

Super Ride XV

International Festival of the Equestrian Arts

Incorporating:

United States Equestrian
Drill Championship

Super Ride International
Quadrille Championships

Super Ride Trick Riding Championship



Showcases:

Vaulting

Escaramuza

Meet the Breeds

June 19 - 24, 2017

Henderson County Regional Fair Park Complex
Athens, Texas, USA

Official Marketing Package
(short form)

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The Event

Super Ride XV: International Festival of the Equestrian Arts will present championship level competitions and demonstrations focusing upon six colorful facets of team riding: **Mounted Color Guard, Drill Team, Quadrille, Vaulting, Trick Riding** and **Escaramuza**, a discipline steeped in the rich culture and history of Mexico.

Initially conceived as the U.S. national championship for mounted color guard units and drill teams, Super Ride has become a beloved annual fixture that brings together highly talented youth and adult teams for five days of intense, yet friendly, competitions.



Recognizing the universal nature of sport, understanding the need to broaden the scope of its marketing and fully supporting initiatives to expand equestrian sports acceptance and participation in all regions of the world, the organizers have elected to dramatically increase the visibility of the event through the addition of international competitions.

In 2014, vaulting and a (Dressage based) International Quadrille division were successfully added to the program . In 2015, trick riding was introduced.

Photo courtesy of SportsQuest International, LLC



The 2017 event will introduce an annual **Meet the Breeds** showcase – sure to be a favorite with both old and new aficionados of the equestrian sports. Meet the Breeds at Super Ride XV will offer individual breeders, breed associations and horse owners based in Texas and surrounding states the opportunity to introduce their prized animals to the public - in a professionally managed, friendly and relaxed environment. Members of the general public will be encouraged to visit the barns, ask questions and cheer for their favorites during a grand parade of the participating horses in the main arena during the Friday and Saturday evening performances.

Dubai International Arabian Horse
Championship, 2016 (UAE)

Photo courtesy of SportsQuest International, LLC



The Setting

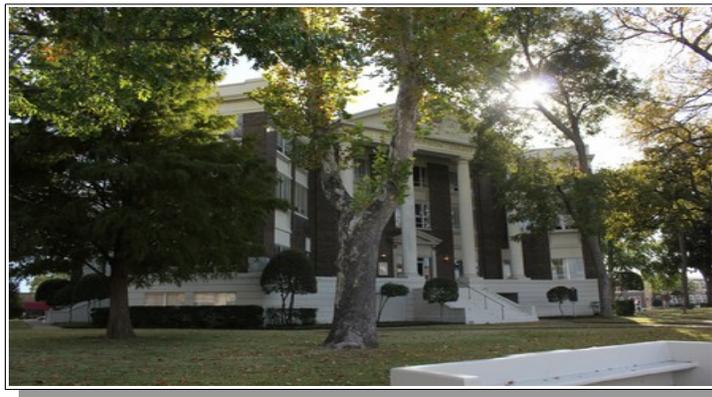
The Henderson County Regional Fair Park Complex

Located 3 miles east of Central Athens, the **Henderson County Regional Fair Park Complex** (HCRFPC) is among the finest multi-use facilities in East Texas. Centrally situated in the state's famed [Piney Woods](#) region, the park hosts a wide variety of events throughout the year – drawing an estimated 90,000 visitors each year.

The HCRFPC Coliseum seats 4,500 - with concession stands and restrooms located on either side. Barns positioned to the front and rear of the main arena house a total of 318 stalls. The nearby JD Lewis arena has bleacher seating for 300 people, with a climate controlled announcer booth. A 140' X 300' outdoor arena is also on the property.

Athens, Texas

Known as the '[Black-Eyed Pea Capital of the World](#)', [Athens](#) is the county seat of [Henderson County](#). Nearby attractions include: [The East Texas Aboretum & Botanical Society](#), [New York, Texas ZipLine Adventures](#), the [Texas Freshwater Fisheries Center](#) and the [Athens Farmer's Market](#). Since 1932, the city has hosted the annual [Athens Old Fiddler's Reunion](#).

