



Development History:

This is a deeply innovative and expansive approach to the “Horse Makeover” style event. The foundation of this event’s concept is built upon the accumulated years of experience of 6 similar competition events across the USA. After speaking with event organizers about best practices and worst practices, and gathering their competition formats information and guidelines, a very large body of work had been amassed. The event’s essential structure and rules were drawn

from this body of work.

There were always two questions asked during this process: how do we effectively continue to redevelop unwanted horses to be suitable for the average rider, and how do we make adoptions that “stick”? Additionally, further questions arose in the discovery of a few key strategies generally missing from the Equine rescue industry itself. Among these are:

- Positive public paradigm of the value of unwanted horses
- Interconnectivity among Rescue Organizations
- Rescue Organizations rallying together to cooperatively fund-raise
- Annual Budgets for qualified Equine Behaviorists and Trainers to redevelop Equines for adoption
- Programs in place that effectively match horses to adopters
- Effective Equine Psychological/Behavior assessment programs in place at Rescues
- Post-adoption follow-up training or continuing education programs for adopters

As these things came to light, they were added to the event concept as it was expanded and refined. The result is this pilot event, hosted by the Marin Horse Council!

Goals:

To safely transition unwanted horses to become valued members of the community

To increase public awareness of the positive potential value of the unwanted horse

To promote local equine trainers who use gentle and humane methods

To Increase public awareness of sponsorship and volunteer opportunities with local rescues

To foster cooperation among rescue organizations, by hosting this event together

To introduce great trainers to rescues for potential ongoing collaboration

To make adoptions that “stick”

To bring the local equestrian community together for a common cause

To support local business through unique sponsorship and marketing opportunity

Event Planning Phase

The Host Organization assembles an Event Planning Committee, which is responsible for the following:

- Contacting and inviting all local equine rescue organizations to rally together.
- Locating and securing suitable venues, for both the Remuda and the Competition Events, and setting dates for each.
- Locating and contacting participants via phone and e-mail.
- Locating and securing sponsors for the Event.
- Locating and securing volunteers for the Event.
- Locating and securing judges for the Event. Judges are selected based upon their horsemanship education and experience, and working knowledge of Equine Behavior. Judges need not be accredited, and cannot be affiliated with any of the Competitors or Rescues.
- Event advertising, publicity, and promotion. Locally advertising via social media (FB,

Craigslist), feed/tack store posters and fliers, Rescue Org websites, Trainer websites, local Horse Councils, Equestrian Clubs and Organizations, Farm Bureau, etc. Event Planning group informs TV and Newspaper Media, sending press releases 3 weeks in advance.

- Appointing a Selection Committee to collect and review applications submitted by Rescues and potential competitors, and to select horses and trainers to participate in the Remuda. Trainers are selected based upon their horsemanship skills and working knowledge of Equine Behavior. Horses are selected based on suitability for the Competition.
- Working as a communication hub, as follows:
 - Notifying Trainers and Rescues of selection results, via phone and e-mail.
 - Notifying Trainers of Competition Rules, schedules and logistics.
 - Notifying participating Rescue groups of schedules and logistics.
- Locating and securing equipment for the Event.

Competition candidates complete and submit Trainer Applications, and any videos requested of them by Selection Committee. Videos must accurately depict the Candidate's skills and paradigm in addressing unwanted equine behavior. **Rescue Organizations** submit Equine Candidate Applications with "then" and "now" photos of horses (photos must be at least 300dpi high resolution). Submission deadline is March 21, 2013.

Remuda Phase

This is a mini-event in itself!

All Rescue groups, Equine Candidates, and Trainers will join the Host organization, public, and Media in attending a Remuda on Sunday, April 7th 2013. Each trainer's name is randomly drawn to take a set amount of time to choose a horse from a group of 3-4. As video cameras roll, each Trainer spends a fair amount of time with the horse chosen, then give a brief video interview about reasons for choosing the horse, and a strategy for its development. Trainers will present educational chats with the audience. Trainers are responsible for transporting horses to their training facilities that day.

Training Phase

Trainers are encouraged to utilize gentle and humane methods that are based in Equine Psychology, in endeavoring to develop the horse into an outstanding equine citizen who is suitable for the average person. Blogs, photos, videos, interviews, Facebook pages – all of these are integral to this phase. Each horse will have his or her own Facebook Fan Page, administered by the Rescue and Trainer, to keep fans, sponsors, and the Rescue Organization apprised of progress. People who are interested in adopting one of the Competition horses can follow the training progress there.

The Competition Event

Our Competition will be held at the Marin County Fair on Thursday, July 4, 2013.

Currently being considered:

- All participating Rescues have a space in group area for public interface
- All competing Trainers have a space in group area for public interface
- Stall exterior decorating contest, winner by public ballot
- Each Trainer has scheduled public chat / seminar / demo / lecture time
- Donations will go in one box, to the Marin Horse Council. Total donations garnered

at the event will be equally divided among participating Rescue/Sanctuary Groups, regardless of whether groups have horses that made it into the actual competition.

- All Sponsors have booths, and a VIP area
- Hosted reception for Sponsors, Donors, Trainers, VIPs

Competition Phase

Competition is comprised of three phases: Equine Citizenship, Trail, and FreeRein.

Two divisions: Ground and Saddle.

Equine Citizenship

Designed to encourage all trainers to develop safe and happy relationships with their horses, and focuses on overall comfort and safety for both equine and human in performing everyday tasks. This class is comprised of activities that enable a horse able to be safely handled by the average person. Passing this class is required to advance to Trail Class.

Trail in Hand

This class is for equines of any age not yet ready to show under saddle. Ground Division Competitors will be expected to saddle and mount their horses, but not to ride.

Trail in The Saddle

This class is for equines at least 3 years of age who are ready to show under saddle.

FreeRein Finals Class

Those with highest overall scores in each division earn a spot in this class. This is NOT a showcase for the Trainers' ability levels; rather, it is each Finalist's opportunity to showcase their horse's personality, talents, and most outstanding qualities. Each competitor will have an equal amount of time (5-10 minutes, to be determined) to present their own freeform program, set to music of their choice.

Grand Finale Exhibition

A public exhibition show for spectators, sponsors, fans and potential adopters. As no horse can be disqualified from the event, all will attend the Grand Finale, to present their horse to the public, and let the horse's story be told. The FreeRein Finals Class will also be presented here. This is where videos from the Remuda day can be presented, to showcase how far each horse has come. The highest cash prize will be awarded to the "Most Profoundly Changed Horse". Cash Prizes will be publicly awarded for 1st, 2nd, and 3rd place in each division.

Adoptions

There will be no auction. One of our goals is to make adoptions that are lasting. This can be facilitated by matching horse to human, and this will be done in collaboration among Trainer and Rescue, with particular emphasis on matching personality, attitude and skill levels of both horse and human. An addendum to the regular adoption agreement will stipulate that the Adopter will take a minimum number of lessons (eg: four) with the trainer, over the first 6 months post-adoption. The cost of these lessons is the responsibility of the Adopter, and should be paid as part of the adoption fee. Rescue Organizations will orchestrate and contract all adoptions exclusive of Ride To The Rescue.

For information, please contact Maggie Metzker at RideToTheRescue@yahoo.com

Visit our Website at www.RideToTheRescue.yolasite.com