



## Sponsorship

### DRESSAGE - ORGANISER BRIEF

Equestrian Victoria is proud to be able to facilitate sponsorship from Racing Victoria's Off The Track (OTT) program for 10 EV affiliated Dressage events during the 2022/23 year.

This partnership provides a great chance to increase the Off The Track (OTT) presence across the state in this discipline as well as providing support for dressage event organisers.

Please maximise the promotion of this new initiative, as a successful roll out of the concept will assist in the continuation of the it in future years, and the possible introduction of prize money for the placegetters along with a Novice competition for 2022/23.

**Each event in 2022/2023 will run competitions at Official Competitive Preliminary level only.** Refer 'Guidelines' in this document.

These can be run as a stand-alone classis or within an existing class.

#### Sponsorship Benefits

- **\$500 cash** event funding provided by Racing Victoria's Off the Track program to be paid to the organising committee/organisation to run and actively promote the class and the placegetters along with OTT messaging to the dressage audience.
- **Embroidered rug** for the champion to be presented and the results promoted publicly by the organising club through communication channels.

**Note:** The organising club is to provide rosettes/ribbons as per EA Dressage Rule 3.19 – Awards and Placings.

**Please find below requirements from your event which you will need to complete to obtain sponsorship funding, along with details of the sponsorship benefits provided.**

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**To receive your sponsorship, we require the following:**

1. Submission of an invoice to EV for approved sponsorship and prize money (no later than 6 weeks prior to your event)
2. Submission of a 'POST EVENT' online form (no later than 1 week following your event)– [\*\*COMPLETE HERE\*\*](#)

**NOTE**

- Sponsorship will be paid only after **ALL** obligations have been met.
- All communication regarding the OTT sponsorship should be directed to Equestrian Victoria. Please do not contact Racing Victoria regarding additional or alternative sponsorship.
- All invoices for sponsorship funds should be directed only to Equestrian Victoria – contact details below.

## Pre-Event

### 1.1. Event registration online form

Provide all the details of your event to Equestrian Victoria

[support.admin@equestrianvictoria.com.au](mailto:support.admin@equestrianvictoria.com.au)

Due no later than 6 weeks prior to the commencement date

### 1.2. Rug Orders

- The name of your event included in the above form will be used for one rug which will be provided for the first placegetter:

For example      2021 Macedon Ranges Dressage Club  
Equestrian Victoria OTT Preliminary Dressage Series  
<OTT LOGO>  
Champion OTT

- Please include your postal address for the rug/s to be sent prior to the event.

### 1.3. Entry information

Please ensure that the following OTT information is collected on the entry form:

- OTT checkbox – to allow for easy entry checking

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- Name of horse
- Rider
- Microchip
- Racing Name (if known)

The above information will be used to verify that the horse is registered on the Australian Stud Book.

#### 1.4. Marketing

Equestrian Victoria will provide you with the OTT logo versions to be used to promote OTT support of the event.

- OTT logo is to be placed on all your event social media platforms
- OTT logo is to be placed on your website and/or used when promoting the class on social media
- All references to 'Off The Track' to have a capital 'T' in 'The'.
- Please use the following when posting to social media
  - Facebook: @OffTheTrackRV
  - Twitter: @RV\_OffTheTrack
  - #OffTheTrack #OffTheTrackDressage

#### 1.5. Event Program/Event Schedule

- Off The Track to be mentioned when referring to the applicable part/s of the competition in the program and/or entry form.
- Off The Track logo to be displayed in any sponsor listings.
- The Off The Track status to be identified on any draws to allow for identification.

## 2.0 When entries close

### 2.1 Entry list

Upon closing of the entries please forward a list of entrants and their details (see 1.3 above) to Equestrian Victoria E: [support.admin@equestrianvictoria.com.au](mailto:support.admin@equestrianvictoria.com.au).

**This must be received no later than 5 days prior to the start of the event in an excel spreadsheet format.** Any horses not able to be verified will be identified and advised to you as event organiser with a request for further information if required.

