



*Irish Draught Horse Society of North America  
Request for Proposal (RFP) for the  
2010 Annual Show*

*Irish Draught Horse Society*  
of North America

## **1.0 Purpose and Background**

The Irish Draught Horse Society of North America, herein after referred to as the IDHSNA or the Society, is seeking proposals for the IDHSNA annual horse show. The IDHSNA will release the annual horse show request for proposal (RFP) on an annual basis; this RFP is for the IDHSNA 2010 Annual Horse Show. Any IDHSNA Member may submit a bid to host and manage the IDHSNA Annual Show.

Applicants should be aware that running a successful horse show is a great deal of effort and involves considerable organization, forethought and support/help. Chairing the IDHSNA Annual Show entails additional responsibilities as well. The IDHSNA Annual Show is one of the premier showcases for the Irish Draught and the Irish Draught Sport Horse. It is also a fundraiser for the Society. The Show Chairperson must be able to delegate and oversee others, have patience and understanding with novice and/or unruly exhibitors and be able to take responsibility for insuring that the rules are being followed, etc.

Interested parties need to notify the IDHSNA of their intent to submit a proposal by submitting a letter of interest or intent to bid to the IDHSNA Office, 4037 Iron Works Parkway, #160, Lexington, KY 40511 by mail or by email to the following email address: [idsna@hotmail.com](mailto:idsna@hotmail.com) and [llindstrom@earthlink.net](mailto:llindstrom@earthlink.net) within 10 business days of the letting of this RFP. The RFP let date is contained in section 2.0.

The letter of intent must include a statement that the applicant understands that:

- ❑ Submission of a letter of intent does not guarantee that the applicant will be selected to run the IDHSNA Annual show for 2010.
- ❑ That the applicant understands that they need to meet the requirements and timelines as stated in this RFP and that the applicant understands that the IDHSNA Board of Directors reserves the right to cancel any contract at any time if the RFP requirements are not met. The Society recognizes that responding to this RFP is a large task, which must be accomplished in a short amount of time. In putting together the amount of information that is requested in this RFP it is understood that some of the information might not be available at the time that the proposals are due. It is recommended that when information is not available and proposals are nearing the due date, the applicant state that the information is "to be determined (TBD)" and provide a date by which the applicant anticipates having the information requested.
- ❑ That the applicant understands that they will not be compensated for any time or materials expended to create either a selected or non-selected proposal.

**2.0 Objective of this Request For Proposal Document** This document provides a list of requirements for proposals submitted for running the 2010 IDHSNA Annual Show. Applicants must follow the requirements and guidelines outlined in this document. Please note that in order to ensure selection of the best proposal and execution of a successful show; applicants need to follow the timelines specified in this document as closely as they possibly can.

This RFP includes the following sections:

- 1.0 Purpose and Background
- 2.0 Objective of this RFP Document
- 3.0 General Proposal Requirements
- 4.0 Proposal and Deliverables Schedule
- 5.0 Show Proposal Submittal Instructions
- 6.0 Proposal Review and Award Process
- 7.0 Reporting and Communication

Attachment 1. Detailed Proposal Submittal Checklist

The request for proposal for the IDHSNA 2010 Annual Horse Show is hereby let on March 1, 2009.

### 3.0 General Show Requirements

The following section identifies requirements and considerations for an IDHSNA Annual Show. This document contains items gathered from previous shows to help in the continuing quest for process improvement. Requirements that the proposal must meet are identified through the use of the terms required, requirements, requires and must. All other elements of the RFP can be treated as guidelines. Note that the optimum timeframe for holding the IDHSNA Annual Show is within the months of September and October. We realize that sometimes those dates are not available at facilities and that the applicant may have to select dates a little before or after the optimum timeframe.

Please note that a list of specific information to be addressed in the proposal is contained in Attachment 1, the Show Proposal Submittal Checklist, at the end of this document.

### 3.1 Show Facility Requirements

Facility Requirements include but are not limited to:

1. Availability of one indoor arena or hunter/jumper arena with a suitable warm up area and one dressage arena with a suitable warm up area. The proposal needs to show how the proposed rings will be used to hold the recommended number and types of classes. Minimum size for the indoor arena is 100 x 200'; minimum size for the dressage arena is 20m x 60m or the USEF/USDF/USEA minimum size. Also provide details on how the facility would be best set up and used for the Inspections to be held.

