



2018-2020 NORCAL MEDAL FINALS PROPOSAL

SHP SEASON FINALE

- Show Dates: September 19-23, 2018 / September 18-22, 2019 / September 16-20, 2020
- Location: Sonoma Horse Park, 7600 Lakeville Hwy, Petaluma, CA 94954
- Show Manager: Sally Hudson, Headlands Management, Inc.
- Prize Money Offered: \$85,000+
- USEF 'A' Rated

PROPOSAL OVERVIEW

Sonoma Horse Park is proposing to host the NorCal Medal Finals for three (3) years starting in 2018. It is the vision of Sonoma Horse Park to deliver an extraordinary Finals that will both showcase the top riders in our region and strengthen the brand of the NorCal Hunter Jumper Association. The following proposal has been revised to address all points listed in NorCal's updated Request For Proposal (RFP) and the questions posed by NorCal's Board of Directors. The proposal is organized by topic/category and includes the proposed 2018 Show Schedule, daily event schedule and NorCal hospitality details, RFP clarifications, SHP response to the NorCal Board questions, all branded items associated with sponsorship including renderings of proposed NorCal branded-jumps and ribbon designs, along with a comprehensive marketing and promotional strategy designed to revitalize interest and excitement surrounding the NorCal Medal Finals.

NORCAL MEDAL FINAL OVERVIEW

- The NorCal Medal Finals will be held on Saturday and Sunday Morning with one round each day plus a work off on Sunday
- NorCal Junior and Senior Medal Finals held in Main Hunter Arena; NorCal 3 ft & Pony Medal Finals held in Hunter Arena 2
- Medal Final Rounds 1 & 2 pinned with award presentations; top 10 placers ride for awards. SHP provides custom ribbons for Rounds 1 & 2 + Overall Ribbons and Awards (see page 3 for ribbon/award details)
- 3 Judges for all NorCal Medal Final sections

SATURDAY, MAIN HUNTER ARENA 7:30 AM: NorCal Junior Medal Round 1 followed by NorCal Senior Medal Round 1

- Grand Prix Arena, Hunter Arenas 2 & 3 remain closed until NorCal Senior Medal Round 1 concludes
- Jumper Arena 2 & Hunter Arena 4 start times pushed back if schedule permits; Jumper 2 & Hunter Arena 4 likely to start before Round 1 concludes

SATURDAY, HUNTER 2, FOLLOWING SENIOR ROUND 1: NorCal 3' Medal Round 1 followed by NorCal Pony Medal Round 1

- Hunter Arena 3 remains closed until NorCal Pony Medal Round 1 concludes; all other arenas are open

SUNDAY, MAIN HUNTER ARENA 7:30 AM: NorCal Senior Medal Round 2, work off, award presentation followed by NorCal Junior Medal Round 2, work off, award presentation

- VIP open to all, complimentary VIP breakfast menu (for details, see 'DAILY EVENT SCHEDULE' on page 2)
- Grand Prix Arena, Hunter Arenas 2 & 3 remain closed until NorCal Junior work off concludes
- Jumper Arena 2 & Hunter Arena 4 start times pushed back if schedule permits; Jumper 2 & Hunter Arena 4 likely to start before presentation concludes

SUNDAY, HUNTER 2, FOLLOWING JUNIOR AWARD PRESENTATION: NorCal 3' Medal Round 2, work off, award presentation followed by NorCal Pony Medal Round 2, work off, award presentation

- Hunter Arena 3 remains closed until NorCal Pony Medal concludes; all other arenas are open



DAILY EVENT SCHEDULE / NORCAL HOSPITALITY

- Listed below is the daily event schedule. Food & beverage expenses for Tuesday's 'Trainer Luncheon' are paid by NorCal; all other costs associated with events listed below are paid in full by Sonoma Horse Park:
- **TUESDAY, 12:00 PM:** Trainer Luncheon
- **WEDNESDAY, 3:00 PM:** VIP open to all, complimentary wine
- **THURSDAY, 3:00 PM:** VIP open to all for \$15,000 1.40m Welcome Prix; complimentary wine poured. **4:00 PM:** Complimentary light buffet
- **FRIDAY, 3:00 PM:** VIP open to all for \$5,000 1.30m Open Jumper Classic; complimentary wine poured. **4:30 PM:** NorCal Dinner & Draw Party - includes a 'Rider Meeting': NorCal Medal Final judges explain what they're looking for from riders and take questions
- **SATURDAY, 7:00-11:00 AM:** This winter SHP will construct a 30' x 12' pergola overlooking the Main Hunter Arena in front of VIP check-in (identical to existing pergola overlooking Grand Prix Arena). New pergola designated for NorCal Medal Finals so all participants and their guests are provided seating on VIP berm. **5:00 PM:** VIP open to all, complimentary wine
- **SUNDAY, 7:00-11:00 AM:** VIP open to all for NorCal Junior & Senior Finals, complimentary VIP breakfast for all attendees. Breakfast includes full VIP menu and chef attended made-to-order omelet and pancake station. Additional 60" round wood tables placed in VIP along the Main Hunter Arena to ensure ample seating for NorCal Medal Final participants and their guests

VISIBILITY ONSITE

- **(2) NORCAL-BRANDED CUSTOM JUMPS:** Featured in Hunter Arenas 1 & 2 throughout 2018 season. NorCal-branded jumps are intended to promote NorCal Medal Finals all season and will be used in all NorCal Medal Final courses and prize ceremonies. Proposed jump designs and specs are listed on pages 4-5. SHP will manage jump production, incur all associated jump costs, maintain and store jump
- **SPONSOR SIGNAGE:** SHP does not allow plastic banner signage so SHP will pay the cost increase to produce NorCal's sponsor signs in wood. NorCal to provide SHP with amount spent to produce plastic banners. NorCal and SHP will agree on a per sign fee that is roughly the same amount NorCal would spend on a plastic banner. SHP will manage all NorCal sign production and pay all costs above and beyond the agreed upon 'per sign fee'. SHP to send NorCal an itemized invoice with sign fees after the conclusion of SHP Season Finale. Arena sign dimensions: 3' x 10'; additional locations including signage space by show office to be discussed further and agreed upon by NorCal and SHP. NorCal must provide high resolution vector files for sign artwork. To guarantee completion prior to the start of SHP Season Finale, submit artwork by Friday, September 7th
- **(2) LED SCOREBOARDS:** in Hunter Arenas 1 & 2 for NorCal Medal Finals. SHP will provide NorCal-branded signage for both Scoreboards. NorCal Board has final approval on artwork for scoreboard signage
- **NORCAL LOGO:** Shown on both Grand Prix and Main Hunter Arena LED jumbotrons several times per day throughout the 2018 season
- **MARKETING MATERIALS:** Provided by NorCal; displayed at VIP registration throughout the 2018 season
- **VENDOR SPACE:** Provided upon request at SHP Season Finale

