

2008 Professional Horseman's Series

How To Run a Successful (and Profitable) Local Horse Show

DATE: January 15, 2008 6:30pm-8:30pm
LOCATION: Kentucky Horse Park Club Lounge

If you are putting on a horse show to benefit your club or a charity, this class may be for you.

Topics:

Planning Your Show

Low Cost or Free Advertising: Where, when, and how to do it

Creative ways to add to the income of your show

How to attract more spectators to your show

New sources for donations – they're right in your backyard (or club!)

Sponsorships: how to treat sponsors so they will support you next year

How to identify and use volunteers

Running an efficient show office

Safety considerations: Avoiding unnecessary injuries

Liability*

Rewarding competitors above and beyond ribbons

Who is the best announcer and the difference it can make

What to do when the show is over: The post-show meeting and preparing for the next show

*Liability insurance details will be covered in another Professional Horseman's class

REGISTRATION

LIMITED SPACE, REGISTRATION DEADLINE IS JANUARY 10TH.

HOW TO REGISTER:

Call or email the KY Horse Council Office at:

info@kentuckyhorse.org - or- 859-367-0509

Essie Rogers is coordinating the registrations.

Registration Fees:

One **free** attendee per current Kentucky Horse Council membership.

All others: Registration fee of **\$15.00**, please make check payable to the Kentucky Horse Council.