

the *Outfitted by* program

The Equestrian's Concierge contributes to the Northern California Hunter/Jumper community by working with industry-best brands that set the standard of style, and push the envelope for performance.

Levels of Participation



EQ Professional Services

In appreciation of our professional clients, EQ offers all trainers and professional equestrian athletes the following:

- 10% discount on all purchases from EQ
- Preferred supply brands, whenever possible
- Trainers-only specials throughout the year
- Special events and private shopping available
- Term Billing

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Outfitted by EQ Barn

As an "Outfitted by EQ" Barn, The Equestrian's Concierge is your preferred provider for custom items, team apparel and gear for your barn. EQ is also your first recommendation to your clients for individual supply and apparel needs.

This participation level includes all the perks of EQ Professional, plus:

- **Team Consistency:** EQ will develop a list of your preferred custom items in your color, style, and brand preferences, along with a form for easy ordering. This ensures you'll have apparel and gear that meets your brand guidelines.
- **Dedicated shopping events** at your barn or at the store.
- **Lucky 13:** Buy 12 of any custom item (for example, 12 team jackets) in a one month period and you (the trainer) will get the same item free for yourself or your professional rider/assistant.
- **New Horse Reward:** Alert us when a client buys a new horse and EQ will send them a note of congratulations with a \$25 Gift Card and a Bridle Registry form to get their outfitting started. We suggest that you help them fill out this "wish list" with specific items you recommend for their new mount.
- **Direct** client billing
- **Registered preferences** for apparel, tack, supplies & team wear.

To qualify, refer your team to us and order all custom blankets, sheets, coolers, tack trunks, horse show tent setup components, etc, through EQ. For the same price you'd pay if you went directly to these vendors of custom items, we'll take care of all the logistics for you. Decide what you want, and we'll make it happen. Free your time to do what you should be doing – training horses and riders.



*OByEQ Elite Rider Alumnus
Giana Roberge / GiPro*



OByEQ Elite Rider Alumnus
Missy Froley / Hunter Bay Farm

Outfitted by EQ Elite

The ***Outfitted by EQ Elite program*** recognizes those professionals who also bring something extraordinary to our sport. It's not about being the most winning rider or trainer, but being at one's own best – acting as a role model and through your attitude, conduct, values and ethics, bettering the sport for current and future participants.

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Requirements of Participation

To qualify, *Outfitted by EQ Elite Riders* must participate in the *EQ Pro* and *Outfitted by EQ Barn* programs, and meet all of the following requirements for one year:

- *Elite Rider* and his/her barn must continue to meet all requirements of and participate in the *Outfitted by EQ Pro* Program.
- *Outfitted by EQ Elite Riders* and/or their horse will receive 2 outfits at EQ's expense. Attire may be a competition outfit or professional attire worn while coaching or participating in a show or clinic.
- Attire will be embroidered with "*Outfitted by EQ*" and the EQ logo; gear will be fitted with "*Outfitted by EQ*" plates or tags at EQ's expense.
- *Elite Riders* will receive a saddle pad embroidered with the "*Outfitted by EQ*" logo to be worn while schooling at horse shows, or at clinics.
- *Elite Riders* may purchase more attire/gear within the brand collection at a 25% discount through EQ for as long as they continue to be an *Outfitted by EQ barn*. All such items must be embroidered or fitted with plates as specified above.
- *Outfitted by EQ Elite Riders* will be EQ Ambassadors: become familiar with EQ's products and services as well as those of their individual sponsors; be willing to speak to people about their sponsored apparel and or tack, refer people to EQ, be available as needed for marketing purposes, and conduct themselves with respect for their position as ambassador while representing the EQ and co-sponsor brands.
- *Elite Riders* will wear the sponsored apparel / gear at designated major shows and/or major events, including one major class at each of the Sonoma Horse Park Shows, schedule permitting.
- *Elite Riders* will compete in, or otherwise support/attend EQ's Sponsored Class at each Sonoma Horse Park horse show.
- *Outfitted by EQ Elite* participants will be featured in The Equestrian's Concierge advertising in *Horse & Style Magazine*, *Hunt +iJump Magazine* and various other marketing campaigns in print, online or at events.

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*Outfitted by EQ
Elite Rider
Program, cont...*

- Each *Outfitted by EQ Elite* participant will be featured on the EQ website explaining why they were chosen and how they are striving to better the Northern California Hunter / Jumper world.
- *Elite Riders* agree to provide biographical information as well as photos, show results and news throughout the year. They will avail themselves to EQ for interviews and grant EQ permission to use any resulting videos, photos or quotes in association with and for the promotion of the *Outfitted by EQ* program.
- *Elite Riders* will post to EQ's Social Media at minimum 2x per month or 1x per show, and are encouraged to write about their sponsorship on their personal and business social media pages.
- *Elite Riders* will make themselves available for at least one promotional event in conjunction with EQ during the specified period – for example, a seasonal shopping event at EQ or their barn, an event focused on the co-sponsor's brand – or to work with EQ at a horse show.
- When *Elite Riders* purchase additional apparel / equipment within their sponsored brand, they agree to bring it to EQ for embroidering or fitting with *Outfitted by EQ* plates/tags in accordance with our guidelines, at EQ's expense.
- *Elite Riders* will maintain all items of tack and apparel from their sponsored brands in "show" condition – free of stains, damage, etc.
- *Elite Riders* will sign/authorize the double indemnification contract issued by The Equestrian's Concierge.



*OByEQ Elite Rider Alumnus
Chelsea Jones*

EQ Elite Alumni

- *Outfitted by EQ Elite Alumni* will continue to enjoy 25% savings on items from their sponsor's brand for as long as their barn continues to be an *Outfitted by EQ* barn. This benefit is contingent on EQ continuing to carry the sponsor's brand.
- Upon request, *Outfitted by EQ Elite Alumni* will be issued an *Outfitted by EQ* saddle pad at the start of each competition season. To enjoy continued benefits or wear the *Outfitted by EQ* logo, he or she must agree to represent EQ by using the saddle pad while schooling at horse shows.



*OByEQ Elite Rider Alumnus
Matt Sereni*