COMMUNICATION & PROMOTION

- **EMAIL NEWSLETTERS:** announcing NorCal Medal Finals sent to an active list of exhibitors, trainers, owners, sponsors, national and regional equine publications and media (5,000+ email addresses). NorCal may include promotional information; newsletter emailed to NorCal representative to review and approve prior to sending. Post-NorCal Medal Final press release sent with highlights, images and results
- **SHOW SCHEDULES & 2018 FEATURED CLASSIC LISTS:** NorCal Medal Finals prominently listed
- **DAILY ARENA ANNOUNCEMENTS:** Promoting NorCal Medal Finals at all SHP/HMI horse shows
- **FACEBOOK & INSTAGRAM PROMOTION:** Multiple posts throughout season leading up to Finals. Image galleries taken of all NorCal Medal Final sections by SHP Photographer Alden Corrigan along with results posted on SHP's social media. Additionally, SHP will provide a USB flash drive with Alden's high resolution images from the NorCal Medal Finals
- **FEATURE ARTICLE:** Covering NorCal Medal Finals with interviews of each winner, images and results in The Competitive Equestrian
- **FULL-PAGE PRINT ADS:** Congratulating winners in Horse & Style Magazine and The Competitive Equestrian

DIRECT REVENUE TO NORCAL

- **FEATURED CLASSIC SPONSORSHIP REVENUE:** SHP offers the following (2) Featured Classics to NorCal to sell to sponsors:
 1. \$15,000 Welcome Prix 1.40m, Thursday Afternoon
 2. \$5,000 Open Jumper Classic 1.30m, Friday Afternoon
- SHP pays 100% of \$20,000 combined prize money; NorCal keeps 100% of collected sponsorship revenue
- SHP will provide NorCal with a list of current sponsors who have 'sector exclusivity' at SHP to avoid potential sponsor conflicts
- SHP will work with NorCal to create a list of sponsorship benefits to offer potential sponsors
- Class sponsors sent 8"x10" Silver frames engraved with NorCal Logo + photo taken during award ceremonies along with a thank you note

NORCAL BRANDED AWARDS & CEREMONY DECOR

- **OVERALL RIBBONS + WINNER SASHES:** Custom designed by SHP and hand made by a master ribbon maker. Each ribbon has a 10-inch diameter rosettes and 30-inch streamers and takes 2 hours to craft. Overall ribbons are one-of-a-kind works of art and cost \$100 each. Two proposed design options on page 6. NorCal Board has final approval on all design elements
- **PERPETUAL TROPHIES:** At the request of NorCal Board, SHP will source perpetual trophy options for the NorCal Junior and Senior Medal Finals and present to the Board for approval. SHP will incur all associated trophy expenses including the cost of engraving all previous winners. NorCal Board has final approval on all trophy elements
- **WINNER BLANKETS:** SHP provides (4) navy horse blankets embroidered with 'NorCal Logo' + '2018 NorCal [Section Name] Medal Finals'. SHP will source quality wool blankets (TBD white piping and/or silver braid detail). SHP will incur all associated blanket expenses. NorCal Board has final approval on all blanket details
- **NORCAL-BRANDED ASMAR EQUESTRIAN SHIRTS:** All 2018 NorCal Medal Final exhibitors awarded an Asmar Equestrian long sleeve navy shirt branded with the 'NorCal Hunter Jumper Association logo' + '2018 NorCal Medal Finals'. Shirts will be handed out at NorCal party during the draw for order of go. Asmar shirt retails for \$70 and is pictured on page 7. SHP will incur all associated expenses
- **(2) NORCAL-BRANDED PRESENTATION DISPLAYS:** (2) NorCal-branded custom designed presentation displays for award ceremonies of each NorCal Medal Finals sections. Presentation display paired with NorCal-branded jump for photo backdrop. Combined total of 1,000+ white silk hydrangeas decorate the NorCal Medal Final Award Ceremonies. NorCal Board has final approval on all presentation display elements

SHP EXPENSE SUMMARY FOR KEY BENEFITS ASSOCIATED WITH NORCAL MEDAL FINALS

- PRIZE MONEY FOR NORCAL COLLECTED SPONSOR REVENUE (\$15K Welcome Prix + \$5K Open Jumper Classic): \$20,000
- NORCAL EXHIBITOR EVENTS: \$10,000+
- SHP DONATION TO NORCAL: \$10,000
- NORCAL-BRANDED ASMAR EQUESTRIAN SHIRTS FOR ALL FINALISTS: \$6,000+
- (2) NORCAL-BRANDED CUSTOM JUMPS + SILK FLOWERS: \$5,500
- 3RD SCOREBOARD FOR HUNTER ARENA 2: \$5,000
- (4) SETS (1st-10th) OF OVERALL RIBBONS + (4) WINNER SASHES: \$4,400
- PERPETUAL TROPHIES + EMBROIDERED BLANKETS: \$2,500+
- NORCAL BRANDED SIGNAGE FOR (2) SCOREBOARDS (HUNTER ARENAS 1 & 2): \$1,600
- AWARD CEREMONY PRESENTATION DECOR + SIGNAGE: \$1,000
- UPGRADED NORCAL SIGN EXPENSE (SHP PAYS COST INCREASE FOR WOOD SIGNS (VS. PLASTIC BANNER SIGNS): \$1,000+/-

