



Hosting an Event

2024 Information Packet



Leave the Horse Show to Us!



Event Location:

Event Date	_____ ____, 20____	Rain Date: _____ ____. 20____	Expenses & Work that will happen regardless of show running
Prizelist & Advertising	General Info to start More Detailed closer to date Roughly 4 versions of Prizelist Facebook Event & Advertising	Copies of Schedule for Day of Event	Production Time of Prizelist Advertising Time Social Media Presence
Entries	Our Own App System Electronic Entry System Entries taken from our website	Exhibitor Packets Exhibitor Wristbands	Packet Materials Purchased Packet Production Time Wristbands Time for Refunds if canceled
Ribbons & Prizes	Long Ribbons 1st - 8th Blue / Red Schooling Round Handcrafted Champion Prizes - 2 options	Prizes TBD by Sponsors	Purchase Ribbons and Champion Prizes
Jumps	10-15 Jump Course of Show Quality Jumps Schooling Jumps Decorations	All Jump Courses Created All Jumps setup by our Staff	Jump Courses Created
Staff	Announcer Gate Keeper Show Secretary Prize/Ribbon/Score Keeper Runners	Paid staff by Derby @ the Vineyard™	
PA System	2-4 Speakers with Generator	Potential Small Speaker for Parking Area	
Judge	\$400-650 for a day depending on Judge	"r" or "R" judge	

Financial Obligations and Allotments

<p style="text-align: center;">Horse Show</p>	<p>We pay for all the items included in the "Leave the Horse Show To Us" Page</p> <p>\$10,000+ in Value & our Expertise</p>	<p>We collect Horse Show Fees at a low cost to allow local level riders to participate</p> <p>Host Giveaways and Opportunities for Free Classes</p>	<p>We will find sponsors to help alleviate the additional costs of giving the elaborate ribbons and prizes to the exhibitors.</p>
<p style="text-align: center;">Winery</p>	<p style="text-align: center;">\$_____</p> <p>We suggest getting sponsors for the Vineyard Side to help elevate some of these costs. We can help with this!</p>	<p>If gaining Monetary Value for spectators to view our event, \$2 per ticket</p> <p>If choosing not to charge for admission, no additional monetary fees given to Derby @ the Vineyard™</p>	<p>Any Additional elements the Vineyard/Winery would need to run event.</p> <p>We suggest getting sponsors for the Vineyard Side to help alleviate some of these costs.</p>
<p style="text-align: center;">Added along the way</p>			



Pricing for Derby @ the Vineyard LLC to bring the Horse Show to your venue with everything included on page 2, "Leave the Horse Show to Us"

Starting at	\$500
< 50 miles	\$1500
up to 100 miles	\$2000 +Housing Accomodations
up to 200 miles	\$3000 +Housing Accomodations
200+ miles	as per contract

Mileage calculated from 1275 State Road, Lincoln University, PA - our home base

Sponsorship Ideas:

Program Sponsor


Live Music Sponsor

Reserved Seating Sponsor

Kid Zone Sponsor

Small Business Fenceline

Provide an area to display these businesses' banners



Think about extra expenses you like covered, and extra staffing



Small Businesses helping Small Businesses

Local Businesses

Insurance Agents

Realtors

Local Restaurants/Co-Ops

Businesses Run by Wine Club Members



Planning Sheet

Event Location:

Event Date		Rain Date:
Ticket Sales?	GA - Premium- \$2 to Derby at the Vineyard LLC per ticket	_____ Complementary Ticket(s) to Exhibitors
Seating Available by Derby Field/Seating Plans	Premium -	General Admission -
Wine Bar by Derby Field?		Staffing and "Menu"
Way to Separate Exhibitors & Spectators		
Porta Potty		
Stalls Available?		
Winery Jump?	Let me know how I can help Not necessary but will need to know if you are doing one so we can plan it into our courses	Wine Barrels are always a great decoration

Volunteers		
Field Maintenance	Mowing of fields Checking for holes	
Staffing	Staff for Winery and Hospitality	Staff/Volunteers to help with parking at Winery and Trailer Field
Signage	Directions to public As you may know, people are oblivious and you'll need more than you think	Directions to Exhibitors (I have some and can make more, just need to know what and how many you'd like)
Extra: Merchandise	Merch sometimes sells, sometimes doesn't You may use our Logo, I can send in a couple different formats	Derby @ the Vineyard typically has a couple shirts for sale. We also have Staff Shirts
Extra: Vendors		Takes planning out the setup of where they will be
Extra: Meet & Greet Area		Crowd Pleaser!





Thank you for your interest in our event! We look forward to working with you in 2024!

