

# Introduction to Working Equitation Show Managment

- **EVER WANTED TO PUT ON A SHOW?**
- **DO YOU WANT TO HAVE SHOWS CLOSER TO YOUR AREA?**
- **ARE YOU ORGANIZED AND A GOOD LEADER?**

**Via Zoom, April 30<sup>th</sup> & May 6<sup>th</sup> 5:30 pm Pacific Time**



**LOGISTICS**

A colorful grid representing a calendar or schedule. It has columns for days of the week and rows for dates, with various colors (green, yellow, red, blue) highlighting different sections.

**SCHEDULE**



**BUDGET**



**AWARDS**

# Why do YOU want to put on a show?

- Have an opportunity to compete close to home.
- Give friends an opportunity to compete and learn.
- Learn more about the sport.
- Enjoy a challenge.
- Promote the sport.
- See people enjoy their horses and learning new skills.
- Develop community and camaraderie in your horse circle.
- Earn money?

Focus this evening is on one day shows and schooling shows because this is an introduction.

# Schooling Show or a USAWE Licensed Show?



## Schooling Show

- Slightly more cost efficient
- Less reporting
- Often more inviting to new competitors
- Great place to learn, for both competitors and show staff
- Still a lot of work, and needs to be of a quality due to the sport

## Licensed Show

- Rules require more expenses for Riders and Management.
- Riders may earn National Leaderboard points and qualifying scores
- LO's required
- Must be correctly branded
- More work, more details, possible consequences
- Reports

# How to Start - 4-5 months before show

1. Identify the Manager, Show Committee Chair, Committee Members, Show Secretary
2. BUDGET - develop a working budget.
3. Choose the date, look at other events in area.
4. Facilities - Find a venue within your budget, or work your budget around your venue fees.

# Budget - Most Critical Starting point

Understanding the Financial commitment, Who takes the financial risk, Who earns the Profit?



- Who is the Manager
- Business, LLC or Corporation
  - Affiliate Organization
    - Private Individual
      - Partnership
        - Club

## Sample Budget for 1 day WE Show

| Description                                                   | Income     | Expenses   | Optional Income/Expenses Items that are often donated |
|---------------------------------------------------------------|------------|------------|-------------------------------------------------------|
| Entries 18 total 12 at \$175 for L2-L7 6 at \$130 for L1      | \$2,880.00 |            | \$900.00                                              |
| Office fee of \$30                                            | \$540.00   |            | \$180.00                                              |
| Stalls \$25 and/or camping                                    | \$350.00   | \$225.00   | \$180.00                                              |
| USAWE Fees \$4/entry                                          |            | \$72.00    | -                                                     |
| Venue - Arenas                                                |            | \$600.00   |                                                       |
| Event insurance - avg                                         |            | \$100.00   |                                                       |
| dressage court, obstacles, tables, chairs, rental or delivery |            |            | -\$600.00                                             |
| Judge \$450/day, airfare, hotel, food,                        |            | \$1,250.00 |                                                       |
| TD 1 day plus 1 night hotel                                   |            | \$500.00   |                                                       |
| Scribe, Tabulator, \$75/day                                   |            |            | -\$150.00                                             |
| Show Manager Fee                                              |            |            | -\$450.00                                             |
| Food for Volunteers and competitors for lunch                 |            |            | -\$150.00                                             |
| Hospitality bags - donate                                     |            |            | -\$100.00                                             |
| Office Supplies                                               |            | \$75.00    |                                                       |
| Ribbons                                                       |            | \$350.00   |                                                       |
| Cash awards, trophies or other awards                         |            |            | \$1,000.00                                            |
| Sponsors                                                      |            |            | \$1,250.00                                            |
| Totals                                                        | \$3770.00  | \$3172.00  | \$2,036.00                                            |

# Facilities - Considerations

**Competition Arenas -**

**Quality of surface/grooming**

**dressage arena 100' x 160'**

**EOH - 100' x 200'**

**Warm up arena**

**Stabling - Trailer Parking**

**Obstacles**

**Move in - Move out days**

**Office - tables, chairs, wifi**

**Parking**

**Restrooms**

**PA system**

**Location - hotels- restaurants**

**Trash cans**

**Insurance Requirements**



# PEOPLE - Staff, Officials, Volunteers

Show Committee - 3-7 people contributing to the planning and running of the show, should be involved from the beginning.

Officials/Staff - Judge, TD, - Hire and contract as soon as facilities and dates are confirmed.