TOTAL SHP EXPENSE FOR 'KEY BENEFITS' ASSOCIATED WITH NORCAL MEDAL FINALS: \$67,000

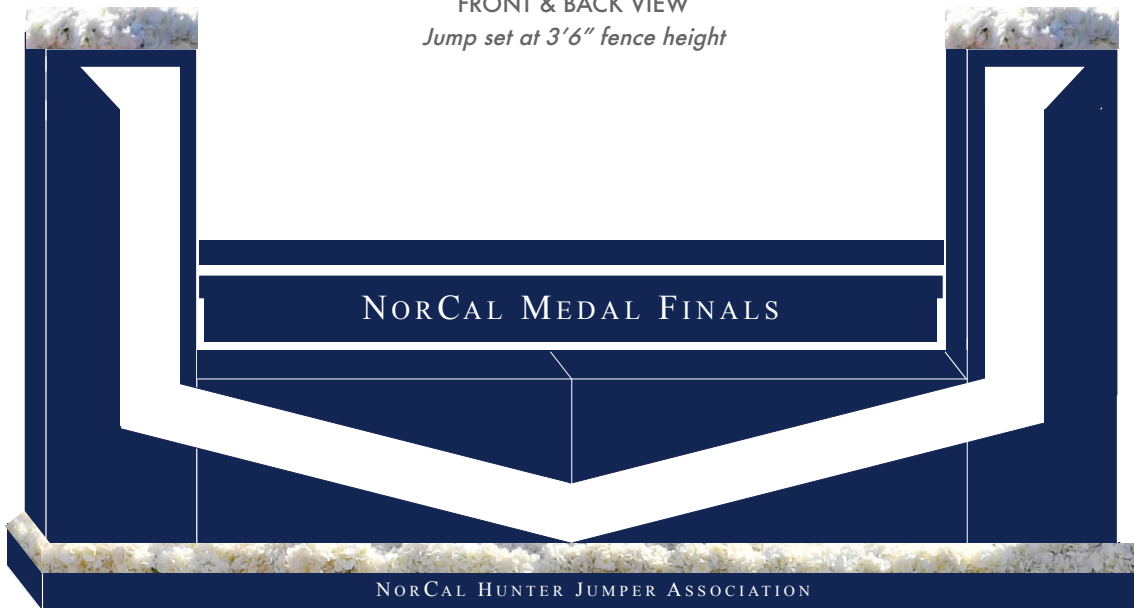
1ST OF 2 PROPOSED NORCAL WALL JUMPS

NorCal Wall featured in Main Hunter Arena all season to promote 2018 NorCal Medal Finals

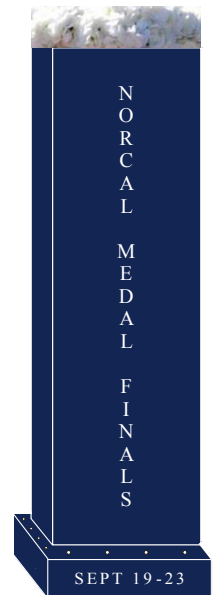
NORCAL WALL EQUIPMENT WHEN SET AT 3'6"

- White 'NorCal Crest' is made of 1" thick laser-cut redwood slabs mounted on front & back of standards & jump boxes
- (2) Pillar Standards with built-in flower boxes on 3 sides; 'NorCal Medal Finals' + 'Sept 19-23' decaled on outside : 20"x20"x80"
- (2) Jump Boxes with built-in flower boxes on 2 sides; 'NorCal Hunter Jumper Association' decaled on 2 sides: 58"x12"x24"
- (1) Jump panel; 'NorCal Medal Finals' decaled on 2 sides: 120"x2"x10"
- (1) Solid navy jump pole
- (1) Navy jump pole; 'NorCal Medal Finals' decaled on 2 sides (replaces decaled panel at 3' fence height)
- White silk hydrangeas
- SHP incurs all associated jump expenses

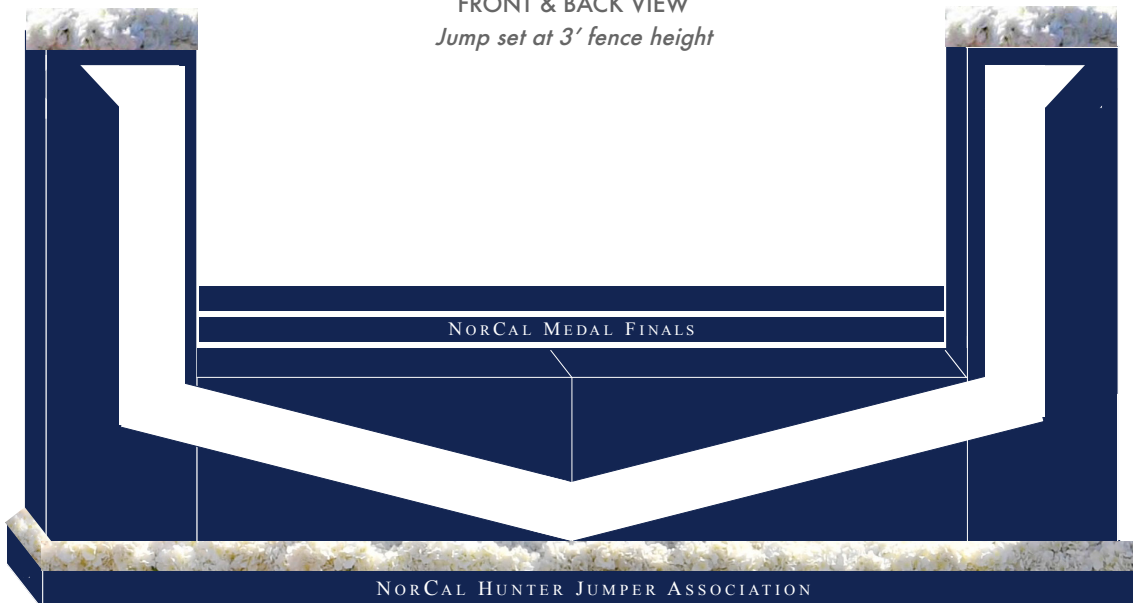
[LARGE] NORCAL WALL JUMP
FRONT & BACK VIEW
Jump set at 3'6" fence height



