

SVPC Newsletter

Pony Club. Where it all begins.



SVPC Quiz Competitors

SVPC rocked Capital Region's Quiz Rally

Seneca Valley Pony Club had an amazing time at Quiz Rally on April 9th. This success would not have been achieved without the multiple upper level presenters, parents and experts. SVPC's two teams did really well because the effort they embraced to do well. They were able to embrace the knowledge because it was given to them by the upper level Seneca members, parents and experts. It was the club that supported Knowledge and gave the teams the success. Seneca proud!

The Seneca Sparklers (Abby, Gretel, Arianna, Jenna) placed 1st in their division. The Seneca Too Hot to Trot (Piper, Katie, Lexie, Gigi) placed 2nd their division. There were 16 Jr. D teams. Too Hot to Trot placed 3rd overall and Sparklers placed 4th overall. There were 60 Jr. D competitors. Piper, Gretel and Gigi placed in the top 10; placing 3rd, 4th and 10th overall, respectively. Katrina was guardian angel for new member Ella.

Again, Seneca Proud! Great job teams. Awesome job Seneca.

Yvonneke Weitzel, SVPC Knowledge and Quiz Coordinator

Upcoming Events

April 26: Jacquelyn Dickey Lesson

May 14: Karen Nutt Lesson

May 21: Mary Schwenker Lesson

June 4-5: Qualifying Show Jumping Rally

June 18-19: SVPC Spring Horse Trials

Sunday, June 26: Capital Region Games Rally

June 27-July 1: SVPC D Camp

June 28-June 30: SVPC C Camp

July 27-July 31
USPC
Championships
East at Tryon
International in
North Carolina

March Council Recap

MEMBERS ARE WELCOME TO ATTEND COUNCIL MEETINGS HELD ON THE SECOND TUESDAY OF THE MONTH.

Regional Meeting Update – Leslie, Debby, Marie, Sheila and Lauren attended the quarterly meeting. SVPC member Maggie gave a presentation to the region on her National Youth Congress experience at the USPC Annual Meeting. Maggie signed up to participate on the National Youth Board for two years. Rally news from the regional meeting: the CRPC Show Jumping Rally date has been changed to June 4 and 5. It will now be an overnight rally organized in conjunction with VA Region and will take place at Morven Park. Leslie also shared with the region a list of our members who are planning on rallying this year.

Certification & HM news: The Capital Region on-line calendar is not up to date. Nicole Potter is organizing upper level preps but the advertised price is inaccurate and will likely be reduced based on the number of participants. Leslie shared comments from SVPC Junior Board members with Kevin Bowie who recently hosted a Chief Horse Management session. Feedback from our members was offered in an effort to improve Unmounted Knowledge - Leslie reported that sign-up is underway for Quiz Rally, April 9.

Lessons Update – Shelley reported on current lessons being offered and that the club is within budget.

Camp was discussed. Other clubs are being approached to seek help with organizing. The Council discussed approaching Ema K to determine if she is interested in assisting in running our D Camp.

Certifications Update – D and C-1 certifications will take place in the Spring. Leslie reminded members interested in pursuing the C-2 to get their intent to certify paperwork submitted. The Region has changed the date from May 15 to May 14 for the HM portion of the C2 certification.

Bittersweet Field – Debbie reported that the portables still need to be moved so that seeding can be done. April Potomac Hunt work days will run from 9 – 12 and it would be best to avoid using the field at that time.

Horse Trials – Nancy Jones reported on the VIP pilot program: Waredaca, Loch Moy and SVPC will jointly be involved in a pilot to track volunteer hours through a mobile app. Area 2 has agreed to fund the start up costs. The end result is incentivizing volunteers with awards. Nancy voiced concern that SVPC parents who have key jobs at the horse trials may not be able to volunteer in September due to the conflict with the AEC's. She asked that parents please find a replacement person that they can train at the June Horse Trials.

Other Business – The Standards and Certifications Clinic will take place on March 20 at Bascule Farm with Deb Wilson.

Junior Council Report – They expressed interest in organizing a bake sale to raise Club funds and volunteering at Great Meadows.

Help Wanted

SVPC is in need of parents willing to work with Shelley Heron to organize D Camp and ABC camp. Contact Shelley at shelleyheron@me.com.

