



Eventing Outreach Initiative *Communications Plan*



OVERVIEW

Emily Holmes Equestrian will create an initiative to increase outsider engagement in the sport of 3-Day Eventing. Eventing is an Olympic sport that is essentially the triathlon of equestrian sports, with the three phases of Dressage, Cross Country, and Show Jumping. The initiative is to garner more support via owners, sponsors, or volunteers so the professionals can concentrate on competing and trying to make teams (Olympic, Pan American, World Equestrian Games, Nations Cup).

GOALS

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- 1 Increase awareness of the sport of Eventing
 - 2 Develop relationships with potential sponsors and owners
 - 3 Drive content engagement to encourage more volunteers
 - 4 Increase the rate with which professional equestrians use EHE for Public Relations

TIMEFRAME

The full plan will be executed over the next six (6) months. We will first begin with increasing awareness in the sport of eventing by driving content engagement. We will then concentrate on developing relationships with potential sponsors and/or owners. Lastly, we will focus developing the Public Relations side of the business.

AUDIENCES

- Specific Audiences
 - o Fans of Eventing on Social Media
 - o Corporate Companies that can monetize their support
 - o Current Eventing Professionals
 - o Equestrian Enthusiasts

MEASUREABLE OBJECTIVES

- Social Media Content Engagement through Facebook and Instagram
- Increase Blog Engagement by 50%
- Increase the number of email contacts by 25%
- Money promised or donated by new sponsors or owners
- Number of new volunteers that commit to helping at events
- Number of Equestrian Professionals hiring EHE for their Public Relations

KEY DATES AND ACTIVATION

- April 1st: release blog and press release announcing the new initiative.
- April 1- 15: Teaser content
- April 15th: begin Social Media and Email Marketing content push on What is Eventing?
- May 1st: YouTube Video: A Day in the Life of a Volunteer
- May 15th: Introduce Corporate Sponsorship package. Begin social media and email marketing push to increase interest for people/corporations to sponsor professional equestrians.
- June 1st: Why Should I Own an Event Horse? YouTube video.
- June 15th: Release content push on why professional equestrians should have a Public Relations practitioner.
- July 1st: Build Social media and email marketing campaigns around the four initiatives.
- July 15th: Release content push announcing a private party specifically for people/corporations that are interested in potentially sponsoring a professional equestrian. Professional riders will be in attendance to answer questions.
- August 1st: The Olympics are this month: release content on the need for sponsors and the amount of money required to campaign a horse at the upper levels
- August 15th: Produce a highlight reel of the number of volunteers at the 2021 Olympics in Tokyo. Find American volunteers and interview them about their experience and why they volunteer
- September 1st: Release an email/social media campaign highlighting sponsors that EHE works directly with, including feed, clothing, tack, helmets, boots, and service providers.

SENTIMENT ANALYSIS

The sport of eventing is, without a doubt, the most fascinating and exciting equestrian sport to watch. It is the only sport where men and women compete on a level playing field. The rider will compete one horse through all three grueling tasks with no days off. No breaks. They must demonstrate harmony and partnership in Dressage. They must demonstrate bravery, boldness, and sheer fitness in Cross Country. And on the third day, the horse and rider must prove that even though the past two days were grueling, they have enough gas in the tank to be precise and technical over a show jumping course where the rails may fall with the smallest touch.

This sport requires hundreds of volunteers. For decades, equine enthusiasts, town folk, riders, their parents, and random people have signed up for volunteer in time increments ranging from a few hours to weeks. However, the sport has evolved and with an infusion of more money, eventing has turned into a full-time profession whereas in the past most riders were amateurs and/or owned their own horse. Now, it is very difficult to find riders that can volunteer because they're riding so many horses, and their students have their own horses to ride, and their grooms are working with the multitude of horses for the riders and the students. Therefore, eventing is at a crisis point where the volunteer base isn't enough to sustain the sport as a whole. In Florida during the winter season, the same volunteers will be at shows every single week from the first weekend of January through the last weekend of May. The sport needs more volunteers for events to be sustainable.