2. Ability to provide approximately 100 stalls, some of which need to be suitable for a broodmare with foal at foot a minimum of 12 x 12, the rest to be a minimum of 10 ft x 10 ft stalls. The facility needs to be able to stable stallions, mares with foals and geldings safely. There needs to be enough stalls for the projected number of entries and tack stalls. The facility also needs to provide an adequate number of wash stall/areas per number of horses. The barns must



have electricity available for use by the IDHSNA. The Facility needs to have designated manure dump areas and trash cans stalls must be available the day before and the last night of the show.

3. Availability of (covered/uncovered) spectator seating, restroom facilities (permanent/portable), etc.

4. Ability to provide a show secretary's office for use by the IDHSNA, with hook up for computer workstations, printers, fax machines and telephones. This area should be outfitted with an adequate number of tables and chairs. In addition, a trophy and ribbon area needs to set aside. Both of these areas need to be secured.

5. Availability of public address systems for all rings, warm up areas and barns. Availability of walkie talkie or other system for communications between show organizers, show secretary's office, ring stewards and warm up ring stewards.

6. Suitable parking for competitors and spectators' cars, truck, and trailers. Competitors are to be permitted to unload their trucks and trailers close to the barns where their horses will be stabled in prior to moving to more permanent parking areas.

7. Allowance for competitors to either bring their own or purchase bedding, feed, and hay on-site.

8. Availability of EMT and/or ambulance on-site for duration of show.

9. Ability to provide a farrier and vet on call or on-site for the duration of the show.

10. Food vendor available for the duration of the show to be open for business during the times that classes are being held and for a period before and after the classes.

11. Hotels/motels within a 10 to 15 minute drive of the proposed show site. Ability to obtain a block of rooms set aside at a discounted rate for the IDHSNA members and competitors.

### 3.2 Show Committee

The following positions must have a specific person or persons designated for the duration of the show, specifically: the show chairperson(s), show secretary, dressage coordinator, hunter/jumper coordinator, combined test coordinator, marketing coordinator, prize list and program coordinator, ribbons and trophy coordinator, sponsorship coordinator, advertising coordinator, social coordinator, stabling manager, Judges/Inspectors coordinator, hunter/jumper course designer(s), individual ring's announcer, individual ring stewards, warm up ring stewards, jump crews and other personnel as determined necessary. If at any time the person identified in any of the five (5) Key Personnel positions is no longer able to serve, the replacement must be accepted by the Board of Director's Liaison to the Show Committee.

It is understood that the best person for the position may not be an IDHSNA member, however, whenever it makes sense and is possible, the applicant is requested to attempt to find a suitable candidate from the IDHSNA membership.

Provide the name, address, phone number, cell phone number (if available) and email address for all Key Personnel as specified in the submittal checklist. Provide a detailed job description for each key personnel to include sufficient information for an evaluation on the reasonableness of the duties and expectations. Key personnel are those positions that are required to be identified at the time the proposal is submitted. At six months prior to the show, the Show Chairperson needs to identify the dressage, hunter, jumper, the Irish Draught Hunter Under Saddle riding judge and any other judges for the show. Judges should be listed in the proposal by their designation/rating (i.e., "R", "r", "L", etc.) The



IDHS (IRE) judges / inspectors' names and contact information will be provided to the Show Chairperson by the Board of Director's Liaison once they have been identified.

- ❑ Identify the IDHSNA member who will be the Show Chairperson. This individual is responsible for reporting and communication requirements with the Board of Directors appointed IDHSNA Annual Show Liaison and for overall management of the efforts to prepare for and execute the show. (Required) The requirements for the Monthly Status Report to the Board of Directors is found in Section 7.0.
- ❑ Identify the individual who will be the show secretary and whether this individual will be a volunteer or whether the position of show secretary will be a paid position. If a paid position, the cost of the show secretary must be included in the budget submitted. (Required to be identified at time of proposal).
- ❑ Identify the person who will be the publicity coordinator for the show (Required to be identified at time of proposal).
- ❑ Identify the person who will be the primary donation/sponsorship coordinator (Required to be identified at time of proposal).
- ❑ Identify the person who will manage the annual dinner/banquet (Suggested to be identified at time of proposal, but not required).
- ❑ Identify the person who will manage the content and production of the show program (Required to be identified at time of proposal).
- ❑ Identify the person who will manage the silent auction (Suggested that this individual be identified at time of proposal, but not required).
- ❑ Provide the names of all proposed dressage, hunter, jumper, dressage prospect/ future event horse in hand (if separate judges will be used), utility judge, driving judge (if any), course designer(s), and Irish Draught Hunter Under Saddle riding judge. (Suggested that these individuals be identified at time of proposal, but not required)

### **3.3 Prize List and Program**

Applicants are requested to provide either a sample of a previous prize list and program for a similar type of horse show or a draft layout for the prize list and program. These documents are to be included with the proposal for evaluation. The applicants shall include their proposed quantities, printing costs, percentage set aside for advertising and sponsors and a production schedule.

