What is your Event & What is the Purpose or Goal

Clinic

Why would someone attend?

Horseshow

What would be the benefit to attending?

Fundraiser

How does it benefit the cause?

Commit to producing the best event possible

Take action

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

Success is.... Achieving the Desired Result
S~M~A~R~T
Creating a Goal

Specific
Measurable
Attainable
Realistic
Time Frame

Details

Communication

Start at the Beginning

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

If you Fail to Plan you are Planning to Fail

- Benjamin Franklin

Advertising & Sponsorship

Go to the people!

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

Connections ~ Develop connections by networking

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

(c) KSM Enterprises Inc.
Potential problems

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

Clinics - The Clinician

Who to hire

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

Clinics - The Schedule & Logistics

- How do you schedule the day?
  - Start time
  - Lunch
  - Dinner
  - Part of the schedule?
  - Provided or additional?
  - Time Scheduled to care for horses
- How does the clinician format their clinic?
  - Group, half day, all day, hourly
  - Private, length of lesson
  - Semi-private, length of lesson
- Are there additional expenses?
  - Hotel
  - Travel, airfare or mileage
  - Meals
  - Transportation
  - Cancellation fees
  - Deposit requirements

- What is the clinician’s facility requirements?
  - Area size
  - How many can safely ride at the same time
  - Needed equipment
- What does the clinicians prefer?
  - Assistance
  - Food, snacks, drinks
  - How accessible to the public do they want to be
  - Do they have product to sell
Clinics - Where to hold your clinic

- Arena; size, footing, lights, materials
- Indoor
- Trails
- Sound system
- Parking
- Restrooms

- Stabling
- Campers
- Spectator seating
- Hospitality services
- Surrounding area
- Support staff

Clinic Personnel & Volunteers

- Day of operations manager
- Parking attendant
- Admission table / at the door
- Product sales table
- Stabling manager
- Arena ground crew/assistant
- Medical personnel

- Food truck/ table
  - Breakfast
  - Lunch
  - Dinner

- Transportation
  - To & from airport
  - To & from hotel
  - To & from meals.

Clinic $$

- How do riders pay?
  - Check
  - Cash
  - PayPal
  - Credit card

- What are the payment requirements?
  - How much down payment,
  - Deadlines
  - When is remainder due

- What do auditors pay?
  - Prepay, deadlines
  - At the door

- What can sponsorship pay for?
  - Clinician
  - Meals
  - Facility
  - Advertising opportunities
Clinic final thoughts

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

Events

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

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Where</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>Phone</td>
<td>Email</td>
</tr>
<tr>
<td>Create budget</td>
<td>Committee Chair &amp; Members</td>
<td>Organize Subcommittees</td>
</tr>
</tbody>
</table>

Personnel
- Day of operations manager
- Parking attendant
- Admission table/ at the door
- Product sales, silent auction, table
- Stabling, scribe, volunteer manager
- Food truck/table
- Arena ground crew/administrator
- Medical personnel
- Transportation
  - To & from airport
  - Hotel, meals

Event $$

Facility  Insurance  Advertising  Hospitality  Breakfast  Lunch  Dinner  Snacks  Water  Printed materials  Awards  Prizes  Equipment  Materials  Mailings

How can people pay you.
- Check
- Cash
- PayPal
- Credit card

Payment requirements
- How much down payment,
- Deadlines
- When is remainder due
- Sponsors/advertising
- Identify opportunities

Fundraiser

Primary purpose is to raise funds

Optimism is the best Way to see life
Fundraiser

Establish your goal
Be ‘SMART’
Be specific ~ What $$ do you raise and for what?

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

To Begin
- Chairman
- Committee members
- What is the name
- What is the concept
- Where to be held
- Date
- Cost
- Materials needed
- # of volunteers needed

Committed
- Create budget
- Advertising plan
- Sponsors
- Personnel/ volunteers
- Schedule
- Establish payment options
- Supply box
- Packing list
- Completed follow up. Thank you's

Horseshows

(c) KSM Enterprises Inc.
Horseshows

- Type of show
- Level of show
- Held in conjunction with another organization

- Hire manager
- Hire secretary
- Set date
- Reserve facility
- Sign contract
- Prepare budget
- Put down deposit

Horse Show Staffing

Important Key Positions
- Judges
- Steward
- Announcer
- Vet on call or on site
- Farrier on call or on site
- Hire EMT
- Paddock master(s)
- Ring master(s)
- Hire food vendor

Support staff or volunteers
- Gate people
- Ribbon master
- Ribbon presenter(s)
- Timer(s)
- Runner(s)
- Parking attendant(s)
- High score/ scoring people
- Scribe(s)

Horse Show Paperwork

- General information
  - When
  - Where, GPS address
- Contact information
  - Before the show
  - Day of the show
  - Address to mail entries to
  - Deadline for entries
- Create Prize List
  - Get appropriate approve for prize list
  - Print prize list
  - Hard copy real prize list
  - Email prize list
- Create contracts & Mail contracts
- Create patterns
- Create obstacle courses
- Make copies of patterns
- Make copies of obstacle courses
- Make copies of dressage tests
- Obtain insurance
- Order ribbons
- Press releases
- Calendar listings
- Sponsor letters
- Sponsorship forms
- Invite vendors
Horse Show More Paperwork

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

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

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

Contact facility for day of
- Day of contact name & phone #’s
- Arena prep
- Equipment needed
- Stabling

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

Horse Show Set Up

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

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

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

- Clean up
- Write Checks
- Organize class results
- Wrap up show notes
- Budget review
- Thank you cards
Thanks!
Kara Stark-McGrew
KSM Equestrian Enterprises
914 Duck Pond Rd
Newton, NJ 07860
Dmcgrew@embarqmail.com
973 579 9537
www.KSM@eque.com
Dear Name,

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

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

That’s where you come in!

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

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

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

Sincerely, [or With warm regards,]

Signature of a leader in the organization

Typed name of organizational leader
Dear Name,

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

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

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

If you are interested, simply fill out the information portion of this letter, below to let us know what time you would like to volunteer and what you would like to do during our [event]. Or call (Name) at _________________ to discuss your options.

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

Sincerely, [or With warm regards,]

Signature of a leader in the organization

Typed name of organizational leader

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Circle what works best for you, and we’ll get back to you to confirm

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

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

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

Name _______________________________________________

Phone # ________________________ email _______________________________
Dear Name,

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

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

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

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

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

Sincerely, [or With warm regards,]

Signature of a leader in the organization

Typed name of organizational leader

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