For eventing to be sustainable, there has to be money behind the professionals. Decades ago, the sport was cheap enough that one rider could own a couple of horses and go to the Olympics on them. Seriously. Now that is not the case. Owning and campaigning one horse at the upper levels of eventing costs upwards of \$60,000 per year, per horse. Therefore, professionals are always looking for corporate sponsorship or owners to help carry the cost. The potential owners will usually buy into a "syndicate", which ranges but generally a group of people owns shares in one horse, or a couple of horses. The syndicate carries the financial load for the professional riders and the riders can concentrate on training the horse to the best of their ability. There are different ways to organize syndicates: oftentimes a syndicate will purchase two horses and one horse will be sold to sustain the "better" horse, or the horse most likely to make a team. Many of the same companies and people own shares for many different professionals and there is only a small group of people with money behind them to sustain the sport. The purpose of this initiative is to drive outside interest in eventing with the hopes of bringing in more corporate and owner dollars to support the United States Eventing Team.

Many professional equestrians work hard. They devote their lives to making it to the top of the sport while sacrificing everything: family, friends, a social life, and money. They are awake before the sun rises and they are normally in bed well after the sun has gone down. They miss meals, drink old coffee, and sweat, cry, and bleed for their sport and their horses. What most professionals do not have is the time to handle their own public relations and social media. By hiring an outside agent to manage their social media, sponsorship procurement, updating their website, press releases, and videos of sales horses, they can concentrate on what they do best. Engagement will increase, they will have more sponsors, and they will be more visible which can turn into more owners and more business. In reality, most professional riders can't afford not to hire an outside Public Relations agent.

WHO IS INVOLVED?

EHE is owned and operated by one person: Emily. Therefore, Emily will be responsible and accountable.

There are people she will consult for advice:

- Leslie Law, Olympic Gold Medalist, Athens
- Jonathan Holling, USEF National Safety Officer
- Max Corcoran, USEA President
- Laura Romfh, owner of Romfh Equestrian Apparel
- Katie Wentz, Triple Crown Feed
- Yvonne Ocrant, Equine Attorney
- Bonnie Kibbie, head of Eventing Volunteers for USEA
- Rob Burk, CEO of USEA who handles corporate sponsorships
- Ocala/Marion County Chamber of Economic Partnership

BUDGET

With EHE owned and operated by one person, the budget for these initiatives will remain quite small.

- Wine and Cheese Luncheons
- Constant Contact (\$45/month)
- Canva (\$10/month)
- Weebly (\$16/month)
- Cost of social media boosting

STORY TELLING

YouTube Videos

- A Day in the Life of a Volunteer
- Why Should I Own an Event Horse?
- Other YouTube videos about the importance of volunteering
- What do Event Horse Syndicates look like? Include Yvonne Ocrant, Equine Attorney

Brand Awareness

- Blog post covering why Professional Rider's should hire a firm to do their Public Relations
- Email marketing campaign to increase awareness in owning an event horse
- Interviews with current professionals with their sponsors

INTERNAL COMMUNICATION

Subject: Eventing Volunteers HELP!

Hey!

We are trying to find ways to boost volunteerism throughout the riders in eventing and I need your help! As most of us know, the eventing professionals are turning into a group of elitists that complain about entry fees and do not want to volunteer. So, I need help on brainstorming... and of course, we are going to make this a competition!

Each intern must come up with the best idea on how to increase volunteerism in professional eventing riders. This could be anything. A party, gift bags, cross country schooling passes, etc. Be creative. Think outside the box. (Y'all, it's getting desperate out here for volunteers!) This idea must have more basis than "We can get them to bring a groom" because the grooms are too busy to volunteer! You all have one week to come up with an idea and we can all meet in my office and we can vote on our favorite.

I promise the winner that I will buy you Starbucks for an entire week. Yes, a full week. Five days. That's a lot of incentive!

Good luck!

Emily

EXTERNAL COMMUNICATION

Blog Post

I started this blog post a week ago and went on a proper rant. When I opened it up to finish it this morning, that rant was gone and disappeared into the internet.

Good? Bad? Frustrating. But maybe a good thing, because I was *candid* in the original. Perhaps a bit rude. But as an event organizer and the Area III Organizer Representative, I'm at my wit's end.

Before every horse trials, I constantly post on social media about needing volunteers for events. A horse trials uses between 25-75 volunteers, depending on the size. FEI events can use upwards of 100 volunteers across the course of a week. Every organizer does this, desperately hoping people will sign up to volunteer and we aren't frantically calling our friends and family to fill in spots.

And we never have enough volunteers.

Yet here is the kicker: **volunteering doesn't always mean you have to give up showing that weekend.** We need volunteers the week before the show and the week after the show. It takes almost four days to decorate cross country, which involves lifting heavy plants and tubs, setting flowers, and dumping mulch in front of jumps. Setting show jump takes two hours of an afternoon. Labeling and stuffing packets can be done at any time before the show. Painting and staining cross country jumps. And all of this stuff has to be removed or taken down once the show is over.