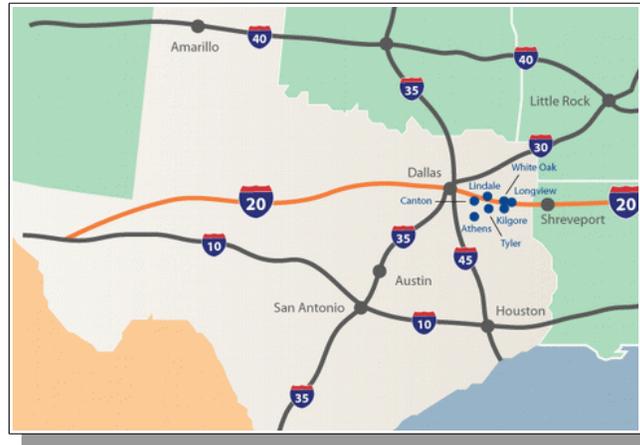


Henderson County Court House, Athens, Texas

Photo Credit: Nicholas Henderson
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Interstate-20 Corridor

With the Gateway to Latin America at its Southern border, and with direct air service available to Canada, Mexico, Brazil, Europe, The Caribbean and Asia, the [East Texas I-20 Corridor](#) is well positioned to play an increasingly important role in both business and world affairs.



A region with great cultural and historic significance for many constituencies, the I-20 Corridor is uniquely attractive as a place to live, work, worship, shop and play.

Strategically located within a four-state region (Texas, Oklahoma, Arkansas and Louisiana) that is anchored by **Dallas/Ft. Worth** to the west, **Oklahoma City** to the north, **Shreveport** to the east and **Houston** to the south, the I-20 Corridor offers attractive cost efficient opportunities to corporate and entrepreneurial businesses seeking success and profitability in manufacturing, service, technology, hospitality and other sectors.

The Dallas-Fort Worth Airport is the third busiest airport in the world by aircraft movements. DFW is among a select group of airports worldwide offering flights to 200+ total destinations (including 58 outside the USA).

Equine Focused Demographics

With Texas (#1) and Oklahoma (#4) being among the leading states in horse and pony population, the economic impact of Super Ride XV will be quite significant. According to the [American Horse Council](#)¹, the Texas horse industry produces goods and services valued at \$3.0 billion annually, Louisiana \$1.6 billion and Oklahoma \$766 million. The [Arkansas Horse Council](#) reports that the equine industry in that state has total assets exceeding \$5 billion.

Within the host state, 455,600 Texans are involved in the industry as horse owners, service providers, employees, and volunteers. Even more participate as spectators. The Texas horse industry directly provides 32,200 full-time equivalent (FTE) jobs.

Spending by suppliers and employees (in Texas and other states) generates additional jobs in Texas for a total employment impact of 96,300. There are approximately one million horses in Texas, with over 60 percent involved in some form of showing and/or recreation activity.



Prize Giving Ceremony, Dubai International Arabian Horse Championship 2016 (UAE)
Trophy Presented by **Mamdouh Khairallah**, General Manager, AGMC / Rolls-Royce Motor Cars

Super Ride XV Competitions



- 2017 United States Equestrian Drill Championship

Over the past decade plus, the United States Equestrian Drill Championship (USEDCC) has become the preeminent competition for mounted color guard, theme based presentations and drill team units in the United States.

Sanctioned by the [United States Equestrian Drill Association](#) (USEDAA), the USEDCC has produced champions from all geographic regions of the United States. The championship has been widely credited with advancing the level of competitive skills within the discipline.

Offering national championships in 26 categories (including those for challenged riders), the 2017 USEDCC will bring together highly competitive youth and adult teams from across America.