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## 3.0 During the Event

### 3.1 Signage at the Event

- Placement of corflute signage provided by OTT are to be displayed in a prominent position at the event – ideally where there are photo opportunities/coverage.
- Please contact [support.admin@equestrianvictoria.com.au](mailto:support.admin@equestrianvictoria.com.au) if you do not have access to OTT signage.

### 3.2 Commentary during the Event (PA etc.)

- During the event commentator/s are to briefly speak about the OTT program conveying messaging to riders and spectators to drive the demand for the Off The Track Thoroughbred and mentioning the OTT class.

#### Some sample words to use:

- *The Off the Track program aims to facilitate the placement of retired thoroughbred racehorses in second careers.*
- ***Off The Track encourages you to claim your horse on their new OTT Community platform!***
- *Off the Track promotes a network of Acknowledged Retrainers across the state.*
- *Off the Track's strives to drive demand for retired racehorses for both performance and pleasure.*
- *Off the Track horses are the true all-round versatile mount*
- *Off the Track program aims to facilitate the placement of retired thoroughbred racehorses in second careers by promoting the network of Racing Victoria Acknowledged Retrainers across the state, driving demand for the breed as performance and pleasure horses and educating the community about the various life after racing options, versatility of use, and the appropriate care and retraining of the thoroughbred.*

### 3.3 Presentations

- "Racing Victoria's Off The Track program" to be mentioned verbally when presenting applicable prizes.
- A photo is to be taken of winner (and other with placegetters if possible) clearly showing rug embroidery with OTT branding

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## 4.0 Post Event

### 4.1 Results

- A photo of the winner (and also the placegetters if possible) clearly showing rug embroidery with OTT branding are to be posted on social media using hashtags – see ‘1.4 Social Media’ above.
- A list of OTT class results – see below - is to be advised through the Post Event Acquittal Form. These will be used by Racing Victoria on their website and social media platforms and in doing so provide promotion for your event.

### 4.2 Payment

Payment of the sponsorship money will only be made upon the provision of an invoice to Equestrian Victoria **and** only if all sponsorship obligations have been fulfilled through the Post Event Acquittal form, e.g. photos, details of winners (rider name + horse name).

Invoice example details:

Equestrian Victoria, PO Box 616, Werribee 3030 - Phone: 03 9013 070

Email: [accounts@equestrianvictoria.com.au](mailto:accounts@equestrianvictoria.com.au)

Description: Macedon Ranges Dressage Club Dressage Event - OTT sponsorship

Amount: \$500.00 (+GST if registered for GST)

## 5.0 Post Event Required Details

To obtain the sponsorship each event organiser is required to submit an online **Post Event FORM – SEE LINK (2.) ABOVE** - which details the following information:

- Total number of event entries
- Number of OTT entries
- Number of OTT entries in Preliminary competition
- Photos of winner
- Bank details of the payees for prize money (Name, BSB, Account, Amount)
- Results (to a minimum of 3<sup>rd</sup>) including:
  - Class
  - Place
  - Horse name
  - Horse racing name
  - Rider name

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## Guidelines

**LEVEL:** Preliminary (Official Competitive)

**SCORING:** The Champion OTT results are to be calculated as per the EA Dressage Rules Championship scoring system – 3.19 (h-n):

- first placed horses will be allocated 35 points
- second placed will be allocated 34 points
- third placed will be allocated 33 points and so on to the last placed horse
- competitors must compete in both tests at level to be eligible for champion points
- the Champion is the horse with the highest combined points of the two tests
- in the event of a tie, the Champion will be the horse with the highest aggregate percentage at that level
- in the event of a further tie, the horse with the highest percentage in the higher competition at that level will be deemed the Champion

**MEMBERSHIP:** Rider to have a minimum of EV Preliminary Dressage Membership, and horses must be registered and hold a current competition license.

**PLACINGS:** The organising club is to provide rosettes/ribbons as per EA Dressage [Rule 3.19 – Awards and Placings](#).

**PRIZES:** 1<sup>st</sup> Rug (provided by EV/OTT)

Other prizes may be provided at the organiser's discretion.

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## Inquiries

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