I was mulling this over this morning as I was about to post the www.eventingvolunteers.com link for Barnstaple South. It is now a week before the event. We don't have any Dressage Stewards for Saturday and only three Cross Country jump judges for Sunday. We can't run the event until spots are filled, or we have to pay people.

Dressage and Hunter/Jumper shows are infinitely more expensive than Eventing. When I got my Bronze Medal in Dressage last year, I was shocked at the costs. I could have run an Advanced Horse Trials for less than what I paid for three dressage tests and a ship-in fee. Dressage shows use arenas, judges booths, and hire judges. But they also pay scribes, in-gate people, office personnel, etc. Hunter/Jumper shows use arenas, sets of jumps, and judges. They also pay everybody: office personnel, gate people, jump crew, etc. Eventing uses the same infrastructure as Dressage *and* the Hunter/Jumpers, and also need hundreds of acres, cross country jumps for all levels, banks, ditches, water complexes, irrigation, grass seed, aeration, labor, etc etc. Infrastructure costs are insane. The list goes on.



Beautiful jumps don't build themselves. Tommy Neneman is an artist

And yet Eventing competition fees are much cheaper than Dressage and Hunter/Jumper.

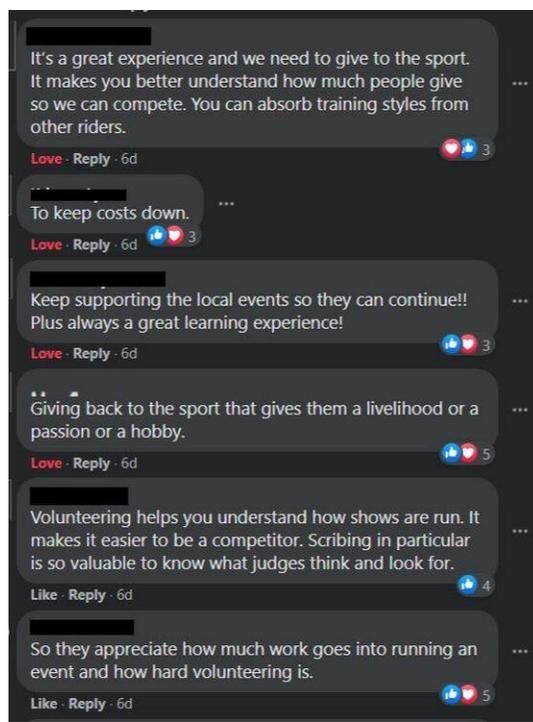
And this is *solely* because of volunteers. All of the personnel that Dressage and H/J pay? We use volunteers. If events continue to struggle to get volunteers, they'll have to move to start paying people. And if we have to start paying people, entry fees are going to skyrocket. Those large entry fees at the Dressage and Hunter/Jumper shows will look small compared to how many "volunteers" event organizers would have to pay.

Let me be very clear here. Events must make money to survive. There has to be profit, otherwise, event organizers will stop running shows. It is not a crime for event organizers to make money. Running events is a business with a huge upfront cost, a lot of overhead, and all the unpredictability that comes with hosting an outdoor event for horses.



The slab boards cost a LOT of money. But so worth it!

I recently put a post on my Facebook page, asking people why it's important for riders to volunteer. The responses were all similar in thread. I will post some below with names and photos blacked out. Interestingly enough, I believe only one professional rider commented.



- To set an example
- To give back to the sport
- To see how some competitors treat volunteers. I will never forget the rider that called me "Hey starter" while I was running cross country warmup. I have many, many more examples that are much worse.
- To understand how shows are run.
- To appreciate the hard work that goes into running an event.
- To keep costs down.
- The support the people and the sport we love.

I love my regular volunteers, but they're getting burned out from being needed every. single. weekend. during the season and working their own full time jobs. Shoutout to the regular volunteers. I LOVE YOU SO MUCH for being educated, reliable, upbeat, happy, and always willing to pitch in. You

are truly the lifeblood of this sport. We cannot *cannot* do this without you. And if you've read this blog, hey! You might start getting paid if we can't rustle up enough of you! HA!

Professional riders, I implore you to help me. To help all event organizers across the country. Please encourage your students to volunteer. Please consider volunteering yourself. Please help us keep costs down so that Eventing is accessible to people from all income levels. Let's keep the "grassroots" part of our sport alive.