Featured events during the competition will include:

- U.S. Open Division National Championship - Friday June 23rd
- Ride of Champions (The SportsQuest Cup) – Saturday, June 24th
- USEDAA All-Stars – Saturday, June 24th

A non-competitive demonstration featuring outstanding juniors and young riders selected from each participating USEDAA member team.

"Our overall objective is to grow Super Ride into one of the most popular, most professionally managed sporting events in America..." - Gary Bonner



- **Super Ride International Quadrille Championship**

The Super Ride International Quadrille Championship will feature teams of four (4) horses and riders, competing in a dressage based 'freestyle-to-music' competition.

Teams competing in the International Quadrille Championship may utilize English or Western-style tack. Scores will be awarded for appearance, content of program, horsemanship, and general artistic impression.

Each participating nation will be eligible to nominate a maximum of three (3) teams - with riders competing either on their own mounts or on borrowed/leased horses. Each participating national equestrian federation will also be eligible to nominate a combined team (of 8 or more riders) for addition to the currently qualified competitors in the Ride of Champions, held on the final day of the Super Ride competition.

In 2014 and 2015, the newly created *Spirit of Harambee Award*¹ was captured by the United States of America's **Cowgirls, Inc.**, the top placing team in the International Quadrille Championship.

¹Harambee is a Swahili word meaning "*all pull together*". It is reflected in the popular Kenyan tradition of community self-help events, e.g. fundraising or development activities. The concept of working together for a common purpose is the key to success in team riding, and in all collaborative efforts.



Icelandic Horse Quadrille

Photographer: Dagur Brynjólfsson



- **International Trick Riding Competition**

For the third year, the Super Ride tournament will feature an International Freestyle Trick Riding competition.

Trick Riding traces its roots to the Romans, who often stood on their horses to race, and to the Cossacks of Russia, who used this form of riding to hide from their enemies during battle.

Trick riding in the United States of America began in the early 1900's as a rodeo contest event. Cowboys and cowgirls entered the trick riding event--pushing their bodies, strength, equipment, and horses to the limit as they sought to outdo one another in terms of difficulty, speed, and danger.

Trick riding as a competitive rodeo event came to an end in the 1940s – when rodeo producers deemed the competitive sport too dangerous and relegated the discipline to the status of a rodeo 'specialty act'.

Modern trick riding focuses much more on poise, grace, balance and style than did early forms of the sport.



Pro Division Competitor – 2015 Super Ride Trick Riding Championship



- Showcases
 - Vaulting

Recognized by the [Fédération Equestre Internationale](#) (FEI) since 1983, the sport of Vaulting is a competitive discipline where both gymnastic and dance elements are combined and performed to music on a cantering horse. It requires a harmonious relationship with the horse and outstanding physical condition from the vaulter; these two elements are imperative if a display of strength, co-ordination, rhythm and balance is to be achieved.

The Super Ride XV Vaulting Demonstration will showcase the talents of junior and senior vaulters from throughout North America.

'Needle' Exercise
Simone Wiegele (GER), April 2009



Vaulters compete regionally, nationally and worldwide as individuals, pairs ('pas de deux') and teams. Competitions are held over two rounds composed of compulsory and freestyle tests.

During Compulsory Tests vaulters must perform seven designated exercises that are scored on criteria on a scale from 1 to 10.

Freestyle tests, performed to music, allow vaulters the artistic freedom of building both dynamic and static exercises to create an artistic performance. Each vaulter, pair or team creates their own routine to music of their choice.



Freestyle Test, **Russian Junior Team**
2011 European Championships



- Escaramuza

Since its introduction in 1953 (where both girls and boys participated), Escaramuza, an all-female, sidesaddle sport, has grown dramatically from within the centuries-old [charrería](#) tradition of Mexico. Escaramuza has changed Mexico's charro culture from an exclusively male dominated environment into a sport that is notably more 'family oriented'.

In 1991, Escaramuza - which draws its name from the Spanish word for skirmish - was officially recognized by the [Federación Mexicana de Charrería](#) (FMCH), the organization founded in 1933 to govern the different charro associations that emerged in the years following the Mexican Revolution (1910 – 1920). The venerated Adelitas, or "women of the revolution," continue to influence and inspire today's Escaramuzas.