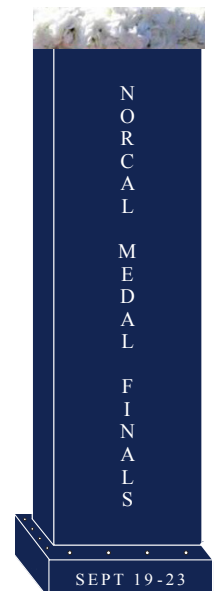
STANDARD
SIDE VIEW



[LARGE] NORCAL WALL JUMP
FRONT & BACK VIEW
Jump set at 3' fence height



STANDARD
SIDE VIEW



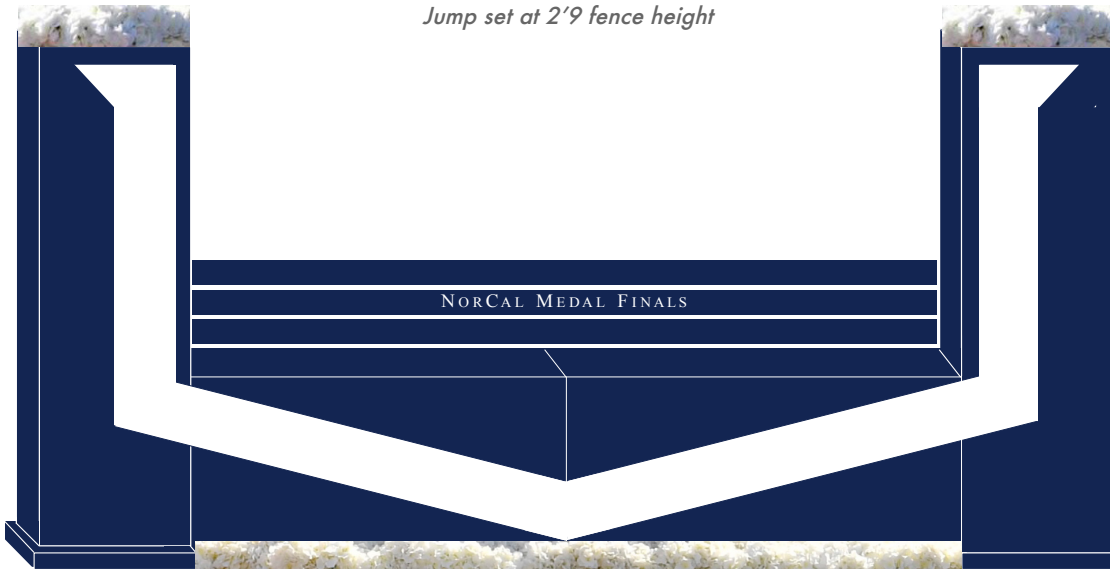
2ND OF 2 PROPOSED NORCAL WALL JUMPS

NorCal Wall featured in Hunter Arena 2 all season to promote 2018 NorCal Medal Finals

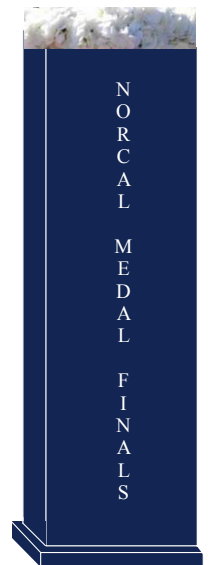
NORCAL WALL EQUIPMENT WHEN SET AT 2'9

- White 'NorCal Crest' is made of 1" thick laser-cut redwood slabs mounted on front & back of standards & jump boxes
- (2) Pillar Standards with 'NorCal Medal Finals' decaled on outer-side : 18"x18"x66"
- (2) Jump Boxes with built-in flower boxes on 2 sides; 'NorCal Hunter Jumper Association' decaled on 2 sides: 58"x9"x18"
- (2) Solid navy jump poles
- (1) navy jump pole 'NorCal Medal Finals' decaled on 2 sides
- White silk hydrangeas
- SHP incurs all associated jump expenses

[SMALL] NORCAL WALL JUMP
FRONT & BACK VIEW
Jump set at 2'9 fence height



STANDARD
SIDE VIEW



CREST DESIGN INSPIRATION



NORCAL MEDAL FINALS RIBBON & SASH DESIGN DRAFT 1 (2 COLORS)

(10) Total Ribbons: 1st-10th place + (1) Winner's Sash

RIBBON COLORS

- 1. Navy with Galaxy
- 2. Navy
- 3. White with Galaxy
- 4. White
- 5. Tassel: Silver

ROSETTE DESIGN

- CENTER 2' SATIN BUTTON: Navy
- 3.5" ROSETTE: White
- 5" ROSETTE: Navy
- 6" ROSETTE: White Galaxy
- POINTS: Navy points on white points
- FOLDED: Navy folded-over white ribbon
- 8" ROSETTE: Navy Galaxy
- 9" ROSETTE: White Galaxy
- 10" ROSETTE: Navy Galaxy

RIBBON STREAMER COLORS

- TASSEL: Silver
- 2" CENTER STREAMER: Navy Galaxy
- 3" CENTER STREAMER: White
- 2" MIDDLE STREAMERS: Navy
- 2" OUTER STREAMERS: White Galaxy
- *Silver Futura font*



RIBBON TEXT

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2018

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LEFT STREAMER TEXT

NORCAL JUNIOR MEDAL FINALS 2018

RIGHT STREAMER TEXT

FIRST PLCT



SASH DESIGN

- CENTER 2' SATIN BUTTON: Navy
- 3.5" ROSETTE: White
- 5" ROSETTE: Navy
- 6" ROSETTE: White Galaxy
- POINTS: Navy points on White points
- FOLDED RIBBON: Navy folded-over white
- 8" ROSETTE: Navy Galaxy

NORCAL MEDAL FINALS RIBBON & SASH DESIGN DRAFT 2 (3 COLORS)

(10) Total Ribbons: 1st-10th place + (1) Winner's Sash

RIBBON COLORS

- 1. Navy with Galaxy
- 2. Navy
- 3. White
- 4. Topaz
- 5. Tassel: Silver

ROSETTE DESIGN

- CENTER 2' SATIN BUTTON: Navy
- 3.5" ROSETTE: White
- 5" ROSETTE: Topaz
- POINTS: White
- FOLDED: Navy folded-over topaz ribbon
- 8" ROSETTE: Navy Galaxy
- POINTS: Topaz points on white points
- 10" ROSETTE: Navy Galaxy

RIBBON STREAMER COLORS

- TASSEL: Silver
- 2" CENTER STREAMER: Navy
- 3" CENTER STREAMER: Topaz
- 2" MIDDLE STREAMERS: White
- 2" OUTER STREAMERS: Navy Galaxy



RIBBON TEXT

NORCAL
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LEFT STREAMER TEXT

NORCAL JUNIOR MEDAL FINALS 2018

RIGHT STREAMER TEXT

FIRST PLCT



SASH DESIGN

- CENTER 2' SATIN BUTTON: Navy
- 3.5" ROSETTE: White
- 5" ROSETTE: Topaz
- POINTS: White
- FOLDED: Navy folded-over topaz ribbon
- 8" ROSETTE: Navy Galaxy

ASMAR EQUESTRIAN SHIRT AWARDED TO ALL NORCAL FINAL EXHIBITORS

- Awarded during the draw for order of go at Friday's NorCal Party
- 'NorCal Hunter Jumper Association' logo and '2018 NorCal Medal Finals' silk-screened on shirt sleeve