Interested in finding out more? You can visit Emily at www.emilyholmesequestrian.com for more Equestrian Marketing Tips, Complaints about Competitors, and other Ocala based Equestrian stuff. You can also find Emily on Facebook, Instagram, Twitter, LinkedIn, and her decidedly boring TikTok. @eholmes611

Email to Potential Sponsor for Professional Rider

Hi Katie!

Thanks for taking the time to read my email. I know you're incredibly busy with the new full-time position! I recently acquired a new client, and I would love to tell you more about her to see if perhaps Triple Crown Feed would consider sponsoring her.

First and foremost, Megan Fischer is a salesperson. With over 100 sales horses moving through her barn in 2020 alone, people constantly put eyes on the horses. The horses frequently travel to showings and horse shows, and the stress on their system can be a lot to handle. With my personal use of Triple Crown Feed, I know how the butyric acid works to support a horse's GI system, and I know that Megan's sales horses would benefit. A shiny and sleek horse is an easy horse to sell!

In addition to her horse sales, Megan has a barn full of clients that take lessons with her. She is exceptionally talented at producing a young rider up the ranks and has many adult amateurs that rave about their experiences. "Megan has a system!" "Her lessons just make sense." "She's so normal and down to earth!" are all claims that I've heard while chatting with her clients. With a busy clientele, Megan has a unique opportunity to sell the Triple Crown products to her clients.

Social Media. Here we are! As with most professional equestrians, Megan struggles with her social media. That's where I come in! Our firm was hired to handle all of Megan's Public Relations needs. In the short time since we took over her accounts, Megan has seen a 150% boost in engagements and boasts posts that have been shared over 50 times. Though her social media isn't as popular as many, I'm sure that there is a significant opportunity for Triple Crown Feed to be showcased with our firm in charge.

Lastly, Megan is a mom. She's a family person. She works hard selling horses, teaching clients, training horses, competing, bringing her two boys to and from school, being a wife, and everything else the modern woman has to do. I know, with Triple Crown Feed on board, Megan wouldn't have to worry at all about her horse's feeding programs. She would never have to be concerned about their GI tracts, ulcers, or any of the other plagues that many horses deal with.

The Triple Crown Feed products' quality would be showcased through sales horses, a busy lesson clientele, and social media presence. I am confident that Triple Crown Feed would greatly benefit from sponsoring a hard-working mother such as Megan Fischer.

Hope to hear from you soon!

Emily Holmes

Owner, Emily Holmes Equestrian

Social Media Post to Garner Interest in Monetizing Support



Photo: JJ Sillman

Jessica Phoenix is an eventer.

She's a mom.

She's a Canadian Olympian.

She has a deep love of the sport.

But an even deeper love of the horse.

In a perfect world, we would all come from money and have endless financial support.

But this isn't a perfect world. Those traits don't pay the bills for someone like Jess, with all the talent and drive, and motivation behind her. They don't pay for horses to fly overseas to Burghley Horse Trials to prove that they should be on the Olympic team. They don't pay for the veterinary bills from that silly cut that ended up costing thousands. They don't put food on Jess's table for her kids or pay the mortgage.

If you're interested in supporting someone like Jess, Emily Holmes Equestrian has developed a way for people and corporations to donate money through a 501©3 Non-Profit. This enables you to get a tax deduction and still support a grassroots Olympian like Jessica Phoenix.

Be a part of the team. The Olympic Team. The Jessica Phoenix Team. Let's support Canada to Tokyo 2021!!

Press Release

Emily Holmes Equestrian Announces Shift in Focus

Our focus at Emily Holmes Equestrian has been on producing quality shows in Ocala, Florida. They ranged from schooling shows, to Future Event Horse/Young Event Horse competitions, to USEA/USEF recognized events, and International Equestrian Federation (FEI) competitions. These shows had a laser sharp focus on excellent judges, exceptional courses, well prepared footing, and friendly volunteers. They were designed for professional riders to produce young horses for future teams, and for young riders and horses to be prepared for the next level.



However, we will be shifting our focus slowly over the next year. We are proud to announce the continuation of our services, but in a more concentrated area. Professional equestrians will be pleased to know that the name they have grown to trust will now be offering services in Content Management, Website Design, Sponsorship Procurement, and Agent Services.

Our name has become synonymous with quality and integrity. We have developed a reputation that we stand behind what we believe in. We have fostered the trust of professional riders by performing at a notable level. Our detail-oriented employees maintain happy and outgoing attitudes, even under extreme stress.



This reputation will now be reflected in our new venture. Emily Holmes Equestrian has developed accord with many equestrian brands that reflect similar values that we are proud to announce.

