



INTRODUCING **F E A**

**A Revolutionary, Profitable
Sponsorship Structure**

EquestrianAthletes.org



Horsemanship

The word *Horsemanship* is generally used to describe the art of riding on horseback and the art, ability, skill, or manner of a horseman/horsewoman. However, true horsemanship is much more than that, as it includes the behavior of both the horse and the rider, the interdependence and synergy between the two, on the ground and while riding. "A strong horsemanship foundation is fundamental to all equestrian endeavors – it helps us understand and value the pursuit of quality in everything we do with the horse. You cannot strive for quality just in the show ring or during an afternoon ride. Quality must permeate every interaction you have with your horse, no matter what the venue. Success and winning are the result of this constant commitment to build and practice good habits – from the ground up!" (Melanie Taylor Smith, USA Olympic Gold Medalist)



Equestrian Events and Sponsorships

Although show jumping is the most popular worldwide, there are several other high-level equestrian disciplines. The best known are those included at the World Equestrian Games held every four years: in addition to show jumping, there is combined driving, dressage, endurance, eventing, para-equestrian events, reining and vaulting. Officially introduced into the Olympics in 1912, this sport has been growing ever since. It is an exciting sport and is featured year-round, on all continents. The USA is host to numerous horse shows every week across the country, with the key competitions being followed by the elite riders to earn money and to qualify for national and international events. Many horse shows feature thousands of riders and horses. The value of horses there ranges from thousands of dollars all the way to several millions. Sponsorships are common, and are actually the primary financial means for many riders to perform at the highest level. Sponsorship packages are customized to match specific needs—from startup companies to international entities, to promote a brand, advertise products, etc. Horse shows are great places to network, create new business relationships and be introduced to an affluent market.

Demographics: the equestrian community

USEF, the U.S. Equestrian Federation has published interesting statistics about their members (usef.org), our main target market:

- 85% are women (the most influential purchasing group in the country)
- 66% with a college degree
- Average income: \$185,000
- 38% with a net worth above \$500,000
- 80% make or directly influence purchasing decisions at work
- Market value of average home: \$594,000
- 22% own two or more homes
- Average 30 nights/yr in a hotel
- Average 3 vehicles per household
- 40% own a farm; 66% of those are ten acres or more
- Own an average of four horses
- Compete at least six times per year

With a reported direct economic impact of almost 40 Billion dollars a year, it is no surprise that horse show spectators and exhibitors are a highly influential group of people, with a high spending power. Such target audience could be very beneficial for businesses of all sizes.

Who and what is FEA

A non-profit entity, the Foundation for Equestrian Athletes (FEA) is one of several units initiated by Equestrian Spirit. FEA is the result of years of exposure to the sport, abundant feedback from local, regional, national & international events, including training, horse shows, industry-related meetings, as well as countless discussions with trainers, riders, officials, and support staff. Specific needs have been identified and while numerous entities, both for-profit and not-for-profit, address many of the needs at different levels, a few major issues remain to this day. FEA does not claim to be the ultimate answer to all, but it brings solutions that have been seldom offered with such a win-win structure.

For most, the key missing ingredient has always been and remains the financial aspect of the sport, and this is where FEA's plan comes into play, in a very unique way. Equestrian Spirit is proud to grant FEA with the financial benefits made possible through its association with a resilient entity offering strategic financial solutions.

The strategic merging of both the equestrian and financial worlds allows unprecedented solutions to pretty much any and all issues and weaknesses facing equestrian athletes, professionals, parents, and sponsors, starting with practical horsemanship all the way to supporting international talent.

MISSION: 1. Promote horsemanship through education at all age & riding levels. 2. Support emerging amateur & professional equestrian athletes with their present and future needs. 3. Assist riders, professionals & horses during and after their active career, through effective financial & management strategies.

Needs covered: present & future financial constraints, training costs, career path support, personal health matters, vets, horse-rider combination, rider and horse retirement, life/health/accident/liability insurance, and more.