SHOW SCHEDULE ADJUSTMENTS

Sonoma Horse Park has modified the 2018 show schedule to best accommodate the NorCal Medal Finals by moving classes to different days and/or arenas as well as removing several classes. The adjusted 2018 schedule is listed on pages 10-11. Below are notable schedule edits for 2018 to ensure the NorCal Medal Finals is *the* premiere competition at SHP Season Finale:

MEDAL CLASSES REMOVED FROM SCHEDULE

- Pickwick Medal Finals
- Equestrian Concierge Open Equitation Challenge
- Platinum Performance USEF Talent Search
- Washington International Medal (WIHS) - Hunter & Jumper Phases
- WCE JR/AM Medal
- Ariat National Adult Medal
- Foxfield Medal
- NCEA Junior Medal
- CPHA 2'6 Medal
- CPHA 3' Medal
- CPHA Style of Riding JR/AM Medal
- Marshall & Sterling US Pony Medal
- Almaden Farms Medal JR/AM

CLASSES WITH ADDED PRIZE MONEY

- \$15,000 Welcome Prix 1.40m, Thursday Afternoon
- \$5,000 Open Jumper Classic 1.30m, Friday Afternoon

WEATHER CONTINGENCY

Sonoma Horse Park's 5 main competition arenas and corresponding warm-up arenas are outfitted with Martin Collins premium grade synthetic surface and have never been subject to closure during a competition. The footing was specifically designed to absorb several days of heavy rain without issue and is the same surface used for the London Olympics, the World Cup Finals in Leipzig, the European Jumping Championships at Windsor and for The Global Champions Tour. That said, in the event of extreme torrential rain, Sonoma Horse Park has three covered arenas and we could move the Finals to the indoor directly behind Marian Nelson's barn and use the smaller adjacent indoor arena for the warm-up.

RFP REQUIREMENT CLARIFICATIONS

• SHP Season Finale meets all of the eligibility requirements to host the NorCal Finals as set forth by the board. SHP would like to clarify the following 2 RFP requirements:

1. RFP STATES: *The Name of the show needs to be "NorCal Medal Finals Horse Show" or at least start with "NorCal Medal Finals" in show name (something like "at Sonoma Horse Park" may also be acceptable).*

SHP CLARIFICATION: NorCal's updated RFP limits the term of contract to (3) years to which SHP is agreeable, however, in light of the shortened term of contract, SHP proposes a compromise on the show name change to 'SHP Season Finale & NorCal Medal Finals'.

2. RFP STATES: *All ribbons and coolers for the horse show must be branded with "NorCal Medal Finals" as the name of the show.*

SHP CLARIFICATION: All ribbons and coolers associated with NorCal Medal Finals will be branded with 'NorCal Medal Finals'. Additionally, SHP agrees to brand the \$15,000 Welcome Prix and the \$5,000 Open Jumper Classic with 'NorCal Medal Finals'. SHP does not typically brand ribbons with the show name (1st-8th place ribbons are never branded with show name). SHP is open to discussing this further with NorCal, however, SHP does not commit to branding 'ALL' ribbons and coolers with 'NorCal Medal Finals'.

NORCAL BOARD QUESTIONS FOR SHP

BOARD QUESTION 1: *Who is the legal owner of the proposed USEF date? Please disclose any partnerships associated with the use of the date, and describe in detail their role with regards to their making decisions and what control they have over how the show is run. Please disclose any partnerships associated with the use of the proposed facility.*

SHP RESPONSE: Sonoma Horse Park is the sole owner of the proposed USEF date. Sally Hudson (Headlands Management Inc) is the show manager. There are no additional partnerships associated with the use of the date; there are no additional partnerships associated with the use of the facility.

BOARD QUESTION 2: *Provide a detailed list and estimated cost of what NorCal is expected to pay for, beyond the following special items: tack trunks, mounting blocks, directors chairs, awards for 3rd & 4th places, garment bags for all who place and NorCal Hats. In particular, include anticipated cost to NorCal for the following events: Trainer luncheon (Tues), Draw Party (Fri), Brunch (Sun), Any other events...*

SHP RESPONSE: Above and beyond the 'special items' listed above, NorCal is expected to pay for the following expenses:

- Tuesday Trainer Luncheon's food and beverage expense (SHP provides VIP location and staff to assist with lunch set-up free of charge)
- Costs associated with NorCal Medal Finals program
- Costs associated with NorCal sponsor signage; for details, reference 'VISIBILITY ONSITE' on page 2
- Sonoma Horse Park incurs all other expenses outlined in this proposal

Upon request, SHP will provide a quote from onsite caterer for trainer luncheon. NorCal should base program and signage estimates on past years

BOARD QUESTION 3: *What are the costs to the exhibitor? (Stall fees, nomination fee, any other fees?)*

SHP RESPONSE: Exhibitor costs are as follows:

- NorCal Medal Final Entry Fee: \$100
- Stall Fee: \$300
- Nominating Fee: \$100
- Ambulance Fee: \$30
- Association Fees: USEF Drug Fee: \$15 / USEF Fee: \$8 / USHJA Fee: \$7 / CDFE Fee: \$5 / PCHA Fee: \$3 / NCHJA Fee: \$3
- NOTE: SHP guarantees entry to all NorCal Final exhibitors who enter by closing date (even if show is sold out)

BOARD QUESTION 4: *Please include how and where the NCMF sponsor's signs will be displayed.*

SHP RESPONSE: For sponsor signage details, reference 'VISIBILITY ONSITE' on page 2

BOARD QUESTION 5: *Can your facility store NorCal materials between annual shows, and if staff will be available to place signs before show?*

SHP RESPONSE: Yes, SHP will store NorCal materials and SHP staff will be available to place signs before start of show.