Proposals submitted must include a statement saying that the applicants will create a draft and final prize list and program by the dates specified in Section 4.0 of this RFP.



### **3.4 Social Function/Dinner:**

Applicants are required to identify their plan for an annual dinner/banquet to be held in conjunction with the annual show. The proposal must indicate the location of the annual dinner/banquet, the estimated cost per individual to attend and the maximum number of dinner/banquet attendees allowable at that location. While the number of attendees for the dinner will not be known until close to the time of the show, the facility selected must have a suitable room large enough to reasonably accommodate at least 70 individuals at the annual dinner/banquet. The facility selected must be available on either the Friday or Saturday night of the show and be available for at least 3.5 hours. Seating is to be available for every ticket holder. The submitted proposal shall specify these details at a minimum.

### **3.5 Facility for AGM**

Applicants are required to identify a facility available to hold the Annual General Meeting as part of their proposal. The facility selected must be available on either the Friday or Saturday night of the show (not to conflict with the Social Function/Dinner) and be available for at least 2.5 hours. The facility, date and time selected for the AGM is not to compete with any other events or activities and to have priority over all other events and activities so to encourage attendance. Seating is to be available for approximately 70 attendees. The AGM will be hosted, organized and run by the current IDHSNA Board of Directors and finances will be tracked separately from the show and paid for by the IDHSNA Board of Directors.

### **3.6 Basic Show Schedule**

Applicants are required to identify the proposed dates of the show and the basic show schedule. The proposed facility must be available for the proposed dates of the show. The show schedule must include a weekend. A typical show schedule is provided in the following paragraph. Please identify the basic parameters of your proposed schedule keeping in mind that this show is the premier venue for promoting the Irish Draught and Irish Draught Sport Horse breed classes and as such those classes need to occur in the prime timeframe during the show.

#### **Sample Basic Show Schedule**

Thursday – Inspections and Dressage, CT Dressage, Dressage Prospect In Hand

Friday – Jumper and CT Jumper classes

Saturday – In Hand classes (Breed, Future Event Horse, and Young Stock Utility)

Sunday – Hunter classes and show championships

Friday night – Show welcome social and AGM

Saturday night – IDHSNA Annual dinner/banquet



### Sample Show Dates statement:

“Our proposal is to hold the IDHSNA 2010 Annual Horse Show on the dates of October 21st, October 22<sup>nd</sup>, October 23<sup>rd</sup>, October 24<sup>th</sup> of 2010.”

## 3.7 Budget and Costs

Applicants are requested to provide their proposed budget in Microsoft Excel 2003 format. An example budget is provided in MS Excel format as Attachment 2. This budget must detail all reasonably expected expenditures and income from all potential vendors, sponsors, advertising, socials, etc. It is also recommended that the Applicants have a plan in place to set up a Show checking account for the duration of the show to cover expenditures before, during and after – until the Show is closed out -- to facilitate paying bills. This account should also have a debit card. Applicants are recommended to provide a list of people with access to this account. The Society commits to provide the selected Applicant a specified amount of initial seed monies, the amount to be outlined by the application and approved/amended by the Board of Directors, for initial start up costs with the expectations that these monies will be reimbursed to the Society in a timeframe to be specified by the applicant and approved the Board of Directors. This seed money will be provided interest free.

## 4.0 Proposal and Deliverables Schedule

### 4.1 Proposal Due Date

Proposals are due on May 31, 2009.

For the Proposer selected to run the show, the following deliverable are due by the dates specified:

Draft Prize List and Program Layout are due on June 1, 2010.

Final Class List is due on July 1, 2010.

Final Prize List and Program Layout are due on August 1, 2010.

Details on the software program selected to track entries and fees needs to be identified.

