

Equestrians Institute New Event Guidelines

revised 4/6/2012

Equestrians Institute runs, manages, and promotes equestrian events in the Pacific Northwest. Some events are recurring, or managed by standing committees within EI, and have their own history, procedures, budgets, and resources. This document outlines resources, approval process, and criteria for new or changed events.

Events which require access to EI's financial or other scarce resources have the most stringent guidelines for acceptance. **For funded events, all profits return to Equestrians Institute** to support ongoing operations. Events must be consistent with EI's mission, business practices, and principles to be promoted, sponsored, or funded by the organization.

EI Resources

Advertising

EI website calendar entry
Facebook entry
Flying Changes column

Insurance

per event fee

Funding

Budget approval by Board

Event Organizing

E-Flash group email to current EI members
Venue selection
Volunteer Recruitment
Bookkeeping / Registration

Advertising document creation
Networking for resources & sponsors
Event-specific tasks
Summary Organizer Report

Procedure for Event Approval

- Contact the relevant EI Division/Committee with event proposal using the *Application for Event Approval* to help provide as much information as possible.
- If requesting **Advertising** only, appropriate EI Division/Committee will decide how to handle the request.
- If requesting **Insurance, Funding, or Event Organizing**, a detailed request must be submitted to any Board member via the appropriate EI Division/Committee. Approval process may take 1-2 months. Approvals may offer partial or full access to resources at the discretion of management.

Evaluation Criteria

EI will evaluate proposed events and make approval decisions based on these key criteria.

- Does this event align with EI's mission, purpose, and principles as a nonprofit?
- What resources are being requested from EI ?
- Is this event risky -- a large investment of money or time?
- What are budget details for this event? Is the bottom line profitable or break-even?
- Is the event Organizer experienced at managing this kind of event?
- Who within EI will be this event's champion or sponsor?

Application for Event Approval

Organizer Name, Phone, Email

Name of Event

Date(s) of Event

Location of Event

Type of Event

Discipline of Event (*Dressage, Eventing, Driving, Other*)

Resources Requested from EI (*Advertising, Insurance, Funding, Event Organizing*)

Resources Organizer is Providing

Event Budget (*detailed budget required for most events*)

Please fully describe your event:

Please see EI's website for more information on events and how to contact the right person to discuss your new event idea.