



Clinic Hosting Packet with PATRICK KING HORSEMANSHIP

Hosting a clinic with Patrick King Horsemanship can be fun and rewarding. The information below spells out exactly what's involved, step-by-step instructions for hosting a clinic, a marketing plan, a schedule, and ideas on how you can benefit both personally and financially from hosting such an event in your area.

Step 1 Choose the Schedule

We typically book our weekends 6 to 12 months in advance and our weekdays 3 to 6 months in advance. Make sure that you check with your local horse community regarding big local events that may be planned before you choose a day for your clinic and that your facility has everything you need to put on the event for that day.

Step 2 Choose your Facility

Before you determine the type of event, you need to take a close look at the facility you'll be using. Considerations include: option for indoor or covered arena in case of inclement weather (required in most areas), option for round corral (not required for colt starts), stalls for riders traveling a distance, hookups for living quarter trailers and campers, seating for spectators, parking spaces, restrooms, and meeting area for lectures and lunches. Participants may ask about arena sizes, footing, etc. so be prepared to answer these questions.

Step 2 Choose your Event Type

Patrick offers clinics, lessons, colt starting, problem horse training, demonstrations, lectures, and digital coaching. We offer FULLY CUSTOMIZABLE packages. We will work with your group in providing your riders with the best educational opportunity for them. If you can dream it, we can build it! As horsemen ourselves, we know some types of lessons work better for some horses and we want to provide the best possible educational experience for our clients.

We pride ourselves on being extremely flexible, easy to work with, and undemanding. We offer "a la carte" packaging, so you can combine any of the lessons or training sessions you'd like. I will work with you to help you design the best clinic for your horses and riders! If you have a unique event in mind, we would love to be a part of it. If you're not sure what kind of a package you'd like for your group, here's some ideas to get you started.

- (1) Clinic comprised of private and semi-private lessons. \$125 per person per hour private or \$75 per person per hour semi-private (up to 3 people per lesson), for a total of no more than 8 hours of instruction with half hour break for lunch. Auditors charged. No commission offered for private lesson clinics; we encourage Hosts to add arena fees on to each rider's invoice.

- (2) Clinic comprised of group classes: \$110 per person per 3-hour group class, \$200 per day (two group classes), \$350 per two days (four classes), \$500 for three days (six classes). Auditors charged at \$20 per day. Host receives a spot in the clinic or a private lesson. Maximum of two group classes (6 hours) per day with a one hour break for lunch. After minimum fees are met, clinic host receives a 15% of total fees collected during the clinic.
- (3) Clinic combo: Morning group, afternoon 1 hour semi-privates or 30 min privates. \$200 per day, \$350 per two days, \$500 for three days. Auditors charged at \$20 per day. Host receives a spot in the clinic. After minimum fees are met, clinic host receives a 15% of total fees collected during the clinic.

If you have a different idea in mind, we will work with you to create the BEST clinic for you and your clients. We are very flexible and are always excited to create new events for our Hosts!

PKH will charge a \$1,000 *minimum* for weekend clinic days, \$500 *minimum* for week-day clinic day. Deposits and commissions, when applicable, will be subtracted from the total. PKH total minimum fees are due upon completion of the clinic. Additional fees for horse use, facility use, haul-in, stabling costs, etc may be added on by the Host. We also provide discounts for non-profit groups, youth groups, and clubs.

Step 3 Choose your Classes

As the clinic host, you may choose the topic(s) or theme for your event. Typically, we center our focus around a theme to provide flow for the event between classes. For 3 day clinics, we encourage clinic hosts to break up the riding by offering ground work classes on the first or second day and either a trail or garrocha class on the last day. I have included a list of our classes below. You can find more information on these classes on our website.