Main supported areas:

1. **Horsemanship** (the major component): introduction & advanced clinics at selected locations nationwide and at major shows, mostly for riders but also for grooms, barn managers and parents. This segment includes education from beginners' level (through local & regional shows + associations) all the way to the elite riders.
2. **Elite:** riders with high potential but with limited resources, financial and others: training, transportation, accommodation, leases, entry fees, insurance, etc.
3. **Management:** career management, education, training of teams (grooms, barn managers, etc) support
4. **Acquisition:** support acquisition of equipment, buildings, land, horses, etc. For example, using certain financial strategies to acquire that "multi-million dollar horse", a training facility near Wellington or on the West Coast, or whatever the need is for the elite to get to the next level.
5. **Retirement:** educate & support professional riders in better preparing for life-after-horses and retirement, by choice or forced (ex: career-ending accident), for themselves and for their horses.
6. **Open:** other areas may be supported, depending on research, feedback and recommendations. This could include a number of equestrian disciplines, para-athletics, special scholarships, etc. •



A Game Changer

FEA is all about horses and riders through education in horsemanship, directed training, and sound career planning. In order to carry on its mission, FEA's ultimate goal is to eliminate the financial needs as part of the equation in as many aspects as possible. This is a *game changer*, potentially closing the gap with other professional sports that do not have such an issue.

Benefits to beneficiary riders

- Focus on horsemanship & passionate riding
- Access to special training/trainers/events
- Sponsored clinics & training
- Scholarships for continued education
- Horse acquisition
- Life & Health insurance
- Organized national & international tours
- Potential job placements
- Work with high level horses
- Ride in sanctioned events
- Earn part of winnings (for non-owned horses)
- Career guidance
- Potential retirement plan (by choice or forced by accident)
- Free online (webinars) training, education, etc.
- Learn to evaluate training, clinics, shows (compulsory evaluation after each event sponsored by FEA)

Use of Funds

- Clinic sponsorships
- Rider sponsorships
- Training sponsorships
- Equipment
- Horse purchase or lease
- Travel expenses (rider & horse)
- Show/entry fees
- Training fees paid to trainers
- Event/entry fees/travel sponsorships
- Career management
- Horse & athlete Retirement support
- Health care
- Life & health insurance
- Equine Therapy (see special info package)

Benefits to Elite Riders

- Long term sponsorships
- Horse acquisition
- Retirement preparation
- Financial strategies
- Horses profitability, independently of performance
- Insurance options
- Asset protection
- Optional Career management (national & international)

Benefits to professionals

Individuals who make horses their career are key components of the continued growth of this sport. Trainers, educators, grooms, vets, suppliers and others could become beneficiaries.

- Sponsorships for training riders
- Hosting sponsored clinics
- Positive exposure & potential business growth
- Payment for services
- Valuable feedback from riders and auditors to improve future clinics

Examples of how FEA can help

- A top-rated rider in need of superior horse(s)
- Excellent rider who cannot afford the right trainer or team members
- Rider who did everything possible with the funds available
- Parents or rider wanting the available funds to last much longer
- Professional rider questioning his/her future because it is "just not happening!"
- Help with strategic competition planning leading to a selection on his/her country's national team
- Planning a better career path for competing and/or for business
- Supporting a rider without the financial needs to get to the next level
- A local barn wanting to promote true horsemanship
- An established trainer in need of better horses
- A rider willing to relocate to be where the action is
- A Junior rider missing resources for Medal Finals
- Moving from equitation to jumpers
- Rider attending a national or international event

Who can be a sponsor, supporter, contributor

- Individuals
- Companies & corporations
- Trust funds & Not-for-profit entities
- Hotels, restaurants, airlines
- Equestrian equipment
- Sport-related associations
- Equestrian events (advertising, stalls, cart, entry & class fees,...)
- Apparel, tack, food & supplements providers
- Transport (in exchange for tax credit or discounted cost)
- Riders, parents, relatives, friends
- Owners (of horses, barns, equipment, etc.)
- Equine professionals: trainers, farriers, vets and others

Benefits to sponsors

Sponsors will receive major benefits through association with successful riders and presence at prestigious sports events:

- Fully tax deductible
- Exposure at all events where FEA is involved in any level (with riders, trainers, as a sponsor, etc.)
- Sponsors will be acknowledged on: Show carts, Horse names, Show rugs, Show saddle pads, Show cups/trophies, Jackets, Training rugs, Training saddle pads, Training shirts, Hats, FEA's official vehicles, etc.
- Press and TV coverage of major events and successes
- Hospitality opportunities at major events
- Increased profile, especially amongst the affluent equine community
- FEA will support the sponsor's publicity campaigns, if/when appropriate
- FEA-related websites & brochures will acknowledge sponsors
- Banners & logo at strategic locations
- Corporate banner displayed at functions
- Sponsor names announced throughout the day
- Sponsor's product(s) displayed when feasible
- Banner on FEA website
- Link on FEA website
- Logo in programs, on FEA mailings & on polo shirts worn by FEA members
- FEA may help staff sponsor's booth at events
- Availability of FEA member(s) to attend/support sponsor's events/functions ©
- Show rings, tents, exhibit area can be named for a sponsor for the duration of an event
- Life insurance policy, up to amount of sponsorship

Benefits to financial contributors

Funding can be done in many ways and from many sources:

- Individuals, businesses, corporations, loans, donations, endowments, will beneficiaries, insurance policies, assets (car, truck, trailer, home, building, land, ranch, business, etc.)

Independently of the source, benefits may be:

- Tax deductible (depending on nature of financial support and supporter's tax situation)
- Can be reimbursable loans working like endowments
- Access to VIP zone at major events
- Life insurance policy up to the amount
- Legacy (benefits transferable)
- Optional "double donation" through insurance policies
- Matching donations from third party

Endowments

An endowment is a very common way to support a good cause. For example, there are over 70 U.S. universities with over \$1billion in endowments, the largest being Harvard with well over \$30 billion. Endowments are ideal when a donor does not want to fund current needs, but rather wishes the gift to be preserved and used long after he/she is gone, to assure a perpetual income stream that will support a specific area of interest, create a lasting legacy and make a statement about what is important to that donor.

FEA welcomes named endowments which provides a legacy, preserves a name, stand as a permanent expression of a person's values while generating permanent income for a cause.

FEA THE FOUNDATION FOR EQUESTRIAN ATHLETES

AT A GLANCE

What is FEA:	A non-profit organization supporting riders, horses, and horse-related professionals & service providers, through progressive financial strategies allowing for perpetual use of funding & long term results freeing beneficiaries from some or all financial burden thus allowing to focus time & energy on what they do best.
What FEA does for riders & trainers:	Financial support, sponsorship for training & events, help in getting to the next training or competition level, career strategies, financial strategies for major purchases (horses, facilities, etc.), retirement preparation, and more.
For equine service professionals:	Sponsorship of events, payment of training fees & other services, financial strategies for major purchases, address specific need, etc.
For sponsors & contributors:	Long term exposure (business and/or personal, if desired), tax deductions, perpetual use of funds, and unique benefits.
For horses:	Horsemanship is the top priority at FEA. Better care & handling through riders' and caregivers' improved horsemanship, sponsored clinics, training, medical & rehab expenses, and after-career options.
How the funds are generated:	Through sponsors, donors, and supporters, the received funds are managed through an accelerated endowments approach allowing perpetual revenue to fulfill FEA's mission of supporting riders, horses and professionals in the equestrian world.
Use of funds:	Sponsors & contributors determine how the funds are to be used: for a specific purpose, a rider, equine therapy support, a special purchase, or for all-purpose use as per FEA's policy & objectives.
How much of the revenue benefits riders/horses:	95-100%. FEA's basic expenses are self-funded; therefore, almost all, if not all, of the funds generated by sponsors & contributors are used to fulfill FEA's mission, for the benefit of riders, horses, equine therapy and other FEA sponsorships.
What FEA needs next:	<ul style="list-style-type: none"> • Recommendations for additional Founding Team (influential individuals) • Board & Team members (see chart below) • Riders, trainers, service providers, supporters to help exposure • Funding: sponsors, contributors, tax-advantaged donations
For more details:	Please visit FEA's website: EquestrianAthletes.org and myFEA.org Email: ContactUs@EquestrianAthletes.org Tel: 855.522.2888 FREE REGISTRATION is in effect at myFEA.org

