

# EDUCATION EVENT & CLINIC

WITH AMERICAN SCHOOL OF RIDING



Partner with the American School of Riding to host a demo & clinic at your stables that will attract auditors and provide your riders with the opportunity to achieve the highest level of training for themselves and their horses!

## EVENT STRUCTURE

The ASR demo & clinic is a one-day event, featuring up to 6 riders of 45 minute training sessions each, led by Director of Programs, Emily Abbate. The ASR clinic engages auditors by showcasing the steps and stages of developing the young horse classically, through all levels to Grand Prix – including in hand work and work over poles. Riders will have a fun day learning new skills and expanding their horse's training.

### For the Host - the ASR Partnership will:

- Generate significant revenue through ticket sales or sponsorship.
- Expand the host's brand presence through cross-promotional opportunities.
- Attract audiences to check out the host's stable and thereby generate new leads.
- Provide you one comped ASR lesson

### For the Riders & Auditors - the ASR Partnership will:

- Real problem solving and training block resolution! Low pressure, easy to understand and implement classically based training methods.
- Riders will receive a clear road map of home work to help them continue to improve once the clinic is over.
- Auditors will have full participation! Questions are encouraged even during lessons. This is not a "stuffy dressage clinic".
- Methodology and philosophy of training discussions to follow each ride. Information normally not discussed or shared to people "outside" the top master stables.



# PARTNERSHIP ROLES & OPTIONS

## Role of ASR

- Lead demo & clinic training, and manage event set-up.
- Promote event through all social media channels.
- Manage ticket sales through ASR's website and provide host frequent updates of RSVPs leading up to the clinic.
- For all profits above the required amount for the chosen event option, ASR will release funds to host within 5 business days.
- Provide co-branded digital promotional materials to support hosts' marketing efforts.

## Role of Host

- Bring in the appropriate amount of ticket sales/auditors for the chosen event option (outlined below), and ensure ASR day fee is met through ticket sales and/or rider fees. If not met, the host will make up the difference or pay in full.
- Provide safe footing and riding area for horses and riders. Level, soft footing with no debris or dangerous equipment near the area.
- Provide bathroom facilities for riders, clinician and auditors throughout the day.
- Provide areas for chairs to be set up and audience to safely move in and out of arena area.
- Promote the event on social media and include ASR in all posts by tagging ASR directly and the trainer scheduled to be teaching the event.
- Funnel all ticket sales through the ASR website and ticket link. This link will be provided to host upon agreement.



## ABOUT EMILY - THE INSTRUCTOR

Emily grew up on her family farm in Barrington Hills, Illinois. By 4 she was riding alone on her first pony. Her passion for classical dressage was brought out when seeing the Temple Farms Lipizzans during a summer performance at their Wodsworth, Illinois farm. After which she proceeded to receive the opportunity for a long association as pupil of George Williams; which in turn opened many opportunities for her to study under the top dressage masters of this century, including Conrad Schumacher, Volker Bromman, Klaus Balkenhol, Hilda Gurney, Debbie McDonald and many others past to present.

At the age of 26, after 10 years successfully riding at the national and international level, Emily focused her extensive knowledge and experience on training others. She began with the juniors and young riders seeking to turn professional, as well as the amateur rider, driven to educate and refine their skill. As these experiences and successes of her students grew, Emily began to focus on the importance of classical dressage education in the United States for the future professional and dedicated amateurs, of all US equestrian sport.

Enhancing the rider and education of classical principles, ethics, honor and standards of conduct with the horses and each other is the cornerstone of Emily and her training philosophy, and a huge portion of the ASR curriculum. This dressage training philosophy has developed into a system with which she has trained many successful rider/horse combinations. The results have been historical!

# OPTION 1

- 5 auditors at \$35 - brought in by each of the riders
- Plus a \$250 fee per rider (\$1,500)
- 50 auditors brought in by host (\$2,800 for 80 total auditors)

**Anything over 80 auditors - the host keeps ticket proceeds.**

ASR proceeds = \$4,300

# OPTION 2

- No fee for riders
- 6 riders responsible to bring in 12 auditors at \$35 each (\$2,520)
- Host is responsible to bring in 42 auditors at \$35 each (\$1,470)

**Anything over 114 auditors - the host keeps ticket proceeds.**

ASR proceeds = \$3,990

# OPTION 3

- Sponsorship by local businesses to cover ASR training fee.
- Sponsorship includes recognition by ASR of corporate sponsors in all social media promotion of the event, as well as opportunity to bring banners and on-site materials to distribute during the event.
- Host to lead outreach and procurement of sponsors.

**Example:**

5 sponsors x \$1,000 each = \$5,000

Minus ASR Training Fee (\$4,300) = \$700

**Revenue to Host: \$700**

## CONTACT

For questions or to discuss next steps and potential dates to host, contact:

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