and key local people involved with the horse show to evaluate each area of the show. Have prepared a short evaluation form for those show officials, such as the judge, announcer, etc. who were part of the show to enable you to get their comments and suggestions about the show from their aspect and ways you might improve those areas. *See Appendix*. Getting such information verbally is helpful, but having it in written form will prove beneficial at this later date. List the positive things and areas of the show that ran smoothly, as well as those that had problems and will need some kind of future change or improvement.

Perhaps you needed more volunteers in specific areas or fewer in others. Maybe the trash cans should be placed differently or have additional ones in some areas. How did clean up after the show go? Have enough toilets? Go over every small detail of the show while it is "fresh" on everyone's mind. An assessment of the show will make your next show even better!

Be sure you appointed someone to take pictures of the many different facets of preparation and work before, during and after the horse show. It will help during the post show evaluation and serve to preserve the show from a "memory" aspect. The experience of having your first show will no doubt generate better ideas and new ways to improve your next horse show.





Never  
Underestimate  
the Power of  
***Volunteers!***



**Involve the  
Community in  
as many ways  
as  
possible!**



*Best Wishes  
for a  
Wonderful  
Show!*

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# ◆ NOTES ◆

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