

NATIONAL VERSATILITY RANCH HORSE ASSOCIATION

EVENT PLANNING GUIDE

1. Setting the Event Date.
2. Facility Considerations
3. Cattle Supply
4. Selecting and Hiring Clinicians
5. Advertising Your Event
6. Logistics and Awards
7. Social (a high priority)
8. Volunteers and Labor Required (general guidelines for execution)
9. Ways to Reduce Cost
10. Developing a Budget and Determining Participant Cost
11. Participant Cost
12. Application to NVRHA and contact information

1. Date

Consider the following:

Conflict with horse events and other significant events.

Weather complications (indoor arena, alternate plan).

Availability of key people.

2. Facility

Need at least 2 arenas

Stalls (need at least 16 for starter events). What if we have 24? (locals/haul-ins)

Cattle holding pens (accessibility to arena).

Arena cattle holding (fencing).

Arena ground (watering/working).

Off-loading chute (semi transporting cattle).

If arena is large enough to be divided and is planned for 2 clinicians, panel availability for dividing – screening.

Working cow (suitability for single cow separation).

Area for trail class (obstacles-gate, log and bridge).

Loudspeaker system for cattle working arena.

Requirements for arena deposit.

Determine cost for stalls (normally charge \$5.00 more to insure break even).

Who cleans stalls? Include cleaning cost for stall if possible, otherwise, charge deposit.

Availability of breakfast/lunch vendor.

Availability of restrooms facilities, trash cans and any table/chair rental items.

3. Cattle

Availability (prefer no horned cattle).

Do not use cattle which have been roped.

Cost (include transportation) from cattle supplier.

Hay (cost for event duration)

Suppliers given estimate of number of cattle required (usually about 2 cows per participant for competition clinics and 1 cow per participant for competition only events).

4. Clinician

Who to hire and focus of event? (cutting, working, roping, etc).

Cost? Include lodging, travel and subsistence.

Discuss arrangements for limiting number of clinicians (if planning a 24 participant clinic and only enroll 16-must reduce clinicians from 3 to 2).

Generally, 1 clinician per 8 participants.

If combining clinic and competition:

- Clinic Day - 1/8 participants. Example 24 participants. Total with 8 per group then 3 clinicians.
- Competition Day - for 24 participants you only need 1 judge.
- Clinician/Judge must be approved by NVRHA

All alcohol for clinicians/judges will be provided by host (not tabulated in any form of invoice, even as part of a meal).

5. Advertising

Develop a very attractive flyer prior to Dec. 15th of the previous year for January – June events.

Distribute to Key Managers of other events and locally post. Advertise in local newspaper and magazine.

Identify a media that will reach the target market audience within a reasonable travel distance. Have you flyer published about 6 weeks to 2 months prior.

Identify and scope all items needed for event registration (form to be developed by NVRHA).

6. Logistics

Items to be included in budget:

- a. Ribbons
Small events: 1-3 each class, each division plus all-around and reserve all-around. About \$100.00
Large events: 1-5 each class, each division plus all-around and reserve all-around. About \$150.00
- b. Cattle numbers
Recommend over the back numbers/glue or exhibitor back numbers (from feed dealership) Get 2 duplicate sets- low numbers preferred. Apply to cattle with liquid nails.
- c. Awards- use sponsors for awards except ribbons.

7. Social

Encourage an evening event on the grounds if possible (for small towns, events off the grounds may be better). Judgment call (the idea is to promote fun and friendship).

Provide accommodations for trailer hookups as a priority.

Use printed tickets for meals to insure accountability.

Collect for social events as part of registration – allow for ticket purchase at event for guest/last minute.

Check with local vendors/restaurants for meal pricing to be included in registration form.

8. Volunteers/Labor Required

Overall cattle manager (off-loading, feeding, moving, clinician support). Usually a volunteer.

Prep for competition – number cattle. Need volunteer with cattle handling experience and at least 2 helpers – night before competition.

Day of competition:

Scribe

Gate person (cattle arena)

Announcer

Time keeper

2 admin for score tabulation – one computer literate.

Cattle Manager (2 people during working ranch horse class).

Couple of extra people for backup and arena support (trail obstacles, cutting, pen panels, etc.).

9. Ways to Reduce Cost

Use ½ days for pricing judges (ex. Better to have 2 judges for 1/2 day then 1 judge for full day). More fun, gets people home earlier.

Have judge stay at a home (donated) rather than a motel and feed him.

Use husband and wife clinicians.

Have clinicians commute together.

Careful use of cattle reduces number required.

Limit number of horses a clinician brings to one – use local horse if possible to prevent need to haul and need for stall space.

Hire local laborer or volunteer to clean stalls if needed.

Note on registration form for participant to bring shavings unless vendor managed, do not handle bedding.

Try to avoid any cash payment at the event (handle through registration).

Use local 4-h volunteers if possible.

10. Budget Development (Guidelines)

Base budget on 16 participants, 2 clinicians for clinic, one judge for competition and 32 cows.

Typical Budget

a. Facility	2 days @\$500.00	\$1,000.00
b. Clinicians/Judge	clinician #1 - 1 day@ \$500.00 (mileage & meals)	\$ 500.00
	100 miles @. 40 plus 2 meals	\$ 60.00

	clinician #2 (also judge)	
	2 days @ \$500.00	\$1,000.00
	(mileage & meals)	\$ 150.00
	(lodging) 2 nights	\$ 160.00
c. Cattle	32 head @\$25 (transportation included)	\$ 800.00
	feed	\$ 100.00
	numbers/glue	\$ 55.00
d. Registration & Insurance	16 participants @\$25	\$ 400.00
e. Miscellaneous	advertisement	\$ 150.00
	ribbons	\$ 100.00
		<hr/>
		\$4,475.00
	Contingency 10%	448.00
	Total:	<u>\$4,923.00</u>

11. Participant Cost

\$4,923.00 divided by 16 participants = \$307.68 (charge \$315.00)

Note: As clinic size grows, cost/participant decreases. Our goal is to not charge more than \$150.00 per day.

Example: if 2 additional participants were added, costs would increase by only 4 cows (\$100.00) and cost/participant would decrease.

\$4,923.00 + \$100.00 divide by 18 participants = \$279.00 (charge \$290.00)

However, with 10 participants per clinician, quality/individual work time is very adversely affected.

NVRHA

NATIONAL VERSATILITY RANCH HORSE ASSOCIATION

APPLICATION TO NVRHA FOR SEED MONEY

590 HWY 105 BOX 150
MONUMENT, CO 80132

1. Date of Event: _____

2. Recommended Advertising Media

Name: _____

Address: _____

Telephone Number: _____

3. Budget Attached

4. Registration Date: _____

Staff Cost: _____

Participant Cost: _____

Clinicians: _____

Location: _____

Event Manager Name: _____

Email: _____

Phone #: _____

5. Proposed Flyer Attached

6. Expected Attendance _____

Please provide as much detail information as possible to give NVRHA confidence to support seed money request. Call Dave Currin @ 719-481-9311 or Bill Hauschildt @ 719-570-1774 with any questions.

NVRHA, 590 Hwy 105, Box 150, Monument, CO 80132

www.NVRHA.ORG ~ Telephone/Fax: (719) 487-9014