Our club is also working on fundraising and looking for sponsors and advertisers for our horse trials. Sponsorship and advertising is a great job for parents who may not be experts in horses but want to help the club offer activities to our members.

We are in need of a graphic designer to assist with our program for the horse trials and parents willing to assist with our sponsorship and advertising.

Please contact Leslie Case at lesliecase@aol.com if you would like to volunteer for any of the above positions or would like more information.

Attached to this newsletter are the demographics for a horse trials and the advertising and sponsorship opportunities available. Let's get the word out and raise funds to keep our activities strong.

Additional SVPC Dates

September 3-4 SVPC Fall Horse Trials

Saturday and Sunday September 17-18 Capital Region Tetrathlon Rally Hosted by SVPC

Sunday, October 2 Capital Region Dressage Rally

Friday, December 2 Holiday Party

Good Luck in Kentucky

SVPC members Mitch, Mallery, Sadie and Piper will be representing Capital Region at Rolex in the Prince Phillip Cup Games Competition this weekend. SVPC is proud of all of your hard work with teammate Abby.

Have a great time in Lexington!

EASY WAY TO EARN CASH FOR SVPC

There's an easy way to make money for the club. Please send your proof of purchases for Legends, Triple Crown and Southern States horse feed to:

Sheila Jackson, 12227 Galesville Drive Gaithersburg, MD 20878

or give them to Sheila or Maggie when you see them. Each label generates \$.25 for the club!

Thanks! Sheila





CONGRATULATIONS

Congratulations to SVPC members earning certifications this spring. Gigi received her D1, Kevin, Katrina and Maggie earned their C1 Dressage Specialty and Emily P earned her C1 Traditional.

SVPC member Ema was one of three Student Award Applicants Selected as 2016 AHP Travel Award Winners.

SVPC members Stephanie and Eliza were chosen to represent MGAA in an International Games Competition this summer.



SVPC member Katrina leads our newest SVPC member Ella on her first trail ride! Welcome to SVPC.

Lessons

SVPC has free lessons coming up with National Examiners in May. Sign up online today to reserve your spot.

Yvonneke Weitzel continues to organize lessons with instructor Chris Donovan for SVPC members. Contact Yvonneke at yvonnekeweitzel@gmail.com if you would like information on the lessons with Chris.

Watch your email for details on upcoming SVPC games lessons in May and June! All members are invited to participate in the SVPC games lessons.

Emma K is organizing lessons for pony club members to raise funds for USEA's Young Rider Program. Emma is a current SVPC member with an "A" certification and an Intermediate Level event rider. If you are planning to go for a certification this year, Emma is a great resource. Please contact Emma at emma.klugman@gmail.com if you're interested in joining a lesson with her at Woodstock Equestrian Center this spring. Lessons with Emma are \$30 and can be organized by contacting her - she plans to set dates and times after hearing from interested members. Watch your email for details on cross country at Bittersweet after the horse trials on June 24 and June 26th. Get in touch with Emma to reserve your spot.

Capital Region Non-Qualifying Show Jumping Rally

SVPC has learned that the Capital Region will be hosting a show jumping rally in September as opposed to making both qualifying and non-qualifying riders ride in the two day Virginia Region show jumping rally scheduled for June 4-5.

Watch for details on the non-qualifying show jumping rally this fall. This will be a great opportunity for riders who do not plan to go to Championships in show jumping to participate in a more relaxed regional rally with assistance from experienced pony club members.

Volunteer Sign Up Coming Soon

Soon we will be signing up volunteers for the horse trials on June 18 and June 19. Yvonneke Weitzel will be coordinating volunteers for our club and Leslie Case will be recruiting outside volunteers. SVPC is pleased to be a part of the Area II Volunteer Pilot Program and will be using the website www.eventingvolunteers.com to register and track our volunteers. Our members and parents can participate in the program and earn rewards! SVPC loves its volunteers and members.



Seneca Valley Pony Club Horse Trials Sponsorship and Advertising Opportunities

Custom Fence Sponsor: We can build a cross country obstacle (utilizing your design or one of ours) with the name of your company/organization designed into or permanently etched on the jump. The cost of a jump will vary, depending on the complexity and size of the obstacle, but generally cost between \$2,000 to \$3,000. Most obstacles have a lifetime of 5 years or more.