Volunteers during the Show - Secretary, Tabulator, Scribe, Gate Steward, Paddock Steward, Announcer, Arena Crew, Runner, Barn Manager, Timer, Driver, Hostess, Obstacle coordinator,

# Licensing, Promotion, Insurance

- Application for USAWE license - as soon as date, location and officials are known
- Announce the Date as soon as known - 3 months prior, advertise beyond your circle.
- Insurance - purchase or obtain certificates

# Entry Forms/Prizelist

2 months prior, publish and promote every week till close of entries

## REQUIRED

- Electronic form -
  - Google Form, Jot Form
- Release of Liability
- Media Release
- Statement of Refund Policy
- Secretary Contact information
- USAWE #, Horse recording #
- Level and Division
- Competitor Contact information

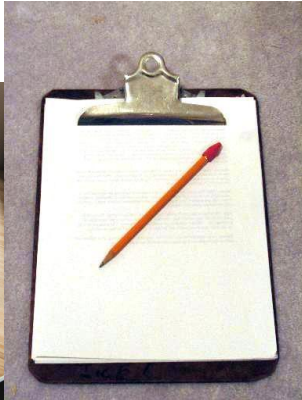
## Highly Recommended

- Description of Facilities
- Officials
- Awards
- Sponsorship opportunities
- Volunteer opportunities
- Electronic Invoice, payment options
- Amenities in area,
- Sponsoring Businesses
- Confirmation
- Waiting List

# Volunteers

Recruiting for key volunteers - Scribe, Tabulator, Announcer, Gate Steward: same person all day, need training or experience.

Recruiting for more flexible positions - arena reset crew, course set up, runners. Can be switched easily during the day, don't overwork your volunteers, ½ day is plenty.



# Sponsors - Cash - In kind - other?

## Benefits to the Sponsor

- Announced during show
- Banner
- Appreciation certificate
- In kind donations- marketing items, samples
- Gift certificates, cards



## Who can Sponsor?

- Veterinarian, Tack Store, Feedstore
- Realtors
- Trainers
- Beauty Salon
- Restaurants
- Liquor Store
- Friends/Family
- Body Worker
- Facility owner

# Ribbons and Awards



- Order 4-6 six weeks in advance, have an idea of entries.
- Show committee's choice on number of ribbons and awards(divisions)
- Ribbons in each trial 1st - 3rd or Ribbons for Overall Placings 1st - 8th
- Awards for Champions, High Point EOH, High Point Dressage, Fastest Time
- Other Special Awards? DQ Awards
- Door Prizes
- Be creative, delegate, keep your budget in mind.



# Show Preparations - 2 weeks prior, or upon close of entries

- Course Design - Request from Judge or TD
- Obstacle inventory
- Logistics of Move in
- Secretary - entry data
- Printing Score Sheets
- Organize office supplies
- Confirm with Volunteers/Staff
- Informational email to competitors and volunteers
  - Location, directions, facility map
  - Schedule, move in, Office hours
  - Weather
  - Special circumstances
  - Contact phone number case of emergencies
  - Course Maps

# Show Schedule

|                                              |                                               |
|----------------------------------------------|-----------------------------------------------|
| Show Schedule<br>One Arena<br>18 competitors |                                               |
| 7:30 AM                                      | check in                                      |
| 8:30                                         | Dressage 18 rides x 8 min each                |
| 10:00                                        | Break - Judge and Scribe need to take a break |
|                                              | continue with Dressage                        |
| 11:30                                        | Course Set or EOH/Course Walk -               |
| 12:00                                        | Lunch                                         |
| 1:00 PM                                      | EOH 18 rides x 10 min each                    |
| 3:30                                         | Course Reset/ SPEED Course Walk               |
| 4:40                                         | Tear down the course                          |
| 5:00 PM                                      | Awards                                        |

# Order of Go - Versus a Schedule

|             |                      |                         |            |                                                   |                         |            |
|-------------|----------------------|-------------------------|------------|---------------------------------------------------|-------------------------|------------|
|             | Dressage Arena       | Hon. - Erica Peet       |            | EOH and SPEED<br>Arena - Hon .<br>Doreen Atkinson |                         |            |
| 8:00-8:30   |                      |                         |            | Course Walk                                       |                         |            |
|             |                      |                         |            |                                                   |                         |            |
| 8:45:00 AM  | Shantel Glick        | Rebels Dun It           | L2 Amateur |                                                   |                         |            |
| 8:53:00 AM  | Steve Hill           | Romeo (Rise of the Cat) | L2 Amateur |                                                   |                         |            |
| 9:00:00 AM  | Kris Mehrabani       | Bristol Bling Boon      | L2 Amateur |                                                   |                         |            |
| 9:08:00 AM  | Beth High            | Olympia Star            | L2 Amateur | Shantel Glick                                     | Rebels Dun It           | L2 Amateur |
| 9:16:00 AM  | Marcella Kline-Green | Dash N King Slide       | L2 Amateur | Steve Hill                                        | Romeo (Rise of the Cat) | L2 Amateur |
| 9:24:00 AM  | Mike Green           | Supa Dupa Hott          | L2 Amateur | Kris Mehrabani                                    | Bristol Bling Boon      | L2 Amateur |
| 9:32:00 AM  | Ginger Franz         | Kilate RM               | L2 Amateur | Beth High                                         | Olympia Star            | L2 Amateur |
| 9:40:00 AM  | Angela Braunreiter   | Genuine Holly Lena      | L2 Amateur | Marcella Kline-Green                              | Dash N King Slide       | L2 Amateur |
| 9:48:00 AM  | Nori Shaw            | Ethan                   | L2 Amateur | Mike Green                                        | Supa Dupa Hott          | L2 Amateur |
| 9:56:00 AM  | Jane Hudon           | Lltazisacorona          | L2 Amateur | Ginger Franz                                      | Kilate RM               | L2 Amateur |
| 10:04:00 AM | Melody Smith         | Zorro                   | L2 Amateur | Angela Braunreiter                                | Genuine Holly Lena      | L2 Amateur |
| 10:12:00 AM | BREAK                |                         |            | Nori Shaw                                         | Ethan                   | L2 Amateur |
| 10:20:00 AM |                      |                         |            | Jane Hudon                                        | Lltazisacorona          | L2 Amateur |