Details on and a list of available hotels/motels, restaurants, and meeting rooms are due by June 1, 2010. Any hotels providing a show discount should also be identified on this date.

Directions and maps from all major nearby interstate highways are due on June 1, 2010.

Final list of show personnel are due on August 1, 2010. This includes ring stewards, announcer(s), jump crews, etc.

Detail plans for the annual dinner/banquet are due on August 1, 2010. This includes the menu, the actual cost per individual for the dinner/banquet, type of bar arrangements, servers and bar staff, banquet theme and decoration plans, the time at which the facility will be available for set up of the silent auction, and the start and end time of the actual dinner/banquet.



## 5.0 Show Proposal Submittal Instructions

The following materials must be submitted:

1. Paper/hard copy Show Proposal
2. Electronic Show Proposal
3. Electronic Show Budget Proposal

Late and incomplete submittals will not be accepted.

The proposals must include all information on the Proposal Submittal Checklist (Attachment 1) and address questions presented in this RFP.

The Society reserves the right to request additional information from any/all proposer(s).

Submittal Deadline: May 31, 2009

Submittal Mailing Address: IDHSNA Office, 4037 Iron Works Parkway, #160, Lexington, KY 40511

Submittal E-Mail Address: tlindstrom@earthlink.net and IDHSNA@hotmail.com

### 5.1. Paper/hard copy Show Proposal

Proposals are to be submitted on single sided, 8 ½ x 11 inch paper. A total of six (6) are to be submitted. Proposals may be mailed-or hand delivered to the address above.

The paper proposal must be signed by the IDHSNA member submitting the proposal.

All proposals will be date and time stamped upon arrival. If there are any questions please contact Charles Yates at [tullycross@speakeasy.net](mailto:tullycross@speakeasy.net) or (410) 871-2825.

### 5.2. Electronic Show Proposal

An electronic Show Proposal must be received by the submittal deadline. This proposal must be formatted in Microsoft Word 2003, Microsoft Excel, MS RTF format or a PDF document must be used for the electronic submission.

Electronic submissions must be emailed as an attachment to the following email addresses:

[IDHSNA@hotmail.com](mailto:IDHSNA@hotmail.com) and [tlindstrom@earthlink.net](mailto:tlindstrom@earthlink.net).

If the files are too big for your ISP, you may mail or hand-deliver a copy of the Proposal on CD to the submittal address with your paper proposal submittal. You can send a large file via [www.yousendit.com](http://www.yousendit.com) at no charge.

The subject of the email should clearly state that the email includes the electronic submission of the IDHSNA Annual Show proposal.

### 5.3. Electronic Show Budget Proposal

An electronic Show Budget Proposal must be received by the submittal deadline. This budget proposal must be formatted in either Microsoft Word 2003 format, MS RTF format or a PDF document must be used for the electronic submission.

Electronic submissions must be emailed as an attachment to the following email address:

[IDHSNA@hotmail.com](mailto:IDHSNA@hotmail.com) and [tlindstrom@earthlink.net](mailto:tlindstrom@earthlink.net).

If the files are too big for your ISP, you may mail or hand-deliver a copy of the Budget Proposal on CD to the submittal address with your paper proposal submittal. You can send a large file via [www.yousendit.com](http://www.yousendit.com) at no charge.



The subject of the email should clearly state that the email includes the electronic submission IDHSNA Annual Show budget proposal.

## 6.0 Proposal Review and Award Process

The proposals will be reviewed by a four-member selection committee containing three general members of the IDHSNA, a BOD liaison and one member with extensive show managing experience from outside the IDHSNA. Proposals will be submitted electronically with in 24 hours to all members of the selection committee. After an individual review period of seven (7) days, the committee will participate in a conference call to review the proposals against the selection criteria. At that point, telephone interviews with applicants will be conducted between seven (7) and 14 days after the Proposal due date. The applicant selected will be recommended to the Board of Directors by the selection committee by the 21st day. At that point, the Board of Directors will review the selection. On or before the 28<sup>th</sup> day, there will be a Board of Directors conference call to vote on the selection after which the Board of Directors will announce the applicant chosen to put on the IDHSNA Annual Show within 30 days of the Proposal due date.

