



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.

Scheduling

We typically book our weekends 12 months in advance and our weekdays 6 months in advance. We offer flexibility in scheduling and can provide anything from a half-day clinic to a 5 day symposium style event. Weekend clinics must be 3 days in length if Patrick drives. If he flies to your location, the clinic must be 4 days. International clinics are 5 days or longer (often split between two hosts).

Facility

The follow are required at any facility hosting a PKH event: an arena large enough to set up a small dressage arena, the option for indoor or covered arena in case of inclement weather, stalls for riders traveling a distance (if you are allowing outside participants), ample parking for trailers, seating/ room for spectators, restrooms, and a meeting area for lectures and lunches.

Event Type

Patrick offers clinics, lessons, demonstrations, lectures, and digital coaching. We will work with your group in providing your riders with the best educational opportunity for them. We pride ourselves on being flexible and undemanding. We can do combinations of groups and private lessons, as well.

- (1) Clinic comprised of private and semi-private lessons. \$125 per person per hour private or \$75 per person per hour semi-private, for a total of **no more than 9 hours of instruction** with half hour break for lunch. Host receives a private lesson. No commission offered for private lesson clinics; we encourage Hosts to add arena fees on to each rider's invoice. Auditor fees go to hosts, charge as you will.
- (2) Clinic comprised of group classes: \$110 per person per 3-hour group class, \$200 per two group 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 (\$1000 per day), clinic host receives a 15% of total fees collected during the clinic.
- (3) Private clinic: We charge \$750 per full day of instruction. We do not provide any marketing tools for such a clinic, this is only for you and your horses.

For all clinics to which Patrick flies, the cost of airfare and car rental will be added to total cost of the clinic. Otherwise, we will pay for Patrick's lodging, meals, and transportation. DiDi will always make Patrick's travel arrangements.

Deposits and commissions, when applicable, will be subtracted from the total. PKH total 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 provide discounts for non-profit groups, youth groups, and clubs- just ask!

Group Classes

As the clinic host, you may choose the topic(s) or theme for your event. Our group classes are:

Introduction to Classical In-Hand Work: Learn how to work with your horse in a way that encourages relaxation, suppleness, and freedom throughout the body. Prepare your horse for collection under saddle by improving his posture and carriage from the ground first. Open his mind, open his body, and open up a world of possibilities for advancement.

Introduction to Garrocha: This is an introduction to the art of the garrocha, focused on safely preparing you and your horse for this new endeavor. Learn about the history the garrocha and how to utilize this tool to help with your horsemanship. Please note: You (or the participants) must bring their own garrocha pole. We can not fit them in our car!

Principles of Refind Riding: Learn about seat, leg, and rein aids to clearly communicate with your horse from the saddle. Gain mastery of transitions, direction, impulsion, and more by better understanding your horse's footfall and mechanics. No prerequisite.

Introduction to Working Equitation: Showcasing traditional Iberian horsemanship, working equitation has become one of the fastest growing equestrian disciplines in the world. This class provides riders and horses with a purpose, building upon the principles of their dressage training while increasing responsiveness, confidence, and lightness. "Ease of Handling" obstacle course work fosters a better connection through the aids and increases confidence in your partnership.

Lectures

Bits and Biting – Understanding and Selection: Selecting the right bit for our horse can be such a daunting task! There's so much information floating around about what bit to use, when to use it, and why... but there's very little information about HOW the bit ACTUALLY functions when used in your riding. In this lecture, Patrick helps you to sort through the marketing and fluff that exists in bit selection. Through the use and analysis of several different bits and other tools, you'll come away from this lecture knowing how to evaluate any bit you might be considering – and actually be able to make appropriate selections for your horse. (about 2 hours in length with Q&A)

Anatomy as it Relates to Balance and Collection- This lecture takes you deeper into the inner workings of the horse and helps you to develop an understanding of how balance and collection actually work within the horse's body. You'll begin to better understand how the rider influences the balance and movement of the horse, and how this can be carried forward to help you achieve your horsemanship goals. (about 3 hours in length with Q&A)

Understanding Lateral Work- Where? When? How much leg? What position? Which seat bone? And what do my hands do?! This lecture aims to give you a more solid understanding of the lateral work we would ask of a horse in order to develop suppleness, strength, engagement, and collection. Part classroom, part ridden demonstration. (about 2 hours in length, demo horse required)

Promoting

Hosting a clinic with Patrick King Horsemanship is a great way to connect with your market and reach out to the local horse community. Promoting the event lets people know about what's happening at your barn, 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.

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 have a comprehensive marketing plan which includes: Heading Your Way graphics by month, Heading Your Way graphic by state, monthly advertisements in Pinterest, Instagram, and Facebook that target specific demographics in your area, podcasts, Q&A live videos, as well as original content that we produce. We enjoy working collaboratively with you in order to get the most out of our advertising and marketing dollars. As of Jan 2019, we have a typical monthly reach of 250,000 people across our platforms.

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. We typically post to 20 locations during our travels.

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, which we can provide. 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. In the past, we have presented 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. Typically, about 500 people inquire about clinics at these expos.

Email Marketing- Information about your clinic will be sent to thousands of subscribers on our email listserv. We currently have 2000 people on our listserv, with an average click-through rate of over 30%.

Website- We will list information about your event on our website and on our google calendar. We have pages dedicated to clinics by state and using SEO, potential participants should see our website if they search for a clinic in their state on the first page of Google. We typically have 10 people contact us per week regarding events from this traffic.

Direct Marketing- We will collect addresses from your riders with permission. We will mail them a postcard with horsemanship tips and encourage them to contact the host to sign up for their next clinic in winter and summer. We encourage hosts to stay in contact with the participants for future clinics and for you to build a larger client base.

Business Development

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.

Accommodations and Meals

It is highly recommended to provide coffee and lunch and it is required that water be provided for participants and Patrick regardless of clinic type. Please, price accordingly. If you plan to provide Patrick with meals during the clinic, he is a healthy eater on a paleo style diet. If Patrick is flying in for the clinic, the host must provide lunch.

Patrick may have an open evening free for a group dinner, but often he is working on marketing clinics, developing articles, editing photos, or preparing for lectures. Due to Patrick's evening schedule with podcasts, Q&As, and other social media marketing, he will stay at a local hotel at his own expense.

Organizing your Participants

We highly recommend requiring participants to send 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 or refunded. Excluding illness or injury, we do not allow refunds.