

Off The Track Sponsorship HORSE TRIALS - ORGANISER BRIEF

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

This partnership provides a great chance to increase the Off The Track (OTT) presence across the state as well as providing support for horse trials events.

Sponsorship Benefits

- \$1000 cash event funding provided by Racing Victoria's Off the Track program to the organising club to run and promote the class.

PLUS

- \$500 cash prize money to be distributed to the winners of the OTT classes

PLUS

- Embroidered rugs for each of the winners of the OTT height classes

Please find below requirements from your event in order to obtain funding along with details of the sponsorship benefits provided.

To receive your sponsorship, we require the following:

1. Submission of an Invoice to Equestrian Victoria for approved sponsorships 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)– [view 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.

1.0. Pre-Event

1.1. Supply a list of running OTT classes to Equestrian Victoria

Provide all details of your event to support.admin@equestrianvictoria.com.au

Due no later than 6 weeks prior to the commencement date.

1.2. Rug Orders

- Details of all OTT classes on offer (e.g. EvA 80, EvA 105, etc.) to be provided.

This information will be used for embroidery on rugs along with the OTT logo.

For example 2022 Friends of Werribee HT
 Best Performed OTT
 EVA 105

- An EV representative will bring the rugs to your event.

1.3. Entry information

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

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

This information will be used to verify that the horse is registered on the Australian Stud Book and therefore eligible for prizes.

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
- 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

1.5. Event Program

- 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.
- An advertisement can be provided should there be an opportunity.

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 . **This must be received no later than 5 days prior to the start of the event.**

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.
- The signage will be delivered by an EV representative and arrangements should be made by the event organiser to ensure signage is returned following the conclusion of the event.

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 in order to drive the demand for the Off The Track Thoroughbred.

Some sample words to use:

- *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 Retainers 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 Retainers 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
- Photos to be taken of winners clearly showing rug embroidery with OTT branding

4.0 Post Event

4.1 Results

- Photos with winners clearly showing rug embroidery with OTT branding to be posted on the event/club social media channels using hashtags – see '1.4 Marketing' above.
- A list of OTT results – see below - is to be advised through the Post Event Acquittal Form.

4.2 Payment

- Payment of the sponsorship and prize money will only be paid upon the provision of an invoice to Equestrian Victoria:

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

Email: accounts@equestrianvictoria.com.au

Description: OTT Horse Trials sponsorship – include name of event

Amount: \$1500.00 (+GST if registered for GST)

NOTE: Invoice will only be paid when requirements have been fulfilled, e.g. photos, details (rider name + horse name) of winners.

5.0 Post Event Required Details

To obtain the sponsorship each event organiser is required to submit an online Post Event form which details the following information:

- Total number of event entries
- Number of OTT entries
- Photos of winners
- Results including:
 - Class
 - Place
 - Horse competition AND racing name
 - Rider name

[Complete the Post Event Acquittal form HERE](#)

Contact

All queries to be directed to:

Braedyn Lennox, Equestrian Victoria,
E: support.admin@equestrianvictoria.com.au
P: 03 9013 0707