

## Gathering Timeline

### **12+ Months Before Gathering:**

1. Read and familiarize yourself with all information on the Cowboy Dressage World website (cowboydressageworld.com) under Education Rules and Tests/Host a Show/Clinic. This will always have the most current rules/forms necessary for managing a Cowboy Dressage (CD) Gathering.
2. Book Venue:
  - a. Get contract that sets out what is included & any variable fees:
    - i. Rings: Days & times they are available, is maintenance/grooming included or extra?
    - ii. Stalls: Cost per day/event (tack vs horse stalls), quantity, bedding options/costs, min/max required/allowed, availability, final stripping required.
    - iii. Porta Potties – availability/cost
    - iv. Cost & availability of extras like judges stands, table & chairs, coverings for judges if outside, chairs for gates, office, power in stall & vendor areas, sound systems
    - v. Is camping available – what kind – cost
    - vi. Obtain Venue's Proof of Insurance
    - vii. Is there food concession(s) available? Can you bring in your own? What cost/terms does the venue have for this?
    - viii. Is there a charge for vendors to set up? Any restrictions? Power available for them?
    - ix. Pay deposit?
3. Start defining your budget – format & estimated content – *see Appendix A - Excel Workbook*
4. Review Job Description suggestions – *Appendix B*

### **10 to 12 Months Before Gathering:**

1. **Book judge(s)** (must be a Recommended CDW judge - can be found on the CDW website)
  - a. Determine their fee - meals and/or lodging (*recommend per diem*) and travel needs.
  - b. What are you prepared/able to cover? Transportation from airport – i.e. rent a car/Uber/volunteer to provide.
  - c. Will they donate a judges' clinic? Some offer to do a paid clinic/lessons before or after the show.
  - d. See attached examples of contracts, *Appendix C*
2. **Book Show Secretary**
  - a. Should use Fox Village and bring their own computer/printer to show.
3. **Designate a Head Judge or Gathering Liaison** – someone who can act as the Rules expert in case there is an issue or piece of equipment that needs to be checked. Post this person's name at the show office.
4. Consider booking lodging for judges & secretary early in the process while prices are low(er)
5. Consider contacting a local hotel for a "show rate."
6. Do you want to have any entertainment in the evening, dinner, potluck, music? Decide who will be in charge. Determine/find entertainment in time to include in the Premium.
7. Begin promoting show with a "Save The Date" post in social media & CDW calendar.
8. Update budget

### **6 to 10 Months Before Gathering:**

1. **Premium:** Start building/editing premium and entry documents. Contact show manager and secretary and coordinate with them on premium. See Premium Template *Appendix D*
  - a. Logistics: Dates (show & arrival/departure parameters), Venue, Lodging. Recommend registration closing date as one month prior to show date
  - b. Policies: Refund, Rider & Class Divisions, provide location of CDW rules on CDW website.
  - c. Awards List & Prizes: include any restrictions (e.g. number of tests required, can only win one high-point division)
  - d. Specific Rules for the Gathering: e.g. camping, dogs, parking, helmets for Juniors, stall assignments, arena use
  - e. Sponsorship: Dollar levels & packages, e.g., see Premiums from other Gatherings for ideas
  - f. Class List & Entry form
  - g. Release forms for Gathering and CDW; see CDW website
  - h. Decide on cost of classes, stalls, camping, any CDW charges – *see Appendix A*
  - i. Decide if you want any fundraisers and if so whether to advertise them in the Premium, e.g. silent auction, club clothing sale, raffle
  - j. Include/advertise any entertainment in the evening, dinner, potluck, music
2. **Official Contracts:** Get contract in place with judges, secretary and any other paid positions – *see Appendix C*
3. **Courts:** Ensure you have sources(s) for both Open and Challenge, a way to transport them and staff to set them up.
4. **Volunteer positions/roles:** Make a list, start thinking about how to fill them: See CD Job Description Document - *see Appendix B*
  - a. Select a single point of contact for people with questions. Might be show manager or someone else
  - b. Volunteer coordinator who can do prework (finding volunteers) and manage volunteers at the show
  - c. Office support for show secretary – talk to secretary about what they need
  - d. Scribes
  - e. Gate personnel
  - f. Score runners
  - g. Ring crew(s) for set up and take down
  - h. Paddock/Arena manager – interacts with facility on ring upkeep/grooming or other issues
  - i. Barn manager – stall assignments, ensure people are in correct stall & not using extras. Hangs stall assignments and stall cards. Takes count of stalls used (horse/tack) every day and turns into office
5. Decide if some/all volunteers should be compensated in some way (e.g. free lunch, RV spot, credit for classes, etc.)
6. Consider if you want to have vendors and begin to reach out to them
7. Begin looking at travel arrangements for judges and secretary
8. Start trying to find and build sponsorships
9. Promote Show on social media – more specifics like who the judges are or special awards
10. Check on lead times for delivery on ribbons & other prizes
11. ID food concessionaire(s) and hire