Foundation Groundwork (Groundwork 1)
Introduction to Classical In-Hand Work (Groundwork 2)
Principles for Refined Riding (Horsemanship 1)
Bending and Straightness (Horsemanship 2)
Unlocking Your Horse's Body for Advancement (Horsemanship 3)
Introduction to Collection Work (Horsemanship 4)
Introduction to Dressage in ANY Saddle (Dressage 1)
Establishing the Connection (Dressage 2)
Beginning Lateral Work (Dressage 3)
Advancing Your Lateral Work (Dressage 4)
Riding a Test (Dressage 5)
Introduction to Ranch Horse (Ranch Horse 1)
Getting Started with Garrocha (Garrocha 1)
Advancing Your Garrocha Work (Garrocha 2)
Trail Horsemanship Basics (Trail 1)
Advancing Trail Horsemanship (Trail 2)

Step 4 Promoting

Hosting a clinic with Patrick King Horsemanship is a great way to connect with your market. Whether you

are a riding instructor, trainer or horse owner dedicated to improving your horsemanship, hosting a clinic with help you to reach out to the surrounding community. Promoting the event allows you to let people know about what's happening at your barn, and also lets them know what you do and who you are. We offer many tools to get started promoting the event and we will help promote your barn amongst our clientele as well.

Referrals- In general, we attribute about 75% of student acquisition to referrals. This means that most of the riders attending our clinics are referred to us by people who currently train with Patrick King (the majority find us through our expos and demos). We encourage our clinic hosts to use the vast network of individuals they know that are connected to the horse community. We offer a referral program that encourages friends to take advantage of the educational opportunities afforded to them by Patrick King Horsemanship clinics. We offer referral cards for your friends and clients to bring a friend and receive \$25 off any group lesson with us. These are designed to expand your networking capabilities and increase participation at our clinics. These are available by request and will be sent to you in a host packet.

Social Media- Online platforms are a great way to connect to your larger community. We recommend using social media outlets, especially through Facebook groups, sharing our Youtube videos and articles from our website. We will create a Facebook event page for you to promote the event. This will be linked on our business page as well. We also send out monthly Heading Your Way graphics which list your barn name and date on the schedule.

Promotional flyers- On our website, you will find several downloadable flyers that you can print out and write your information. These flyers should be posted at nearby barns, tack shops, and other locations frequented by members of the horse community.

Brochures- We have both english and western themed brochures that briefly outline Patrick's teaching and training philosophy. We have included a blank space on the back of the brochure for you to fill out your information. These are available upon request.

Business cards- Business cards are a fantastic way to connect with equine professionals such as barn owners and trainers. These are available by request.

Auditor passes- We offer free auditor spots to friends, family, clients, and other trainers in your area in order to build long-term interest in our clinics and your barn. We have found that typically, once a rider audits they tend to sign up as riders in the future. These are available by request.

Advertising- If you are considering purchasing an ad in a local journal or magazine for your barn, our clinic is a great event to advertise. Highlighting exciting events such as clinics demonstrates that your barn is active, interesting, organized, and engaged. Local and regional horse publications often seek new articles for their magazines. This can be a great opportunity to showcase your barn and highlight the event. We can provide a PR packet upon request which includes high resolution photos.

Expos- We provide exposure for your barn at our expos. This year, we will be presenting at Horse World MD, Horse World PA, Midwest Horse Fair in WI, The Mane Event in AB (Canada), and Southern Equine Expo in TN. If people have inquiries regarding our clinics, we direct them to the barn in your area. Because expo season typically lasts Feb-April, this is only applicable to clinic hosts that have determined dates early in the year. Another reason to choose a date early on!

Email Marketing- Information about your clinic will be sent to thousands of subscribers on our email listserve.

Website Schedule- We will list information about your event on our website.

Direct Marketing- We will collect addresses from your riders with permission. We will first mail each of your participants a personalized thank you letter signed by Patrick after each clinic while their experience was fresh in their minds (typically 1-4 weeks later). We will then mail them a postcard with horsemanship tips and a coupon to encourage them to contact the host to sign up for their next clinic (approximately 3-6 months later). Finally, we will send them a holiday card with a coupon code. Keeping in touch with clinic participants helps retain students! Sending participants a quick text message or phone call thanking them for their participation is a great way for you to express your appreciation. We encourage hosts to stay in contact with the participants for future clinics and for you to build a larger client base.

Step 5 Business Development Ideas

We are happy to hear your ideas about how our clinic can help you build your own business. We can help with fundraising events, youth group events, open house events, holiday parties, speaking engagements, dinner parties, horsemanship demonstrations, retreats, promoting your retail product, or any other idea you may have. We pride ourselves in working closely with equine professionals and working collaboratively with other trainers as well.