The IDHSNA Board of Directors and the selected applicant will enter into a binding contract with in 30 days of the announcement of the applicant's selection. The contract will be drawn up by the Society's attorney and reviewed by both parties. Negotiations on changes to the contract will take place via conference calls between the Board of Director's Annual Show Liaison, the Show Chairperson, and the Society's attorney within 15 days of the announcement of the applicant's selection. The Board of Director's Annual Show Liaison and the Show Chairperson will be the signatories on the contract.

## 7.0 Reporting and Communication

Applicants are advised of the following reporting and communication requirements should their proposal be accepted. The IDHSNA Board of Directors will appoint a person to be the liaison between the Show Chairperson and the Board of Directors. The function of the liaison is to have one point of contact for information between the Board of Directors and the Show Chairperson, meaning that there is only one person channeling the flow of information between the two groups (the Show Chairperson and the Board of Directors). The Show Chairperson will provide a Show Committee Report to the IDHSNA Board of Directors on or before a date mutually agreed upon every month. Please note that any status reports are required to be provided in Microsoft Word 2003, Microsoft Excel, MS RTF or a PDF document. At a minimum the report shall include:

- Accomplishments during the reporting period.
- Expenditures during the reporting period.
- Income during the reporting period.
- Issues which may negatively impact the proposed show schedule.
- Work planned for ensuing reporting period.

Applicants are requested to identify who will be responsible for tracking the income and expenses for the show, where and by whom income will be deposited and who will pay the bills. Applicants are requested to provide an end date by which all income will be deposited, bills paid, and final accounting provided to the Board of Director's Liaison at the end of the show. It is recommended that this be accomplished within 30 to 45 days from the end of the show.



## SHOW PROPOSAL SUBMITTAL CHECKLIST

This checklist is provided to help ensure completion of the proposal to be submitted, as well as guidelines for consideration in the planning of the IDHSNA Annual Horse Show. This checklist is not necessarily complete. It sets guidelines for consideration, and may be added to as the need arises.

Transmittal Letter (signed by IDHSNA member responsible for the proposal)

<u>Location</u>			
Name of Show Facility:			
Proposed Dates for the IDHSNA Annual Show:			
Address:			
Website:			
Facility Manager:			
Telephone Number(s):			
Additional contact information:			
Proposed Inspection Date:			
<b><i>Please attach a letter or email from the facility manager confirming availability for show and move-in/move-out dates.</i></b>			
Is the location easily accessible to major highways			Yes No
Name of the nearest major airport			
Name of the nearest town			
Are there adequate hotels nearby (within 15 miles)			Yes No
Provide a list of 3 to 5 near by hotels			
Name of hotel with discounted block of 50 rooms be reserved for the show			
<b><i>Please attach a letter or email from the hotel manager confirming availability and price for the show dates + one day before and after.</i></b>			
Include a listing of nearby restaurants (within 15 miles)			

<u>Description of facility</u>	
Map of show grounds (indicate arenas and stabling areas to be used)	

<u>Facility considerations</u>			
Availability of rings and warm-up areas per the RFP requirements			Yes No
Arenas to be available (dates and times); warm-up areas to be available (dates and times, including one day before start of show).			
Indoor or covered arena (100 x 200' min.)			Yes No
Dimensions of indoor or covered arena:			
Warm-up for covered arena			Yes No
Dimensions of warm-up for covered arena:			
Area suitable for free-jumping if stallion inspections are anticipated			Yes No
Please describe the inspection area			
Detail who will provide, set up and tear down the equipment required for stallion inspections (e.g.,			



jumping chute and jumps)			
Provide a diagram of the proposed jumping chute, jumps and distances			
Name potential Veterinarian for inspections			
Contact information for potential Veterinarian			
Dressage arena according to USDF Regulations (20m x 60m) with full arena set-up	Yes	No	
Warm-up for dressage arena	Yes	No	
Dimensions of warm-up for dressage arena			
Hunter/Jumper ring (minimum 100'x200')	Yes	No	
Warm-up for Hunter/Jumper arena	Yes	No	
Dimensions of warm-up for Hunter/Jumper arena			
Course set up/tear down for Hunter/Jumper arena		Yes	No
Who provides personnel for set up/tear down?			
Ring dragging and preparation prior to classes		Yes	No
Who provides personnel for ring dragging and class preparation?			
Dressage arena(s) set up/tear down		Yes	No
Who provides personnel for set up/tear down?			
<b><i>Please show location of arenas and warm-up areas on the required facility site plan.</i></b>			