BOARD QUESTION 6: *Please submit a complete proposed schedule including the NorCal Medal Finals classes.*

SHP RESPONSE: List of 2018 schedule edits on page 7; proposed 2018 Schedule on pages 10-11

BOARD QUESTION 7: *With high show attendance numbers and other arenas not running at the same time as the Jr/Sr finals, how will management assure riders are not showing late into the evenings each day?*

SHP RESPONSE: 'High show attendance' is not a concern at SHP Season Finale for the following reasons:

1. Since its inaugural show in 2013, SHP Season Finale entry counts have ranged from 420-460* entries so attendance at SHP Season Finale is approximately 40% less than capacity.
2. 'High show attendance' in it of itself is not a credible indicator for assessing which show is best suited to accommodate NorCal's schedule for multiple reasons, chief among which is that the *actual* impact of attendance is a function of the number of competition arenas offered at that show (i.e. a show with 100 entries and 1 competition arena will end much later than a show with 1,000 entries and 10 competition arenas). Additional factors delay arena end times, such as whether or not the schedule is well-organized/number of arena conflicts, number of classes offered, number of water and drag breaks, number of award ceremonies, management's willingness to hold open gates, etc - all of which impact the time schedule irrespective of a show's entry count.
3. In 2017, SHP Season Finale had 427 entries* for 6 show arenas; Sacramento Welcome Week had 301 entries** for 3 show arenas; Brookside had 166 entries** for 3 show arenas. There is no perfect formula for predicting how much attendance will impact the schedule; that said, the 2017 daily schedules from the 3 applying shows are the most compelling assurance that SHP's 'high show attendance' is not a practical concern. Moreover, the 2017 arena end times suggest that this concern is more relevant to Sacramento International and Brookside management than Sonoma Horse Park. Listed below are the daily arena end times from each show:

2017 DAILY ARENA END TIMES

SHOW NAME # ENTRIES / # ARENAS	SHP SEASON FINALE 427 ENTRIES* / 6 ARENAS						SAC INTERNATIONAL 301 ENTRIES** / 3 ARENAS			BROOKSIDE 166 ENTRIES** / 3 ARENAS		
	Arena Names	GP	Jumper 2	Hunter 1	Hunter 2	Hunter 3	Hunter 4	Indoor	Outdoor	StableMix	Jumper	Hunter 1
FRIDAY END TIME	4:00 PM	5:15 PM	3:00 PM	12:30 PM	3:00 PM	1:50 PM	5:15 PM	7:30 PM	5:00 PM	2:45 PM	5:30 PM	3:30 PM
SATURDAY END TIME	6:15 PM	3:20 PM	3:00 PM	4:45 PM	3:30 PM	3:20 PM	7:30 PM	5:45 PM	5:30 PM	6:00 PM	6:30 PM	7:00 PM
SUNDAY END TIME	1:30 PM	3:50 PM	4:15 PM	1:40 PM	1:30 PM	2:30 PM	5:30 PM	5:00 PM	5:15 PM	4:00 PM	5:15 PM	5:30 PM

* Includes Friendship Series entries

** Entry counts taken from horseshowtime.com

BOARD QUESTION 8: *Is it a concern that there are a significant number of Equitation championships / classics / medal finals at a single location in Northern California? If so, how do we address this concern from our membership?*

SHP RESPONSE: I'll preface this by saying the following is in no way meant to disparage other NorCal horse show facilities/managements...

The reason Sonoma Horse Park is the leading show series in Northern California is because we have invested millions more into the facility, the footing, and virtually every aspect of the exhibitor experience. Year after year, we reinvest every dollar made into upgrading the facility and as a result, every year we improve the quality of our shows and raise the level of the sport. SHP's 'high show attendance' enables us to offer a superior product to our exhibitors. The notion that NorCal should reward other horse shows with signature competitions simply because Sonoma Horse Park is 'too popular' is terrible for the sport and shows a total disregard for NorCal's membership.

Regarding if this is a concern for your members: I'd argue that it is clear where your membership stands on this issue: SHP's *smallest* show attracts more 'NorCal member' entries than every other show hosted in Northern California - by definition, your members overwhelmingly support Sonoma Horse Park.

2018 PROPOSED SHP SEASON FINALE SCHEDULE

GRAND PRIX ARENA WEDNESDAY 8:00 AM			JUMPER 2 ARENA WEDNESDAY 8:00 AM			MAIN HUNTER ARENA WEDNESDAY 8:00 AM			HUNTER 2 ARENA WEDNESDAY 8:00 AM			HUNTER 3 ARENA WEDNESDAY 8:00 AM		
40	1.10m Jumpers	3'7	58	.70m Jumpers	2'3	245	Green Confirmation	Model	368	Warm-Up Hunter	3'-3'3	369	Warm-Up Hunter	2'-2'6
29	1.20m Jumpers	3'11	59	.70m Jumpers	2'3	235	High Perform Confirm	Model	280/281	Green Hunter	3'	360/361	USHJA 2' Hunter	2'
26	1.30m Jumpers	4'3	54	.80m Jumpers	2'7	365	Warm-Up Hunter	3'3	284	Green Hunter	U/S	364	USHJA 2' Hunter	U/S
20	1.40m Jumpers	4'7	55	.80m Jumpers	2'7	260/261*	Performance Hunter	3'3	270/271	Green Hunter	3'3	350/351	USHJA 2'3 Hunter	2'3
91	1.20m 6 Yr Old	3'11	50	.90m Jumpers	2'11	264	Performance Hunter	U/S	274	Green Hunter	U/S	354	USHJA 2'3 Hunter	U/S
88	1.30m 7 Yr Old	4'3	51	.90m Jumpers	2'11	366	Warm-Up Hunter	3'6-9	320/321	USHJA 3' Hunter	3'	340/341	USHJA 2'6 Hunter	2'6
48	1.00m Jumpers	3'3	47	1.00m Jumpers	3'3	250/251*	Performance Hunter	3'6	324	USHJA 3' Hunter	U/S	344	USHJA 2'6 Hunter	U/S
			94	1.00m 5 Yr Old	3'	254	Performance Hunter	U/S	310/311	Young Hunter 5 & U	3'	330/331	USHJA 2'9 Hunter	2'9
						220/221*	Green Hunter	3'6	314	Young Hunter 5 & U	U/S	334	USHJA 2'9 Hunter	U/S
						224	Green Hunter	U/S	300/301	Young Hunter 6 & U	3'3			
						240/241*	Green Confirmation	3'6	304	Young Hunter 6 & U	U/S			
						244	Green Confirmation	U/S	290/291	Young Hunter 7 & U	3'6			
						230/231*	High Perform Confirm	3'9	294	Young Hunter 7 & U	U/S			
						234	High Perform Confirm	U/S						
						210/211*	Green Hunter	3'9						
						214	Green Hunter	U/S						
						200/201*	High Perform Work	3'9						
						204	High Perform Work	U/S						
						367	Derby Warm-Up	3'						