Tobias Saddlery is a saddlery company developed by Frank Tobias. Frank started his career as a mechanical engineer on high performance cars. He took the skills and knowledge he developed and applied them to

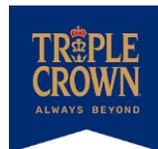
saddles. Tobias Saddlery stands behind their saddles, which are produced and hand-stitched in the United Kingdom.



Romfh Apparel caters to male and female equestrians of all sizes. Laura Romfh is one of us. She's a hard working equestrian woman who found a way to carve a niche into a broad market by using innovative design and clever branding. Her line of apparel caters to equally hard working equestrian's who want a flattering fit with athletic fiber.



Triple Crown feed has been producing feed for top level performance horses for over thirty years. They hired a top nutritionist who had a lifetime of expertise as an Equine Nutrition Expert, who went on to develop the feed that Triple Crown is renowned for. Triple Crown stands behind their product and supports with educated local equine experts who are happy to come do barn calls and review personalized feeding regimens for each horse.



In addition to partnering with exceptional brands, we are broadening our services by hiring new professional employees. This will ensure our offerings are a quality that is synonymous with our name. Emily Holmes Equestrian is thrilled to move forward with this venture, while still organizing a few select recognized and international horse shows. We look forward to reaching out to a handful of professionals to begin our journey, so if any employees have certain riders they would like to approach first, please get in contact with me! We welcome all feedback from current employees on how to make this as successful as possible.

Ride on!

Emily Holmes, President

Crisis Communication

BREAKING: Professional riders test positive for prohibited substances at Olympic Qualifying Event

With Crisis Communication, an organization must do everything they can to prevent a crisis before it occurs. This is called pre-crisis and includes tactics such as horizon scanning, practicing, a crisis communication plan, and a spokesperson that is identified. All potential threats must be mapped out and identified, with the crisis communication plan outlining each item. In a headline such as this, it would be about mitigating reputation of the professional riders and the public relations organization that represents them (me!).

If a situation like this occurs, the first step is to produce a press release outlining that the organization is aware of the situation.

"We are aware of the situation and will supply additional information when it is available." Would be a good sentence to post on social media outlets and the websites of the professional riders and the organization (Emily Holmes Equestrian). The website would be kept up to date with all new information.

Social media would be carefully monitored with all interactions kept strictly professional. Any extremely harmful comments would be deleted. Speculations and rumors would be mostly ignored and only responded to when it seems as though the organization's reputation is in danger.

As the owner, and spokesperson, of my company that represents professional equestrians, I would share the FEI Drug Rules and encourage riders to make sure they get Therapeutic Use Exemption (TUE) for any and all medications they are on, to make sure it doesn't happen to them in the future. I would use this as an educational learning opportunity.

The post-crisis communication would revolve around boosting the reputation of the riders who tested positive. This would involve a lot of volunteerism, community service, and being visibly kind and helpful in the equestrian world. They would be encouraged to teach Pony Club and 4H clinics and towards being positive role models.

MY BRAND ON SOCIAL MEDIA

Facebook, Instagram, Twitter, Snapchat

Voice

Emily Holmes Equestrian has a voice that is confident. Motivated. Determined. Kind. I encourage the general public to get involved in equestrian sports. I am approachable and positive and friendly. I am supportive to all professional riders.

Tone

Emily Holmes Equestrian's tone is enthusiastic. I take personal pride in my business and I will happily engage with social media followers. I am professional while still having a sense of humor and being human. I want the tone to be authentic and engaging across all channels.

Formatting

All social media posts will have proper spelling, punctuation, and use of grammar. Social media posts will have some hashtags and emoji's mixed in. All relevant hashtags that can be used to link will be placed at the bottom of each post. All URL links will be shortened with BitLy URL Shortener. Facebook posts will always have a photograph, video, Canva template, or shared content in order to drive engagement.

Use of Emoji's

Emoji's will be used across all Social Media channels. Green check marks or stars will be used instead of bullets. The 100 emoji will be used instead of 100% or yes. I use a lot of clapping hands for excitement or emoji's with heart shaped eyes.

Brand Acronyms

USEF: United States Equestrian Federation

USEA: United States Eventing Association

FEI: International Equestrian Federation

U-25: USEF Under 25 Team

HT: Horse Trials

EHE: Emily Holmes Equestrian

WEG: World Equestrian Games



A stylized signature logo in blue ink, featuring a pink flame-like shape integrated into the letter 'A'. The signature appears to be 'E.A.' or similar.