12. Update budget with premium fees, etc.

#### **4-6 Months Before Gathering:**

1. Order ribbons (Cowboy Dressage Compass logo must be used on all ribbons. Compass logo can be found on the Cowboy Dressage World website at Education Rules & Guidelines, and More/Hosting a Show or Clinic/CDW Logos), buckles, prizes.
2. Event insurance
3. Clear/finalize Premium with show secretary. Publish Premium and Entry, and post somewhere that can be downloaded easily and on CDW Website
4. Do another round of promotional advertising, this time with link to entry info & other new info
5. Start to focus on volunteers: See Volunteer section
  - a. ID a volunteer coordinator for the show
  - b. Start beating the brush for volunteers (social media, 4-H groups, youth equine groups, etc.)
6. Review & Reconfirm Plans:
  - a. Officials – judges & secretary
  - b. Venue – reconfirm specific plans & expectations
  - c. Documentation – are things on track?
  - d. Vendors
  - e. Budget – make sure it is kept up to date, even if just with projected costs

#### **2-4 Months Before Gathering:**

1. Gather Materials: Exhibitor Numbers, Office Supplies, Clocks for Rings & Office, cow bells, coverings for judges if outside. - *see Equipment List Appendix E*
2. Prizes: Do you have all ribbons, buckles, and other prizes ordered and “on course”?
3. Get a farrier and vet to be “on call.” Usually the venue can help with names
4. If doing a fundraiser (e.g. silent auction), ID who is in charge and begin that process, including promoting it
5. Ensure all CDW paperwork is done or in the que for completion
6. Ensure travel and accommodation plans are in place for judges, secretary, and any others
7. Reconfirm with venue, any vendors, food concessionaires
8. Volunteer Coordinator: Start contacting volunteers – specific roles, what day/time they might want
9. Buy gifts for judges, secretary, and others
10. Review and Update budget

#### **1-2 Months Before Gathering:**

1. Suggestion Box – build one or decide how you want to deal with this requirement
2. Check in with all important providers – everything still on track?
3. Make arrangements with the secretary for entry checks – will they deposit them into your account?
4. Ensure challenge & open courts are in good shape, that you know how to put them together, and there is a “crew” to set them up

### **0-1 Months Before Gathering:**

1. Keep an eye on weather and prepare back-up plans if it may cause an issue
2. Signage – Ring signs, and location information for rings, office, stalls, dogs, camping, vet, farrier, emergency, etc.
3. Develop emergency procedures: 911, Address/phone number for emergency care, farrier & vet contacts, after hours show mgt #s
4. Publish volunteer schedule, include contact info in case someone has to cancel
5. Design a Schedule of Event flier (e.g. Office hours, show hours, any fundraisers, judges clinics, how to find stalls, etc.) and send to secretary to include when ride times are sent out
6. Prepare judges score sheets, populate cover sheets in advance. Everything should be filled out before presenting them to the judges. Print from CDW website.
7. Prepare call books for Callers
8. Pull together hospitality items required by CDW (coffee, etc) – or delegate to someone
9. Ensure all the show committee & “staff” know their roles, who is in charge of what, and the when & where of things
10. Ask judges what they want at their tables - in their goodie baskets, beverages, pens, foot rests, etc.
11. Decide how to feed judges & other officials – open tab at concessionaire or provide “sack lunches”
12. Consider using walkie-talkies or such to communicate

### **Weekend of show:**

1. Set up courts. Court set-up can be found on the Cowboy Dressage World website at Education, Rules & Guidelines, and More/Tests & Courts/Cowboy Dressage ® The Courts.
2. Set up judges stands – chairs, beverages, heater or fan, covering if outside, goodies basket, clock
3. Provide judges with scoresheets
4. Mark stalls – have barn manager handy to help exhibitors find theirs, where to unload, park, etc.
5. RV Parking – have someone to help people find their spot & troubleshoot issues as needed
6. Who will be the contact with venue when things come up? Post how to reach that person
7. Set up office – ensure secretary has everything they need; will they have a key or who can let them in/out
8. Put up signage – where things are, ring/court numbers, stall assignments, etc.
9. Set up for gate(s) – chairs, clipboards, paperwork, pen, clock
10. Give list of volunteers with roles to secretary (they might check in at office), along with how to contact coordinator
11. Get officials to show & to their rooms
12. Volunteer coordinator: meet, train, orient, what to do with questions, lunch (if provided), & thank each volunteer
13. Issue Resolution: Ensure the office knows who and how to contact when issues come up in stabling, awards, rings, facilities, food, vendors, etc

### **Post Show:**

1. CDW Paperwork & payment
2. Final budget update
3. Profit and Loss Statement
4. Thank You Cards sent to officials, sponsors, volunteers

5. Celebrate!!