<b><u>Stabling</u></b>			
Number of available stalls ( <i>note: up to 100 may be required</i> )			
Number of stalls available for mares and foals (12' x 12' min.)			
Number of stalls available for stallions			
Stallion stabling to be separated from mare/youngstock stabling	Yes	No	
<b><i>Please show location of stabling on the required facility site plan.</i></b>			

<b><u>Parking facilities</u></b>			
Horse trailer parking available on the grounds		Yes	No
Spectator and staff parking available on the grounds		Yes	No
<b><i>Please show location of trailer, spectator and staff parking on the required facility site plan.</i></b>			

<b><u>Food/beverages</u></b>			
Catered or on-site kitchen		Yes	No
Food vendor on-site		Yes	No
<b><i>Please show location of Food/beverage facilities on the required facility site plan.</i></b>			

<b><u>Space for vendors, show photographer</u></b>			
Space available for vendors		Yes	No
Space available for show photographer		Yes	No
Is electrical power available to these location		Yes	No
<b><i>Please show location of vendors and show photographer on the required facility site plan.</i></b>			

<b><u>Bathroom facilities</u></b>			
In barn area		Yes	No



Describe bathroom facilities permanent or porta-potties			
At indoor arena		Yes	No
Describe bathroom facilities permanent or porta-potties			
Convenient to other arenas		Yes	No
Describe bathroom facilities permanent or porta-potties			
<b><i>Please show location bathroom facilities on the required facility site plan.</i></b>			

<b><u>Seating for spectators</u></b>			
Indoor arena		Yes	No
Describe seating			
Dressage arena		Yes	No
Describe seating			
Hunter/Jumper arena		Yes	No
Describe seating			
<b><i>Please show location spectator seating on the required facility site plan.</i></b>			

<b><u>Show Office</u></b>			
Size of office			
Describe the office layout			
Hook up for computer workstations, printers, fax machines, and telephones		Yes	No
List the number and types of equipment available			
Adequate number of tables and chairs		Yes	No
Describe the number of tables and chairs available			
Adequate tables for the display of trophies and ribbons		Yes	No
Describe the set up for the trophies and ribbons display			
Securable		Yes	No
Describe how the office is secured and what protections are in place			
<b><i>Please show location of show office on the required facility site plan.</i></b>			

<b><u>Security</u></b>			
Security		Yes	No
Start and end date			
Describe the type of security to be provided			
Name of security company			
Point of Contact			
Phone Number			

<b><u>Ribbons and Trophies</u></b>			
<p>The Awards Coordinator and committee members are responsible to make sure that there are enough ribbons and that the championship and reserve championship ribbons are correctly labeled. They are also responsible for having the perpetual trophies at the show. They will be responsible for making sure that the correct ribbon/trophy are given out to the correct horse/owner. Please check with the previous Show Chairpersons to see if the ribbons left over from previous shows would be available</p>			



<b>and may work for your show.</b>	
Number of ribbons to be ordered	
Name of proposed vendor	
Number of trophies for show	
Plan/Schedule for retrieving, securing, cleaning, repairing and organizing the perpetual trophies	
Plan for setting up trophy table, securing awards	
Line up award presenters for each class and championships.	
Plan for having the appropriate ribbons and trophies at the right place at the right time.	

<b>Exhibitor Numbers</b>			
Qty required		Qty on hand	

<b>Insurance</b>			
Event insurance		Yes	No
Amount of insurance			
Name of insurance company			
Point of Contact			
Phone Number			

<b>Prize List Coordinator</b>			
Provide name, address, phone number, cell phone number (if available) and email address for the coordinator and committee members. Note that the Prize List Coordinator and the Show Program Coordinator can be the same person.			
Name of the Prize List Coordinator			
Name of Prize List Committee Member			
Name of Prize List Committee Member			
Design sample provided		Yes	No
Printing sample provided		Yes	No
Advertising sample provided		Yes	No
Production and Delivery Schedule included		Yes	No

<b>Show Program Coordinator</b>			
Provide name, address, phone number, cell phone number (if available) and email address for the coordinator and committee members. Note that the Prize List Coordinator and the Show Program Coordinator can be the same person.			
Name of the Show Program Coordinator			
Name of Show Program Committee Member			
Name of Show Program Committee Member			
Design sample provided		Yes	No
Printing sample provided		Yes	No
Advertising sample provided		Yes	No
Production and Delivery Schedule included		Yes	No
Program Sales (describe how this will be handled)			