In competition, the Escaramuza perform a structured routine of twelve (12) specific exercises with predetermined values. Each exercise has an individual value depending on the level of difficulty. Each routine is variable, with a maximum score of approximately 350 points. Each routine also includes two (2) "puntas" - with the mounted rider transitioning from a stand-still at one end of the arena into a full gallop, and then into a sliding stop. The quality of this

reining movement is evaluated, and the distance of the slide measured. These points are then added to the total team score.

Escaramuza teams are composed of eight riders. Teams may select the traditional full-skirted Adelita style dresses or a fitted skirt and jacket ensemble inspired by the standard charro attire. The Adelita is a long-sleeved, wide-ruffled dress, tight at the waist and bodice. Hats, rebozos and other appointments must be identical in style, detail and color.

The family structure is an important and often unique component of Escaramuza. Many groups are composed of family members and close relatives. Mothers, daughters, nieces and cousins are commonplace in competition teams. Grandmothers often act as dress designers, seamstresses, mentors and role models.

The sport is profiled in the excellent PBS documentary, [Escaramuza: Riding From The Heart](#).



Logistics

The Henderson County Regional Fair Park Complex is easily accessible via [Texas State Highway 31](#). The park is 75.1 miles east of Dallas.



The facility has 318 permanent stalls. Additional horses can be accommodated in temporary stalls. The park boasts a fully equipped RV Park with water and electrical hookups.

The nearby City of Athens offers a variety of affordable hotel and restaurant options.



Super Ride All-Star Team

Announcer

The Super Ride XV '*experience*' will be anchored by popular rodeo announcer and television host [Alan Moorhead](#) – the voice of Super Ride since 2008.



Alan Moorhead

Athens Area Hospitality:

Holiday Inn Express Hotel and Suites
1119 E Tyler St
Athens, TX 75751
877-859-5095

Super 8 Athens
205 US Highway 175 West
Athens, TX 75751
800-536-1211

Best Western Plus Royal Mountain Inn and Suites
1814 State Highway 31 E.
Athens TX 75751
844-339-3019

Victorian Inn Athens
1803 State Highway 31 E.
Athens, TX 75751
903-677-1470

America's Best Value Inn
716 E Tyler St.
Athens, TX 75751
903-675-5173



[10th Cavalry Regiment](#) on parade at Fort Custer, Montana (circa 1892)

Source: Wikimedia Commons

Footnotes:

¹ [National Economic Impact of the U.S. Horse Industry](#), conducted by [Deloitte Consulting LLP](#)

Marketing/Community Outreach

Super Ride XV: International Festival of the Equestrian Arts will be actively promoted within the **Athens (TX), Palestine (TX), Corsicana (TX), Lufkin (TX), Nacogdoches (TX), Durant (OK) and Ardmore (OK)** [Micropolitan Statistical Areas](#) - as well as in the **Tyler (TX), Longview (TX), Shreveport-Bossier City (LA) and Dallas-Fort Worth-Arlington** [Metropolitan Statistical Areas](#). The combined population of these communities was estimated at **8,246,720** by the [United States Office of Management and Budget](#) in 2015.

Working with a variety of corporate, entrepreneurial and community based partners, Super Ride organizers will seek to execute customized bilingual (English and Spanish) outreach programs nationally that seek to:

- Expand the base of equestrian sports interest
- Attract first-time spectators to the event, including a significant number of out-of-state visitors
- Promote a family friendly atmosphere of inclusiveness and respect
- Maximize commercial opportunities for sponsors and vendors

Exhibition ring at
HORFA: China
International
Horse Fair,
Shanghai,
September 2013

Photo courtesy of
SportsQuest
International, LLC



Super Ride XV will be actively promoted both nationally and internationally. In the run up to the 2017 event, representatives of the Super Ride Organizing Committee will attend major competitions and horse industry meetings including:

- [CHI Al Shaqab](#) (Doha, Qatar – February/March, 2017)
- [Dubai International Horse Fair](#) and [Dubai International Arabian Horse Championship](#) (Dubai, United Arab Emirates – March, 2017)
- [FEI World Cup Finals](#) (Jumping and Dressage) (Omaha, NE, USA – March/April, 2017)
- [Rolex Kentucky Three Day Event](#) and [Kentucky Reining Cup](#) (Lexington, KY, USA – April 2017)
- [Mitsubishi Motors Badminton Horse Trials](#) (United Kingdom – May, 2017)
- [Royal Windsor Horse Show](#) (United Kingdom – May, 2017)



FEI 5-star International Dressage Competition – CHI Al Shaqab, Doha (Qatar), 2016
Photo Courtesy: SportsQuest International, LLC

Media Coverage

Super Ride XV competitions will be webcast live daily.

High-definition coverage for distribution via broadcast and video-on-demand outlets will be produced in partnership with [SportsQuest International](#) and offered globally as part of the series *With Equestrian Tact: The International Video Magazine of the Equestrian Sports*.



SportsQuest.tv Video-on-Demand services are powered by [InPlayer](#) - 'the portable monetization block for the web'.

Credentialed print journalists, photographers and bloggers will be actively supported by the Super Ride Media Office. The on-site press room will be open daily and will provide wireless Internet access, powered work areas, access to pool photos and video footage and refreshments.

Daily press briefings will be organized with the champions of featured events (team captains and coaches) made available for interviews following the day's competition. Three to five minutes of high definition video highlights will be made available to electronic news outlets following both the Friday and Saturday competitions.

The deadline for media accreditation is: **Wednesday, June 14th, 2017.**



Photo courtesy of SportsQuest International, LLC

Merchandising

The organizers will actively explore licensing opportunities for the Super Ride brand and all associated logos, trademarks and service marks. It is anticipated that a variety of items carrying the Super Ride XV logo, including t-shirts, polo shirts, baseball caps, sun visors, outerwear, backpacks, mugs, carryalls and sports bottles, will be available for purchase on-line and at the event.



Super Ride XII
June, 2014

Ghostriders Young Guns
Rodeo Division
Super Ride 2015





Cheval au trot

Photo Credit: Alain Laurieux

On the basis of the quality of competition and its cross-cultural, multinational focus, we believe that Super Ride XV will be one of the most significant equestrian events held anywhere in 2017...

Sponsorship Opportunities

Super Ride XV: International Festival of the Equestrian Arts

Title Sponsor

to-be-negotiated

Host City

Athens, Texas

Presenting Sponsors / Ring of Honor

Category / Suggested Contribution:

Bronze

\$100 - Listed in the program

Silver Ring of Honor

\$250 – Listed in the program and listed on the website

Gold Ring of Honor

\$500 – Listed in the program, listed on the website, two tickets to the clubhouse and banquet

Platinum Ring of Honor

\$1,000 – Listed in the program, half page ad in the program, logo on the website, four tickets to the clubhouse, four tickets to the banquet. Banner in the arena. Included in announcements throughout the event

Corporate Hall of Fame

\$2,500 – Listed in the program, full page ad in the program, logo on the website, banner at the facility entrance and in the arena, six VIP tickets to the clubhouse, six tickets to the banquet. Included in announcements throughout the event

Presenting Sponsor

\$5,000 – Listed in the program, two full page ads in the program, logo on the website, multiple banners at the facility entrance and in the arena, ten VIP tickets to the clubhouse, ten tickets to the banquet. Included in announcements throughout the event and opportunities to present at the awards ceremony

Sponsor benefits customized to the needs of each participating sponsor.
In-kind sponsorships also available.



Pro Division Competitor – 2015 Super Ride Trick Riding Championship

Contacts:

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Photo Courtesy of
SportsQuest International,
LLC