

Brookside Show Park

2018 NorCal Medal Finals Horse Show Proposal
revision dated October 31, 2017

Bill Madden, owner of Brookside Show Park would like to apply for the NorCal Medal finals Horse Show to be held in October for a 3 year contract. The dates would be October 10th to the 14th 2018 ; October 8th to 13th 2019* ; October 13th to 18th 2020*. (*Calendar to be confirmed).

The October show date is a USEF license held exclusively by Mr. Madden, herein referred to as "Brookside". Brookside is a privately owned facility. The NorCal Medal Finals show has been held on the October show date for the last 40 years and Brookside is pleased to be able to offer this exclusive show date to the NorCal Medal Finals horse show. Brookside considers itself the "Home to the NorCal Medal Finals" as reflected on the display wall facing the large Grand Prix ring and we hope to keep that tradition alive. The name of the horse show will continue to be referenced as and advertised as The NorCal Medal Finals Horse Show at Brookside Show Park.

Brookside would like to thank the board and NorCal membership for allowing us to present the NorCal Medal Finals Horse Show for the last 5 years under the Langer Equestrian Group agreement. The contract that was in place with Langer Equestrian Group has now expired with the conclusion of the 2017 show, therefore providing opportunity for a new direction for the horse show.

The definition of the NorCal Medal Finals horse show as defined by NorCal website, is that of "A Boutique horse show to feature the NorCal Medal Finals for Junior, Senior, 3ft and Pony". This is the exact definition of the type of show that Brookside has hosted and is willing to continue to offer for the NorCal qualifying riders. No other Medal Finals would be held at the NorCal Medal Finals Horse Show when hosted at Brookside.

Show Format

Brookside and our show management are excited to be able to offer a USEF "A" rated show within a cohesive, 5 day schedule in the show rings which are all conveniently located by the barns and exhibitor / spectator viewing areas. These areas are ADA accessible and comfortable for exhibitors, family and pets to watch both the Grand Prix jumpers and Hunter Rings.

Brookside and Show Management have worked tirelessly to provide a show format that works for all divisions and medal finals classes to be completed in an efficient manner. The present format schedules the regular and qualifying classes on the first three (3) days of the horse show and the Medal Finals on Saturday & Sunday morning. All other regular classes in adjacent rings will be suspended until the Medal Final classes are complete. The remaining classes on Saturday and Sunday will resume upon completion of the Medal Finals.

The Medal Finals format would be judged using four (4) recognized USEF hunter judges. The large electronic score board will be available and a seasoned announcer hired to add to the official presentation of the events. Brookside will order the ribbons and coolers and class awards associated with all presentations for the Medal Finals Horse Show.

Location

Brookside Show Park is conveniently located in Elk Grove, CA just off Grant Line Rd / Hwy 99 or Sunrise to Grant Line Rd. Brookside provides a "ShowCation" package of staying onsite in your own Living Quarters trailer, RV/Travel Trailer, or renting an RV directly from the facility. Brookside partners with many of the local hotels within the surrounding area to ensure a preferred rate is available to exhibitors and spectators.

Facility Amenities

- Three Large – well groomed show rings for Hunters and Jumpers, with a 4th overflow ring available to be used if necessary.
- Each show ring has an adjacent dedicated Warm up ring
- Quality made / well maintained jumps
- Lounging and Warm up areas available
- Show Staff and Ring Crew that are friendly, knowledgeable and experienced
- Onsite Café with an excellent menu and catering experience
- Onsite Espresso Cafe
- EGM Stable Mix Pavilion and Wine Down bar for evening events.
- Restroom facilities with showers at both ends of the grounds that are ADA compliant (can add additional portables if necessary)
- Over 400 available stalls
- Beautiful Pool for Fun and relaxation
- Silky's Back Gate Pub and deck with TV to watch sports and relax
- Designated parking areas: daily haul-in and trailer parking (hook up or disconnected)
- Over 50 RV Parking spaces in a park-like setting with water and electric
- RV rentals available onsite in the Brookside Village surrounded by trees with full hookup.
- Golf Cart rentals are available on the grounds
- Covered Spectator viewing areas for all show rings

Staffing

Brookside has an excellent working relationship with local show managers, grounds crew, office staff, veterinarian and farrier services that have a broad knowledge of the facility and show formats. For the foreseeable future, the current show management and staff will be hired to ensure that the best possible event is presented.

For the last few years Brookside has invited Deb Dawson photography to be the show photographer. Brookside will continue to work with Grand Pix Photography (formerly Deb Dawson) to be on the grounds for the duration of the show to photograph all the NorCal Medal qualifiers, presentations and show events. In partnership with the photographer the event win pictures and show candids will be available to be used for future event advertising for Brookside and for NorCal.

Footing and Weather

The NorCal Medal finals show is held during the fall and California fall weather is beautiful. For 40 years the horse show has been held in October and has never been cancelled due to weather. The natural weather pattern for this time of year is cool fall days and chilly nights. Rain forecast is usually later in October (if at all). In the event of a rainy day forecast some classes could be held in the indoor ring or adjustments made to the show schedule as was done during the on rain day in 2016.