	Describe goals for selling advertising	
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<b>Show Marketing Coordinator</b>			
Provide name, address, phone number, cell phone number (if available) and email address for the coordinator and committee members. (*) denotes key personal requiring contact information.			
*	Name of the Show Marketing Coordinator		
	Name of Show Marketing Committee Member		
	Name of Show Marketing Committee Member		
	Marketing plan provided with details on approach for the various markets.	Yes	No
	Action plan provided with details for obtaining funds for Marketing Plan.	Yes	No

<b>Show Staff (can be paid or volunteer)</b>			
Provide name, address, phone number, cell phone number (if available) and email address for all key personnel (*). Please provide a brief description of expectations, duties and responsibilities for each position. Please provide a name for all other positions. Note that more detailed contact information will be requested for non Key personnel 60 days prior to the show date. Also note that if you deem it feasible, the same announcer may be used for each ring.			
*	Name of the Show Manager/Chairperson		
*	Name of the Show Secretary		
	Name of Dressage Coordinator		
	Name of Hunter/Jumper Coordinator		
	Name of Combined Test Coordinator		
	Name of Breed Classes Coordinator		
	Name of Youngstock Utility Coordinator		
	Name of Inspection Coordinator		
	Name of the Stabling Manager		
	Name of Ring Steward(s) (1 <sup>st</sup> ring):		
	Name of Ring Steward(s) (2 <sup>nd</sup> ring):		
	Name of Ring Steward(s) (3 <sup>rd</sup> ring):		
	Name of Announcer (1 <sup>st</sup> ring)		
	Name of Announcer (2 <sup>nd</sup> ring)		
	Name of Announcer (3 <sup>rd</sup> ring)		
	Name of Warm-up area Steward (1 <sup>st</sup> ring)		
	Name of Warm-up area Steward (2 <sup>nd</sup> ring)		
	Name of Warm-up area Steward (3 <sup>rd</sup> ring)		
	Name of Fence Crew (1 <sup>st</sup> ring) Coordinator		
	Name of Fence Crew (2 <sup>nd</sup> ring) Coordinator		
	Name of Dressage Scribe		



	Name of Dressage Score Runner	
	Name of Dressage Bit and Spur checker	
	Name of Scribe for In Hand classes	
	Name of Course Designer	
	Name of Stallion Parade Coordinator	
	IDHSNA Booth Coordinator	

### **Volunteers**

Please provide a description of how you will get commitments from the required number of volunteers (generally requires 25-35 people minimum): It is expected that the Proposer will have volunteers with show experience in positions which require show experience

	Name of the Volunteer Coordinator	
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### **Judges**

If judges have not been finalized please provide a short list of judges you are attempting to hire for this show. Judges should be licensed/certified by appropriate organizations (IDHS, USDF, etc.). Please describe level of certification for each judge.

	Two Breed In Hand Judges	
	Name of First Breed In Hand Judge	
	Phone Number(s)	
	Name of Second Breed In Hand Judge	
	Phone Number(s)	
	Name of Dressage Judge	
	Phone Number(s)	
	Name of Dressage Prospect In Hand Judge (if different from Dressage)	
	Phone Number(s)	
	Name of Future Event Horse Judge (if different from Dressage)	
	Phone Number(s)	
	Name of Youngstock Utility Judge (if different from Dressage)	
	Phone Number(s)	
	Name of Hunter/Jumper Judge	
	Phone Number(s)	
	Name of Irish Hunter Riding Judge	
	Phone Number(s)	

### **Show Sponsorships**

Please provide the name and phone numbers for the local coordinator and/or committee to solicit sponsorships for classes, championships, program advertising and social events. Work includes defining sponsorship packages, collecting contributions and tracking to make sure appropriate credit is given in program, prize list, banners, announcements, etc.

