



**NEW CHAMPIONSHIP HORSE SHOW
REQUEST FOR PROPOSAL
JULY 2, 2024**

BACKGROUND INFORMATION

The American Saddlebred Horse and Breeders Association (ASHBA), founded in 1891, is the oldest equine breed organization in the United States. The mission of ASHBA is to promote and protect the American Saddlebred Horse with the highest standards of integrity. Today, ASHBA has approximately 7,000 members, 50 charter clubs and 40 youth clubs, while recording over 200 shows on an annual basis.

ASHBA MEMBER DEMOGRAPHICS

- 85% Female
- Average income of \$185,000
- Own an average of four horses
- Average home value is \$600,000
- Own three vehicles
- 66% have a college degree
- Average net worth of \$955,000
- Compete at least six times per year
- 22% own two or more homes
- 40% own farm; 66% of those 10 acres or more

NEW CHAMPIONSHIP HORSE SHOW SUMMARY

The American Saddlebred is one of the only equine breeds without its own national championship horse show. In the past, ASHBA has partnered with the Kentucky State Fair on their World's Championship Horse Show, but has had little say or control over the show, including adding much needed classes to grow the breed. To address these issues ASHBA formed a New Horse Show Exploratory Committee with the goal of starting a new championship horse show in 2025. Preferred dates for the show are a 12-day period in September or October, with classes running for 7 consecutive days.

YEAR	ESTIMATED HORSES	ESTIMATED STALLS
2025	1,200 Horses	1,800 – 1,900 Stalls
2026	1,600 Horses	2,400 – 2,560 Stalls
2027	2,000 Horses	3,000 – 3,200 Stalls

FACILITY REQUIREMENTS

The following criteria will be considered in comparing facilities for the new championship horse show. Please provide us with facility costs and other relevant information.

SITE

- Show rings (number and dimensions) (minimum of 2 needed)
- Seating capacities
- Stalls (number and type) (i.e. permanent stalls, temporary stalls, etc.)
- Warm-up rings (number and dimensions) (minimum of 4 needed)
- Lunging areas
- Wash areas

- Type of lighting
- Restrooms and showers (number and locations)
- Vehicle parking (number of spaces and locations)
- Trailer parking (number of spaces and locations)
- Space suitable for office use (number, dimensions and locations)
- Proximity to airport and hotels
- Number of hotels and rooms within a reasonable driving distance of the facility
- American Disability Act amenities (seating, ramps, parking, elevators, restrooms, etc.)
- Plots, maps, building layouts that may be used to illustrate any of the above criteria

OPERATIONS

- Footing (type, availability, and dust control)
- Bedding and feed (through facility or show managed)
- Refuse and manure removal
- Climate control amenities
- On-site camping (type, number of spaces, location)
- Audio and visual technology (video boards, sound, equipment, etc.)
- Equipment availability and cost (tractors, water trucks, fork lifts, ring working equipment, etc.)
- Availability of facility IT technical support
- IT connection specifications and strengths for internet for web streaming, show office and other office areas (including potential issues such as firewalls)
- Catering and concessions (policies, services, hours of operation, etc.)
- Type of food provided and restrictions (i.e. private barn parties, etc.)
- Tables and chairs provided by venue or rental company
- Miscellaneous equipment availability (office furniture, telephones, etc.)
- Storage and shipping procedures
- Labor rates
- Potential requirements, limitations, and restrictions for subcontracted labor or vendors (i.e., decoration landscape contractors, stall decoration contractors, etc.)
- Potential limitations and restrictions on technology for subcontracted vendors to provide live feed audio/visual in barns, warm-up rings, restaurants, and various on-site facilities during the show.
- Plots, maps, building layouts that may be used to illustrate any of the above criteria

COMMERCIAL EXHIBIT SPACE

- Layouts with dimensions
- Other available amenities (partitions, carpet, electricity, internet, etc.)
- Plots, maps, building layouts that may be used to illustrate any of the above criteria

EVENT PARTNERSHIPS AND SERVICES

The following criteria will be considered in comparing facility, local and state partnerships and services for the new championship horse show. Please provide us with as much information as you have available.

PARTNERSHIPS

- Available chamber of commerce support and/or grants (include amount available)
- Available state and local government support and/or grants (include amount available)
- Local media relations support (television, radio, newspaper, etc.)
- Facility marketing staff assistance and coordination
- Hotel proposals including special rates and comp rooms
- Available complimentary facilities and services

SERVICES

- Proximity to support services (i.e. hardware and lumber stores, florists, nurseries, landscaping companies, rental companies, etc.)
- Tourism information (i.e. restaurants, museums, shopping centers, parks, etc.)
- Weather history for the show dates
- Local equine organizations which might like to become involved with the show

SHARED COSTS OPPORTUNITIES

Identify any shared facility or other cost savings associated with having our horse show before or after an existing horse show with similar set-ups, such as the Morgan Grand National Horse Show. Identify both items and costs. Please provide us with as much information as you have available.

OTHER CONSIDERATIONS

Identify other areas that you believe are important that were not previously covered and summarize why your facility and city are a good fit for ASHBA and the new championship horse show.

PLEASE SUBMIT PROPOSAL BY JULY 31, 2024 VIA EMAIL OR MAIL TO:

American Saddlebred Horse and Breeders Association

Attn: David Mount

4083 Wing Commander Way, Suite 50

Lexington, Kentucky 40511

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