



**USDF**

# UNITED STATES DRESSAGE FEDERATION™

Show Biz, Chapter 3, Publicity and Public Relations

## **Introduction**

This Chapter focuses on USEF-licensed/USDF-recognized shows. The majority of these shows are Level 2. Publicity is necessary to attract competitors, sponsors, workers and spectators.

Shows hope to break even or show some profit, so some publicity is necessary, but the main audience is the competitors. A one arena show can accommodate 50-60 rides per day which translates to 35-40 exhibitors, assuming that some of them will have multiple horses. It is important to get the word out to attract competitors, and it is also very desirable to attract sponsorship and/or donations of awards.

### **Six to Twelve Months Prior to the Competition**

Many competitors plan out their showing year early in the year, so it is extremely important to list this information where riders will find it easily.

- List your competition in your Group Member Organization's (GMOs) and adjoining GMOs newsletters and/or other publications, including omnibus listings if that is the prize list method you have chosen.
- If the GMOs have websites, list the competition there also.
- If there are local riding magazines, it would be good to list your show information there as well.
- If you are offering on-line entries, the link to that site should be included in any advertising.
- For all listings, the following should be included: location, level of show, date, judge(s), contact person, link to the show's website, which contains the prize list or an approximate date when the prize list will be available.

### **Three to Six Months Prior to the Competition**

When the prize list is complete and approved by USEF and USDF, make it available online and snail mail to any who have requested a copy/printed version.

Modern printers offer PDF as an option when the "print to" options appear. Select PDF and save to the show's file on your computer. We suggest including the date in the name of the file so that you will not be confused if you have to reprint due to later changes.

### **One Month to Two Weeks Prior to the Competition**

- Flyers can be printed and distributed or e-mailed to local barns.
- Information (with the club/show logo) can be posted on social media – Facebook and Twitter.
- Utilize e-mail blasts. Local groups may allow you to use their mailing lists for little or no cost. Ideally you will have been accumulating a mailing database of your own.
- If there is a local newspaper, an article with a picture of a local rider can be sent to be published.

- Any and all social media available to you can be used for advertising purposes.

### **During the Competition**

- Updates can be posted to social media.
- If your show software includes live streaming of results, utilize it.
- Changes to the schedule can be emailed to all competitors as soon as they are known.
- A list of sponsors should be prominently displayed. As an example, see the list of current sponsors on the [USDF website](#).

### **After the Competition**

- Thank you notes should be sent to all sponsors.
- Updates should be posted on social media.
- Photos and results should be posted on your website and sent to any GMOs or clubs that have expressed an interest in publishing information on their members.
- Photos and a story can be sent to local newspapers.