

Where do your entry fees go?

USEA Organizing Committee
Margie Molloy and Ken Sexton

Why is this important?

- Competitors are looking more closely at how they spend their money and where that money goes
- Riders, trainers, owners and even the USEA want to know where the money goes
- Help competitors understand refund policies
- How to make eventing more affordable
- How we can deliver a better competition

You are our customer!

We want you
to have a great
experience!



Why are entry fees increasing?

- Everything is more expensive
- A shift away from volunteerism, pay to play
- Costs are passed on to organizers and effect almost everything needed for the horse show, i.e. increased fuel costs lead to increased prices to deliver barns and shavings.
- Organizers have to determine entry fees 6 to 8 months before event, often forcing them to absorb loss when prices increase between omnibus listing and show.

What does it take

- Land
 - Buy, lease, borrow
 - Example cost:
 - Leased vs. Privately owned
- Course
 - Design - \$1500 to 2500 per day
 - Construction – Need approx. 100 fences for Beg. Novice thru Prelim at roughly \$1500/fence including materials & labor.



More to get started

- Construct Dressage and Show Jump arenas
- Buy, Build or Rent Dressage courts and Show Jumps
- Construct barns or pad for temporary stabling
- Misc. Construction: Judges booths, shade structures, longing area, trailer parking, control tower.



3-12 months prior to show

- USEA and USEF Licensing Fees and Omnibus Listing
- Course Design and Construction
- Obtain Permits
- Solicit Sponsorship
- Food Vendor/Caterer
- Sign Contracts for
 - Show Secretary
 - Temporary Barns



Hire Officials

Organizer is responsible for all costs including Day Fee, Travel, Housing, Rental Car, Airport Parking, etc. averaging approx. \$2500 per official

Technical Delegate
President of Ground Jury
Dressage Judges
Course Designer
Show Jump Judge
Announcer
Control

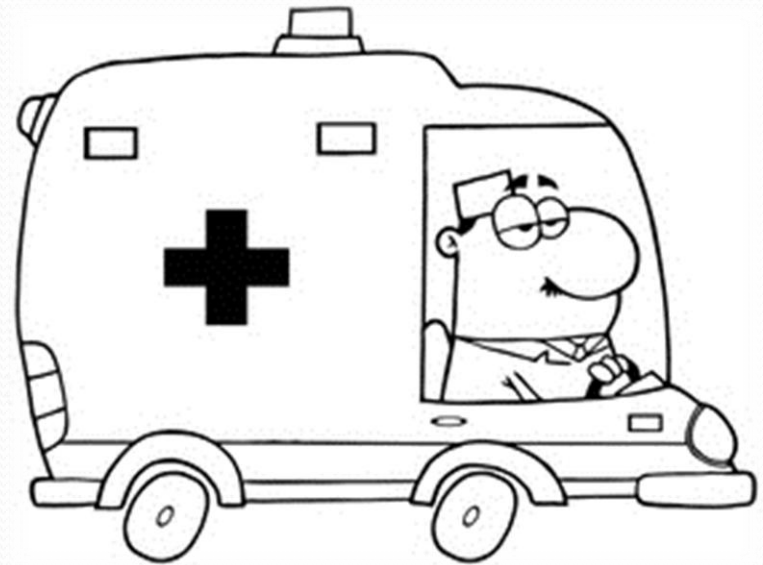


3-6 months before the Show

- Hire secretary
 - Office supplies
 - Computers, Printers, Credit Card Terminals
- Radios, Timers, PA System, Speakers
- Porta Potties, Lights, etc
- Order Signs, Fire Extinguishers, Sharps Containers
- Golf Carts
- Order Ribbons/Prizes, Replacement Pinneys, and Dressage Numbers

Safety

- Safety Officer
- Ambulance
 - ALS Unit \$1,000/day
 - EMT/Paramedic \$250 – 400/day
- Difficulty finding providers due to increasing liability and rising insurance costs