*	Donations/Sponsorship Coordinator	
	Donations/Sponsorship Committee Member	
	Donations/Sponsorship Committee Member	



	Donations/Sponsorship Committee Member	
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<b>Social Functions and Hospitality</b>		
<p><i>An important part of the show is social, including making exhibitors, judges and spectators feel welcome. Duties should include transporting judges, airport pick-up, making arrangements for the judge's meals, etc. At a minimum, an exhibitor dinner should be held. Refreshments for judges, exhibitors and show staff are often provided. Other social events can include an opening night cocktail party, pre-AGM reception, post-show barn party, farm visits, clinics, etc. These can be sponsored events.</i></p>		
	Hospitality Coordinator	
	Hospitality Committee Member	
	Hospitality Committee Member	
	Hospitality Committee Member	

<b>Annual Dinner (required)</b>				
<p><i>Please provide the name and phone numbers for the local coordinator and committee members to run the Annual Dinner.</i></p>				
	Dinner Coordinator			
	Date			
	Location			
	Type of dinner/event			
	Tickets			
	Describe how will sales/reservations be handled			
	Entertainment	Yes	No	
	If yes, please describe			
	Local advertising to include public is encouraged. Will you do this?		Yes	No
	Please describe how you will handle comp tickets, security, alcohol license, etc.			

<b>Silent Auction</b>				
<p><i>Please provide the name and phone numbers for the local coordinator and committee members to run the Silent Auction. The Auction Committee is responsible for displaying, labeling, creating bid forms, taking money, closing the auction, etc.</i></p>				
	Will you hold a Silent Auction in association with the dinner? If yes, please describe.		Yes	No
	Auction Coordinator			
	Auction Committee Member			
	Auction Committee Member			
	Auction Committee Member			
	Plan for soliciting auction donations (describe in detail)			
	Do you plan an on-line auction (e.g., using Society website)		Yes	No

<b>Annual General Meeting</b>	
The AGM will be hosted, organized and run by the current IDHSNA Board of Directors.	



Will the AGM be hosted on the show grounds?	Yes	No
If yes, please indicate where it will be located		
If not at the show, where will the AGM be held?		
Distance from show grounds		
Transportation provided	Yes	No
Provide the name and phone numbers for the point of contact the facility		
Seating will be provided for 70 people	Yes	No
Facility is indoors/weather-protected	Yes	No
Head table, podium and sound system provided	Yes	No
Sign-in table at entrance provided	Yes	No

<b>Show Photography</b>		
Please provide the name, contact information, and phone numbers of the person that you have lined up to photograph the IDHSNA 2009 Annual Horse Show.		
Photographer to provide complimentary or flat fee photos of show champions, major award winners and general show scene photos for Society use.	Yes	No
If YES, please describe proposed scope of arrangement for the Society show photos		
Provide website address to see samples of the photographers' previous work.		
Provide fee schedule for photographer		

<b>Show Budget Proposal</b>		
The show budget proposal should include the following, <u>as a minimum</u> . (*) denotes key personal requiring contact information.		
*	Name of Budget Coordinator	
	Facility costs	
	Facility deposit and rental (detail all costs)	
	Stalls/Tack Rooms/Double Stalls (detail all costs)	
	Shavings Costs	
	Electricity Surcharge	
	Equipment, jumps, arena rentals	
	Maintenance/trash pick-up etc.	
	Rental of walkie talkies, office equipment, other equipment	
	Office supplies	
	Long Distance Phone Calls	
	Judge/course designer/secretary costs (include transportation, lodging, meals, fees, hospitality)	
	Ribbons and trophies	
	Signage for show grounds	
	Publicity	
	Show program printing	
	Program design and layout costs	
	Prize list design and layout costs	
	Show prize list printing	
	Mailing costs for prize list	



	Hospitality budget – refreshments for staff, volunteers, exhibitors, receptions	
	Show dinner expenses	
	Show photography expenses (if applicable)	

**ADDITIONAL INFORMATION**

In addition to the above documentation, there are some important questions to ask, and provide answers to in your bid:

How are funds to be raised to support the show? Please provide a breakdown of your fundraising plan. *See also “show sponsorships” (previous page).*

It is prudent for the Society to have an Annual Show every year as an important showcase for the Irish Draught and Irish Draught Sport Horse breeding and performance stock located here in North America. Applicants who submit a bid for one year should consider submitting a bid for the following year as the second year at the same location is significantly easier.

Is the facility adequate to also host an IDHSNA Inspection? If you want to offer an inspection, please contact: Brianne Sells at [BrianneS@aol.com](mailto:BrianneS@aol.com) or (540) 554-8320 to discuss and provide additional information about date, stabling, and facilities to be used. Inspections are often held immediately before the start of the show. If you do wish to host an inspection, be sure the facility is adequate to hold an inspection.

What are your realistic estimates of exhibitor participation and number of horses? What is the average distance for IDHSNA members to travel in order to either compete or attend the Annual Horse Show?