Bittersweet Sponsor: Recognition with a full page ad in both our spring and fall programs with placement on the front or back cover of the program, your company/organization banner displayed at the horse trials (banner provided by sponsor), announcements during the horse trials, sponsor signage at a cross country fence, distribution of sponsor provided promotional materials to every competitor at the event , Cost: \$1,000

Complex Sponsor: Temporary signage installed at one of our permanent cross country complexes, promoting your company/organization. Costs: water complex and bank complex \$300 each; brownstone wall complex, winner's circle, fence-line coop complex \$200 each

Individual Portable Fence Sign: \$100

Dressage or Stadium Sponsor: Your company/organization's banner displayed at either the dressage complex or the secretary's stand. Cost \$200, plus the price of the banner if not provided by sponsor.

Division Sponsor: Help underwrite the cost of the prizes awarded to our competitors with recognition in our program, public announcements and at the awards table. Cost: \$200 per division (beginner novice, novice, training, preliminary and intermediate divisions available)

Volunteer Sponsor: Underwrite the cost of shirts given to our volunteer corps, with your company name/logo prominently displayed on the shirt. Cost: \$600

Program Advertising:

Front inside cover, 7.5" wide x 10" tall (no bleed) \$300

Full Page, 7.5" wide x 10" tall (no bleed) \$150

Half Page, 7.5" wide by 5" tall \$80

Quarter Page, 3.5" wide by 5" tall \$50

Eighth Page/Business Card, 3.5" wide by 2" tall \$30

Please contact Leslie Case at lesliecase@aol.com or 203-247-5098 for more information on sponsorship and advertising opportunities or return the attached form.



Seneca Valley Pony Club Horse Trials Sponsorship and Advertising

Yes, I would like to sponsor Seneca Valley Pony Club's Horse Trials! Please contact me to make arrangements.

Contact Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ **Email:** _____

- Custom Fence Sponsor:** Generally cost between \$2,000 to \$3,000.
- Bittersweet Sponsor:** \$1,000
- Complex Sponsor:** \$200 each
- Individual Portable Fence Sign:** \$100
- Dressage or Stadium Sponsor:** \$200, plus the price of the banner if not provided by sponsor.
- Division Sponsor:** \$200 per division (beginner novice, novice, training, preliminary and intermediate divisions available)
- Volunteer Sponsor:** \$600

Program Advertising:

- Front inside cover, 7.5" wide x 10" tall (no bleed) \$300
- Full Page, 7.5" wide x 10" tall (no bleed) \$150
- Half Page, 7.5" wide by 5" tall \$80
- Quarter Page, 3.5" wide by 5" tall \$50
- Eighth Page/Business Card, 3.5" wide by 2" tall \$30

Return this form to Leslie Case at 13311 Drew Lane, Potomac, MD 20854
or via email at lesliecase@aol.com. Call 203-247-5098 with questions.

Horse Trials Participant Demographics

The demographics of those competing and attending Horse Trials (source United States Equestrian Federation (USEF)) are those who your sponsorship and advertising will reach:

- ⌘ Between 34 and 54 years of age
- ⌘ Earned college degree or better (66%)
- ⌘ Employed full-time (56%)
- ⌘ Make or directly influence the purchasing decisions at work-80%
- ⌘ Net worth over \$500,000 (38%)
- ⌘ Annual Income over \$100,000 (~50%)
- ⌘ Live on farm 40%; of more than ten acres (66%)
- ⌘ Market value of average home \$594,000
- ⌘ Own 2 or more homes (22%) ¹Own pet besides a horse or pony (94%)
- ⌘ On average, spend 30 nights per year in a hotel
- ⌘ On average, rent a vehicle 4 times a year
- ⌘ On average, own 3 vehicles, 53% own a pick-up truck
- ⌘ Most have been in equestrian sports for 22 years, and compete at least 6 times a year
- ⌘ 62% trailer their own horses to competitions
- ⌘ Average value of all horses per household is \$87,000.

Contact us today to place an ad or discuss your sponsorship. Seneca Valley Pony Club www.senecavalleyponyclub.org
or email Leslie Case at lesliecase@aol.com.