1-3 months before the show

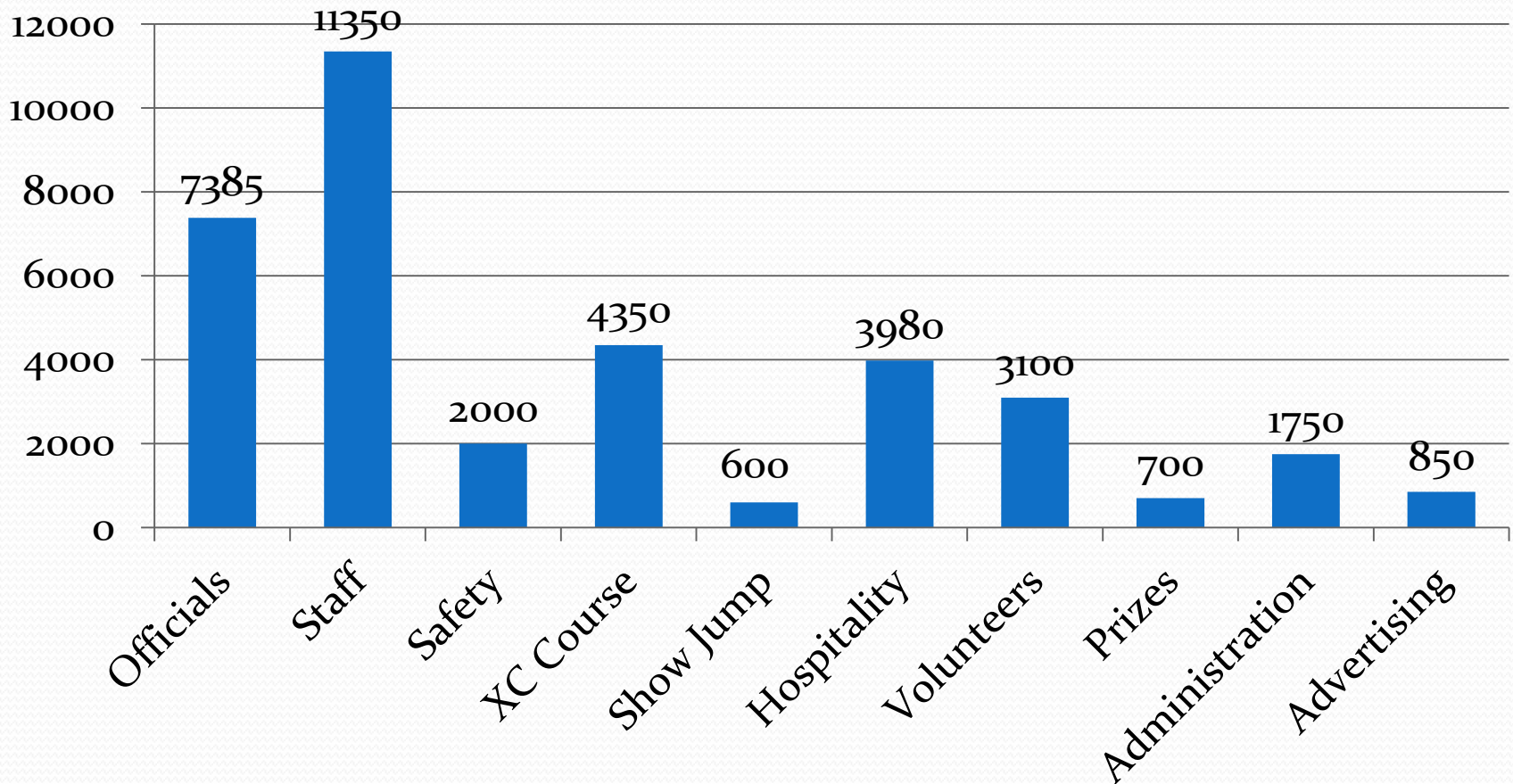
- Volunteers
 - How Many: Dressage, Show Jump, Cross Country
 - Other Jobs: Ring Stewards, Hospitality, Score Runners, Scribes, Timers
 - Keep Them Happy!
 - Meals, Hats, Schooling Certificates



Typical Horse Trials

- No Such Thing as a Typical Horse Trial!
 - 2011 Events Ranged in size from 5 to 460 competitors
 - 214 Events (non FEI)
 - Average of 153 competitors

What does an average HT cost?



Conclusion

- Total Cost of Average Horse Trials
\$36,065
- Organizers cost per rider \$235, not including any stabling, equipment, facility fees, utilities, or repairs.

What can you do to help?

- Encourage Sponsorship
 - Riders and Trainers are the customers of many potential sponsors, giving them more negotiation ability.
Organizers don't consume equestrian goods/services
 - Encourage your Vet/Farrier/Friends to donate or discount time to event
- Send Entry Before Close Date
 - Last minute changes increase costs of officials/supplies/etc.
 - Reduce chance of mistakes with you entry