Sponsorship from local businesses is sometimes a great option to help cover the costs of facility rental and advertising. As a way to give back to sponsors, some clinic hosts offer sponsors the option to set up a vendor space during the clinic, as well as the option to hang a promotional banner at the arena. Sponsors can also be listed in advertisements and promotional posts through social media sources.

Step 6 Accommodations and Meals

Determine whether or not you want to provide meals and drinks during the clinic and how much you will charge for this. It is highly recommended to provide coffee and lunch if you are hosting a traditional clinic and it is required that water be provided for participants and Patrick regardless of clinic type.

It is common but not required for clinic hosts to coordinate a group dinner with Patrick and the clinic participants at a local restaurant. This provides riders a chance to reflect with Patrick on their progress during the clinic and have a casual evening of conversation about their goals and future plans with their horses. It is common to open an invitation to auditors, as well. You will need to let all your participants know what meals will be provided, if any, and whether dinner is an option for folks.

If many participants are traveling from out of town, you'll need to let them know what types of accommodations are available, such as camper hook-ups or block rates at local hotels. Patrick is flexible and can either book a local hotel at his expense, or stay in a guest room if available. If you are providing a guest room or trailer, Patrick must have access to a shower, electricity and running water.

Step 7 Organizing your Participants

First, you need to contact your participants regarding the date, location, and event details. Next is a follow up to encourage them to place a 50% non-refundable deposit to hold their space in the clinic. In the case

of a serious injury or illness, we do allow deposits to be transferable to another clinic. However, because our hotel and flight reservations are non-refundable, we cannot allow refunds. Once they have paid their deposit, you can email or mail the liability and PR release forms found on our website and send them the Now What? flyer. You will need to prepare forms for any additional fees and send that to participants as well. Finally, you will need to print out an auditor registration form so you can register auditors at the clinic.

Step 8 Calendar

Here's a general guideline that you can use to help keep you organized. We realize event planning can be stressful, but being organized and completing much of the paperwork can be done well ahead of the event. Do not wait until the last minute. In our experience, hosts that are well organized and plan ahead have much more time to participate in the clinic, the participants feel more relaxed, the event runs on time, and the atmosphere is much less stressful for everyone!

12 Months Before Event:

- Schedule Event
- Reserve Facility
- Call your network of horse friends and tell them to 'save the date'
- Discuss event type with influencers (trainer, students, boarders, and people you know will be influential in getting others to attend)

9 Months Before Event:

- Choose event type
- Create a spreadsheet to keep track of what people paid and how much they owe (this is especially important if there are fees associated with facility rental, haul-in, lunches, etc.)
- Post information on social media sites
- Follow up with your network of horse friends and tell them you will soon be accepting deposits
- Post information on your website
- Post flyers at local tack shops, feed stores, Tractor Supply
- Call network and begin accepting deposits
- Call area trainers and other barns and tell them to 'save the date'

6 Months Before Event:

- Call, email, and facebook posts to greater horse community letting them know that you have begun accepting deposits and if spaces are limited, encourage them to act quickly
- Call network and let them know about the referral program and distribute networking cards throughout your barn

- Create flyer for your event and post in tack stores, feed stores, Tractor Supply
 - Send Patrick King Horsemanship your event deposit

4 Months

- Send auditor passes to folks that are 'on the fence'
- Follow up with everyone that expressed interest and collect deposits
- Post your flyer or the event page on the relevant Facebook pages
- Advertising

2 Months

- Follow up with everyone that expressed interest and collect deposits
- Determine accommodations, secure hotels, decide on food choices and make reservations
- Contact all participants with release forms
- Order any polos or t-shirts for your group
- Contact insurance company, if necessary
- Post your flyer or the event page on the relevant Facebook pages

1 Month

- Check to make sure everyone has sent deposits and release forms
- Print Auditor Registration Form
- Schedule any add-on lessons
- Schedule any volunteers for the event
- Follow up with everyone 'on the fence' about participating

1 Week

- Double-check that every participant has signed release forms and has sent deposits
- Prepare facility space as needed
- Pick up water and coffee for participants
- Last minute follow up for auditors

Day Before

- Water and prep arena