*Handy Class

GRAND PRIX ARENA THURSDAY 8:00 AM			JUMPER 2 ARENA THURSDAY 8:00 AM			MAIN HUNTER ARENA THURSDAY 8:00 AM			HUNTER 2 ARENA THURSDAY 8:00 AM			HUNTER 3 ARENA THURSDAY 8:00 AM		
41	1.10m Jumpers	3'7	60	.70m Jumpers	2'3	262/263	Performance Hunter	3'3	370	Warm-Up Hunter	3'	371	Warm-Up Hunter	2'-2'6
30	1.20m Jumpers	3'11	61	.70m Jumpers	2'3	252/253	Performance Hunter	3'6	282/283	Green Hunter	3'	362/363	USHJA 2' Hunter	2'
27	1.30m Jumpers	4'3	56	.80m Jumpers	2'7	222/223	Green Hunter	3'6	372/373	Green Hunter	3'3	352/353	USHJA 2'3 Hunter	2'3
92	1.20m 6 Yr Old	3'11	57	.80m Jumpers	2'7	242/243	Green Confirmation	3'6	322/323	USHJA 3' Hunter	3'	342/343	USHJA 2'6 Hunter	2'6
89	1.30m 7 Yr Old	4'3	52	.90m Jumpers	2'11	232/233	High Perform Confirm	3'9	312/313	Young Hunter 5 & U	3'	332/333	USHJA 2'9 Hunter	2'9
106	1.20m Jr/Am Mod	3'11	53	.90m Jumpers	2'11	212/213	Green Hunter	3'9	302/303	Young Hunter 6 & U	3'3			
103	1.30m Jr/AO	4'3	49	1.00m Jumpers	3'3	202/203	High Perform Work	3'9	292/293	Young Hunter 7 & U	3'6			
100	1.35m Jr/AO	4'5	95	1.00m 5 Yr Old	3'3									
						8	\$10,000	3'6-4'						
2	\$15,000	4'7				USHJA INTERNATIONAL HUNTER DERBY								
	WELCOME PRIZ					ROUNDS 1 & 2								
	Riders must ride for awards					Riders must ride for awards								

GRAND PRIX ARENA FRIDAY 8:00 AM			JUMPER 2 ARENA FRIDAY 8:00 AM			MAIN HUNTER ARENA FRIDAY 8:00 AM			HUNTER 2 ARENA FRIDAY 8:00 AM			HUNTER 3 ARENA FRIDAY 8:00 AM		
42	1.10m Jumpers	3'7	163	.70m Ch/Aa School	2'3	700 *1	Pessoa/US Jr Medal	3'6	610	Eq 14 & U	Flat	372	Warm-Up Hunter	2'
31	1.20m Jumpers	3'11	160	.80m Ch/Aa Training	2'7	430/431	Jr Modified Hunter	3'3	611/612	Eq 14 & U	3'	580/581	Sm-Md Child Pony	2'
28	1.30m Jumpers	4'3	150	.85m Pre-Child	2'9	434	Jr Modified Hunter	U/S	714 *3	Onondarka	3'	584	Sm-Md Child Pony	U/S
21	1.40m Jumpers	4'7	153	.85m Pre-Adult	2'9	717 *4	CPHA Foundation	3'3	630	Eq 15 - 17	Flat	373	Warm-Up Hunter	2'6
93	1.20m 6 Yr Old	3'11	140	.95m Mod Child	3'1	440/441	Am Modified Hunter	3'3	631/632	Eq 15 - 17	3'	590/591	Large Child Pony	2'6
90	1.30m 7 Yr Old	4'3	143	.95m Mod Adult	3'1	444	Am Modified Hunter	U/S	712 *3	PCHA 14 & U	3'3	594	Large Child Pony	U/S
107	1.20m Jr/Am Mod	3'11	130	1.00m Low Child	3'3	710 *2	ASPCA Maclay	3'6	711 *3	PCHA 35 & O	3'3	727	Horse & Hound Pony	2'-2'6
104	1.30m Jr/AO	4'3	133	1.00m Low Adult	3'3	723 *6	Norcal 17 & U	3'6	701 *1	USEF Adult Eq	3'3	601/602	Pony Eq Over	2'3-9
101	1.35m Jr/AO	4'5	730	Pickwick Medal	3'3		NOT QUALIFIED		640	Eq 18 - 35	Flat	600	Pony Equitation	Flat
			96	1.00m 5 Yr Old	3'3	722 *6	Norcal 18 & O	3'6	641/642	Eq 18 - 35	3'	510/511	Mod Child Hunter	2'6
3	\$5,000 1.30 M	4'3	170	1.05m Pony Jumper	3'5		NOT QUALIFIED		650	Eq 36 & O	Flat	514	Mod Child Hunter	U/S
	OPEN JUMPER CLASSIC		715	CPHA Medal 18 & O	3'6				651/652	Eq 36 & O	3'	520/521	Mod AA Hunter	2'6
	Riders must ride for awards		716	CPHA Medal 17 & U	3'6	9	\$5,000	3'	728	Horse & Hound	3'	524	Mod AA Hunter	U/S
			120	1.10m Children	3'7	USHJA NATIONAL HUNTER DERBY			724 *6	Norcal 3' Equitation	3'	708 *1	THIS Natl Medal	2'9-3'
			123	1.10m Adult Am	3'7	ROUNDS 1 & 2				NOT QUALIFIED				
			120	1.10m Children	3'7	Riders must ride for awards			725 *6	NorCal Pony	2'3-9			
			123	1.10m Adult Am	3'7					NOT QUALIFIED				
			123	1.10m Adult Am	3'7									

HUNTER 4 ARENA FRIDAY 8:00 AM

670	Beg Eq 17 & U	Flat
671/672	Beg Eq 17 & U	2'6
675	Beg Eq 18 & O	Flat
676/677	Beg Eq 18 & O	2'6
374	Warm-Up Hunter	2'9
490/491	Low Child Hunter	2'9
494	Low Child Hunter	U/S
660	Low Eq 17 & U	Flat
661/662	Low Eq 17 & U	2'9
500/501	Low AA Hunter	2'9
504	Low AA Hunter	U/S
665	Low Eq 18 & O	Flat
667/668	Low Eq 18 & O	2'9