# Tabulations - Hand Tabulation versus GIRA

## Hand Tabulations

- Requires knowledge
- Human error possible
- Very fast with experience
- Can take longer if inexperienced
- Sometimes boring
- Needs to be posted manually
- Does not require electricity
- Scoresheets in rulebook
- If GIRA fails, you can do hand tabulation.

## GIRA

- Requires knowledge
- Requires WIFI, Laptop, Printer, Electricity
- Competitors can see the results
- Human error possible
- Costs \$4/rider
- Scoresheets generated by GIRA
- Sometimes the program freezes
- Technical difficulties may occur, with laptop, printer or wifi



# Prepare the Show Office



Clip Boards - 10+, one for each Trial, Official, Scribe, Gate Steward and Announcer

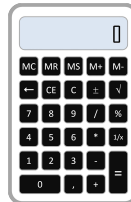
Pens for scribe(Red Pen Too), Paper, Ink, masking tape, spare score sheets,

Stopwatches, bell/whistle, tape

Laptop with wifi and printer, or overall tabulation sheets and calculators,

Order of Go and Schedules

Decide upon the Protest Committee Members



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# Day Before Show

Set up office

Organize the clipboards

Set up Dressage Court

Make last minute changes to order

Move in the Obstacles

Welcome Judge/TD

Set up EOH Course

Answer questions from everyone

Greet early arrivals

Confirm the food for officials/volunteers

# Day of the Show - Manager Duties

- First to Arrive
- Greet the Officials upon arrival, Let them know your game plan for the day, lunch, breaks, etc, ask them if they have any needs for the day. Introduce them to the other staff/volunteers.
- Stay aware of time and schedule,
- Solve issues, quietly and with diplomacy as they arise.
- Delegate as much as possible.
  - Post Results
  - Distribute score sheets
  - Hand out the awards
- Thank sponsors
- Thank competitors and volunteers
- Clean up, last to leave.



# Day of the Show - The Better Prepared the Smoother the Show

Show Office - Secretary or Hostess

Check in for competitors, bridle numbers and information for Competitors (collect outstanding fees), location for posting results

Check in for Volunteers - Educate them on their role, hopefully you emailed this to them or given them training ahead of time.

Check in for Officials - Let them know your game plan for the day, lunch, breaks, etc, ask them if they have any needs for the day. Introduce them to the other staff/volunteers.

Announcer - An organized announcer greatly facilitates the smooth and timely running of the show. Music can greatly enhance the ambience of the event.

Well Prepared Staff and Volunteers run the show.

HAVE FUN, KEEP YOUR SENSE OF HUMOR, BE FLEXIBLE.

# After the Show

- Pay the Officials before the end of the show.
- Pack up everything, make sure all borrowed items get back to their owners.
- Reconcile the Budget.
- Send in Results Reports to USAWE
- Submit Judge and TD Evaluation to USAWE
- Send Thank You's to Sponsors, Volunteers and Officials
- Have a post-show committee meeting, evaluate the event.



**U.S. Rules  
for  
Working Equitation**

# Resources

- USAWE.ORG
- USAWE Rule Book
- Competition Manual
- GIRA Users Manual
- GIRA Quick Reference
- GIRA Entry Reference
- Competitions Committee
  - Licensed Officials
- Regional Director & Director At Large

# Countdown Worksheet



**12 Weeks** - Form the show committee, choose dates, develop budget, contract with a venue.

**11 Weeks** -Apply for License, Hire Officials, Publish Sponsorship Opportunities

**10 Weeks** - Announce the Event, make airfare and hotel reservations for LO's

**9 Weeks** - Work on Sponsorships, Publish Prizelist/Entry Form, order ribbons

**8 Weeks** - Promote Show, sponsorships, order awards

**7 Weeks** - Promote Show, recruit volunteers for key positions

**6 Weeks** - Promote Show, recruit volunteers, answer inquiries

**5 Weeks** - Promote Show, recruit volunteers, answer inquiries, confirm entries/collect fees, confirm venue follow up.

**4 Weeks** - Promote Show, recruit volunteers, answer inquiries, confirm entries/collect fees

**3 Weeks** - Inventory Obstacles, Remind Judge about courses, confirm entries/collect fees, train volunteers

**2 Weeks** - Email information to volunteers, provide training, answer inquiries, cancellations, waiting list. organize logistics to move everything to venue,

**1 Week** - Email Show information to Competitors, Volunteers, LO's, create schedule, create order of go, print scoresheets, organize/pack office supplies, receive awards. set up show grounds, move in.