Show management is responsible to ensure the classes are held, with priority being on the completion of the Medal Final classes. In the event of rain show management and the arena footing management will take all steps necessary to ensure the Medal Classes will be held in a safe and secure manner for all exhibitors.

West Coast Footing, Tractor Dean, who works at many of the show venues in Northern California is contracted to provide arena maintenance both before and during the scheduled event, just as has been done in 2017 and previous years. Brookside uses West Coast Footings product PosiTrack which is a geo textile fabric and sand mixture in the rings. This footing product gives control of lateral energy and creates a controlled forward motion. Our goal by using West Coast Footings is to control moisture, depth and consistency on a hour by hour basis. West Coast Footings product and the relationship with Brookside creates the most natural footing for horse care and performance. We are confident that with West Coast Footings contracted to be onsite to handle the footing in the rings we know the riders and facility will be in good hands.

Attendance

A boutique show offers the families and friends the opportunity to be close in proximity to the exhibitors and watch the excitement of the classes. Each year the Medal Classes have filled and have been well attended at Brookside. Spectatorship is not the focus of this show but it is invited, and can be easily accommodated. The show format caters to a specific audience and is primarily a year end event focused on presentation of the NorCal Medal Finals. Brookside, in years past, has worked in partnership with Hunter Jumper show managers to advertise and promote the NorCal Medal Finals Horse Show. We would ask that the NorCal association continue to be tasked with ensuring the Medal Finals show is attended by encouraging all hosting shows with NorCal approval to advertise and promote the "year end" Medal Finals Horse show and qualifying requirements.

NorCal show committee, the NorCal board and Show Management are all responsible for creating a show experience that can be attended by up and coming riders, returning riders of all levels and trainers. This means looking into affordability of show fees, number of qualifying shows, and adding new classes or removing classes with low participation to keep the cost within reason for exhibitors.

Horse Show Cost and Fees

Brookside has always been an affordable venue for exhibitors and will continue to do so in 2018 and beyond. Show fees for the NorCal Medal Finals will be defined by show management and published in the prizelist.

The 2017 NorCal Medal Finals show, and years prior, offered a Jumper Class at 1.30m. The 1.30m class for 2017 had 1 entry. Brookside will continue to offer the 1.30m jumper class and for 2018 as outlined in the proposal requirements from the NorCal board, we will add an Open Jumper Class at 1.35m with a minimum purse of \$15,000. All appropriate class conditions will be outlined with Show Management and NorCal Medal Finals horse show committee.

Promotion and Special Event

Advertising of the NorCal Medal Finals, which is the premier event for the Show, would be and should be done at the beginning of the year with the launch at the Banquet. Show dates and theme for the show should be included and referenced in all show programs for shows that are NorCal approved and especially those held at Brookside. An email blast(s), postcards, ads, and personal presence at shows would be in partnership with the NorCal Board to ensure information is dispersed to current members and future members.

NCMF Sponsor display

Brookside will work with the NorCal promotions committee / sponsorship committee to ensure that the correct signage is available in a timely manner so that displays can be "built" or "mounted" around the venue. Large banners or signage in each of the show rings and around the facility will be setup prior to the show opening day. With a single entity horse show event, recognizing the sponsors is a key element to continue the fund raising necessary for the year around support NorCal needs and the Brookside staff will be happy to help.

Catering

Brookside offers onsite food service available daily for the exhibitors and staff. The Brookside Park catering will provide the food for the Trainer Luncheon and Draw Party plus evening dinners for show attendees and guests. Brookside would like to invite the NorCal Show Committee to participate in planning the special entertainment events and Draw Party in advance of the show.

Brookside is an exhibitor and family friendly environment and will continue to promote the camaraderie for all show attendees.

For the two Special events for the NorCal organization, the costs will be as follows:

- Trainer Luncheon @ \$10.00 per person
- Draw Party Dinner @ \$15.00 per person

The Sunday morning brunch will be sponsored by Brookside.

Brookside has multiple dining and entertainment areas available on the grounds and would be happy to designate an area as NorCal VIP if requested.

Awards

NorCal association is responsible for obtaining the specialty awards for the Medal Final classes based on the needs / wants of the committee. Brookside will continue to provide the show ribbons and awards branded with NorCal Medal Finals.

Closing

For the last several years, the NorCal Medal Finals Horse Show has been held at Brookside and I would like to be selected to continue to host this show. Brookside strongly believes the NorCal Medal Finals is a very special event that exhibitors work all year to be part of and should remain a single focus event. Brookside happily commits to a 3 year contract to hold the show and outline details in partnership with the NorCal Show Committee and/or Executive Board.

In keeping with the prior years' arrangements, Brookside would be happy to continue to store sponsor signs, banners, show ribbons, canopies etc onsite for the duration of the three year contract.

Brookside will give the NorCal Hunter Jumper Association a donation in the amount of \$10,000 per year at the completion of each show (2018 - 2020).

If you have any questions pertaining to the facility or with regards to the show proposal, I can be reached at anytime on my cell phone # 916-202-6677. Thank you in advance for your consideration.

Sincerely,

William "Bill" Madden