Young Jumper Championships
Qualifying Classes
90, 93, 96

2018 PROPOSED SHP SEASON FINALE SCHEDULE

GRAND PRIX ARENA SATURDAY FOLLOWING HTR1	JUMPER 2 ARENA SATURDAY 8:30 AM	MAIN HUNTER ARENA SATURDAY 7:30 AM	HUNTER 2 ARENA SATURDAY FOLLOWING HTR 1	HUNTER 3 ARENA SATURDAY FOLLOWING HTR 2
GRAND PRIX ARENA STARTS AT	164 .70m Ch/Aa School 2'3	NORCAL	3'6	HUNTER 2 ARENA STARTS AT
CONCLUSION OF SR NORCAL FINAL	161 .80m Ch/Aa Training 2'7	JUNIOR MEDAL FINALS		CONCLUSION OF SR NORCAL FINAL
	151 .85m Pre-Child 2'9			HUNTER 3 ARENA STARTS AT
121 1.10m Children 3'7	154 .85m Pre-Adult 2'9	NORCAL	3'6	CONCLUSION OF NORCAL PONY
124 1.10m Adult Am 3'7	141 .95m Mod Child 3'1	SENIOR MEDAL FINALS		
122 1.10m Children 3'7	144 .95m Mod Adult 3'1			
125 1.10m Adult Am 3'7	131 1.00m Low Child 3'3	432 Jr Modified Hunter 3'3		
108 1.20m Jr/Am Mod 3'11	134 1.00m Low Adult 3'3	420/421* Small Jr 17 & U 3'3		
105 1.30m Jr/AO 4'3	729 Hudson & Co Medal 3'3	424 Small Jr 17 & U U/S		
102 1.35m Jr/AO 4'5	171 1.05m Pony Jumper 3'5	425/426* Large Jr 17 & U 3'3	502 Low AA Hunter 2'9	582/583 Sm-Md Child Pony 2'
		429 Large Jr 17 & U U/S	450/451 AA Hunter 18-35 3'	592/593 Large Child Pony 2'6
1 \$25,000 R		400/401* Small Jr 17 & U 3'6	454 AA Hunter 18-35 U/S	560/561 Sm-Md Green Pony 2'3-6
GRAND PRIX		404 Small Jr 17 & U U/S	460/461 AA Hunter 36 & O 3'	564 Sm-Md Green Pony U/S
Riders must ride for awards		410/411* Large Jr 17 & U 3'6	464 AA Hunter 36 & O U/S	570/571 Large Green Pony 2'9
		414 Large Jr 17 & U U/S	492 Low Child Hunter 2'9	574 Large Green Pony U/S
		442 Am Mod Hunter 3'3	470/471 Child Hunter 13 & U 3'	530/531* Small Pony Hunter 2'3
		390/391* AO Hunter 18-35 3'3	474 Child Hunter 13 & U U/S	540/541* Med Pony Hunter 2'6
		395/396* AO Hunter 36 & O 3'3	480/481 Child Hunter 14-17 3'	550/551* Large Pony Hunter 2'9
		380/381* AO Hunter 18-35 3'6	484 Child Hunter 14-17 U/S	512 Mod Child Hunter 2'6
		385/386* AO Hunter 36 & O 3'6		522 Mod AA Hunter 2'6

*2nd Round is 1st Classic Round

*2nd Round is 1st Classic Round

*2nd Round is 1st Classic Round

HUNTER 4 ARENA SATURDAY 8:00 AM

FRIENDSHIP HORSE SHOW

GRAND PRIX ARENA SUNDAY FOLLOWING HTR1	JUMPER 2 ARENA SUNDAY 8:30 AM	MAIN HUNTER ARENA SUNDAY 7:30 AM	HUNTER 2 ARENA SUNDAY FOLLOWING HTR 1	HUNTER 3 ARENA SUNDAY FOLLOWING HTR 2
GRAND PRIX ARENA STARTS AT	165 .70m Ch/Aa School 2'3	NORCAL	3'6	HUNTER 2 ARENA STARTS AT
CONCLUSION OF SR NORCAL FINAL	162 .80m Ch/Aa Training 2'7	SENIOR MEDAL FINALS		CONCLUSION OF JR NORCAL FINAL
	152 .85m Pre-Child 2'9			HUNTER 3 ARENA STARTS AT
6 \$1,500 Child/AA 3'7	155 .85m Pre-Adult 2'9	NORCAL	3'6	CONCLUSION OF NORCAL PONY
Jumper Classic	142 .95m Mod Child 3'1	JUNIOR MEDAL FINALS		
	145 .95m Mod Adult 3'1			
5 \$1,500 JR/AM Mod 3'11	132 1.00m Low Child 3'3	392/393* AO Hunter 18-35 3'3		
Jumper Classic	135 1.00m Low Adult 3'3	394 AO Hunter 18-35 U/S		
	7 \$500 Low Child/AA 3'3	397/398* AO Hunter 36 & O 3'3		
4 \$2,000 JR/AO 4'3	Jumper Classic	399 AO Hunter 36 & O U/S	472/473* Child Hunter 13 & U 3'	552/553* Large Pony Hunter 2'9
Jumper Classic	172 1.05m Pony Jumper 3'5	382/383* AO Hunter 18-35 3'6	482/483* Child Hunter 14-17 3'	554 Large Pony Hunter U/S
		384 AO Hunter 18-35 U/S	12 \$1,000 Children's Hunter Classic 3'	542/543* Med Pony Hunter 2'6
Classic riders must ride for awards		387/388* AO Hunter 36 & O 3'6	452/453* AA Hunter 18-35 3'	544 Med Pony Hunter U/S
		389 AO Hunter 36 & O U/S	462/463* AA Hunter 36 & O 3'	532/533* Small Pony Hunter 2'3
		422/423* Small Jr 17 & U 3'3	11 \$1,000 AA Hunter Classic 3'	534 Small Pony Hunter U/S
2017		402/403* Small Jr 17 & U 3'6		13 \$500 Pony Hunter Classic 2'3-9
PARADE OF		402/403* Small Jr 17 & U 3'6		
CIRCUIT CHAMPIONS		412/413* Large Jr 17 & U 3'6		562/563 Sm-Md Green Pony 2'3-6
		10 \$1,000 JR/AO Hunter Classic 3'3-6		572/573 Large Green Pony 2'9
			*Handy Class	14 Low Ch/AA Mod Hunter Derby 2'6

*Handy Class

Classic riders must ride for awards

*Handy Class

Classic riders must ride for awards

*1 Must be a member of USEF

*2 Must be a member of USEF & ASPCA

*3 Must be a member of PCHA

*4 Must be a member of PCHA & CPHA

*5 Must be a member of CPHA

*6 Must be a member of NCHJA

HUNTER 4 ARENA SUNDAY 8:00 AM

FRIENDSHIP HORSE SHOW

ENTRIES CLOSE AUGUST 21ST. ENTER ONLINE AT SHOWGROUNDSLIVE.COM, [HEADLANDS](http://HEADLANDS.COM) OR EQUESTRIANCONNECT.COM

DOWNLOAD SCHEDULES, CLASS LISTS, VIP INFO & FEED/SHAVINGS FORM AT SONOMAHORSEPARK.COM & HEADLANDSMANAGEMENT.COM

