



Allison Springer

Eventing



Success in the Next Olympic Cycle



EXPERIENCE EVENTING as an OWNER

Success in the Next Olympic Cycle

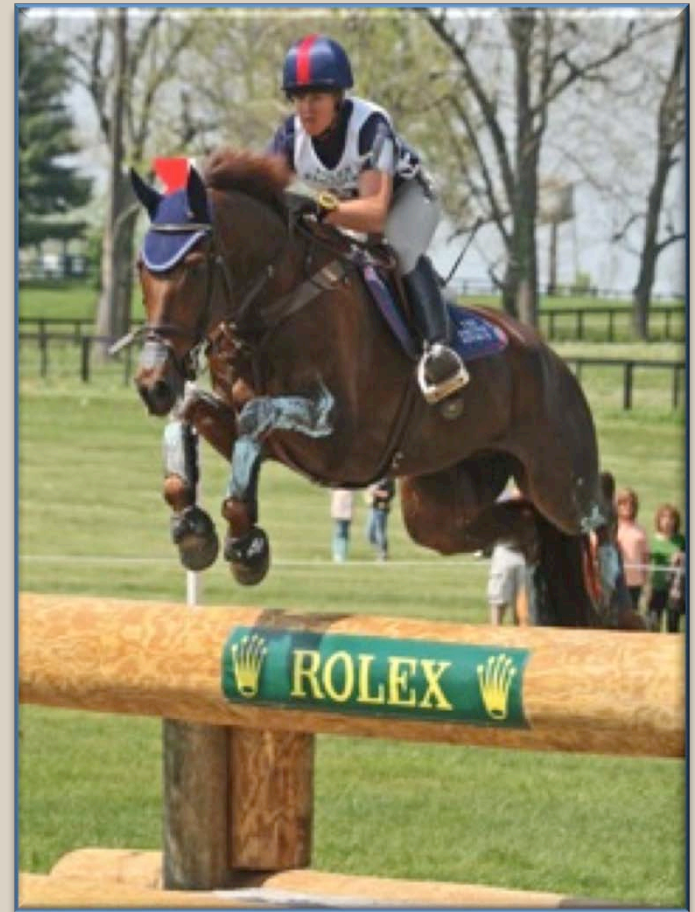
It has been my life-long dream to represent the USA in Olympic and International Team competition in the sport of Three-Day Eventing. I worked very hard to qualify for the last Olympic Games on Arthur, my horse that I produced on my own, and we had an outstanding 2012 season. Arthur and I made the short-list, were selected as an alternate to represent the U.S. Olympic Eventing Team, and we also finished the year ranked third in the world in the HSBC Classics Series—the highest placing American pair in history! Despite these tremendous accomplishments, I know that I have not yet reached my goals of representing my country and of being the best of the best on the world stage. With the conclusion of the 2012 Olympic cycle, I have had to re-evaluate my program and my needs going forward. While I have come very close to being on two US Teams (as alternate for the 2010 WEG and 2012 Olympics), close is simply not good enough. Not only do I want to make these teams, I want to bring medals home and be the best Three-Day Eventer in the world. What I learned from my time this summer training with the US Team and competing in Europe, is that I truly am one of the best riders in the world. The one thing that I lack that the other top riders have, however, is horse-power. Despite my talent and incredible work ethic which have allowed me to get this far, I cannot fully realize my goals with only one horse. Just like every other top rider out there, I need a pipeline of Team caliber horses and the support behind them that will enable me to produce the horses and myself to the highest level. I hope that you will consider joining me as an owner on an exciting campaign to the 2014 Alltech World Equestrian Games in Normandy; the 2015 Pan American Games in Toronto and the 2016 Olympics in Rio. I am submitting a proposal for your review and I hope that we can connect soon to discuss it in detail. Thank you for your consideration.

Sincerely yours,

Allison Springer

My Goals

- To consistently, proudly and successfully represent the United States of America in Olympic and Official International Team Competitions.
- To help the USA become the number one Eventing country in the world by consistently being in the top of the World leaderboards.
- To Continue to display great sportsmanship and act as a leader in the sport of Eventing.



What I Bring to the Table

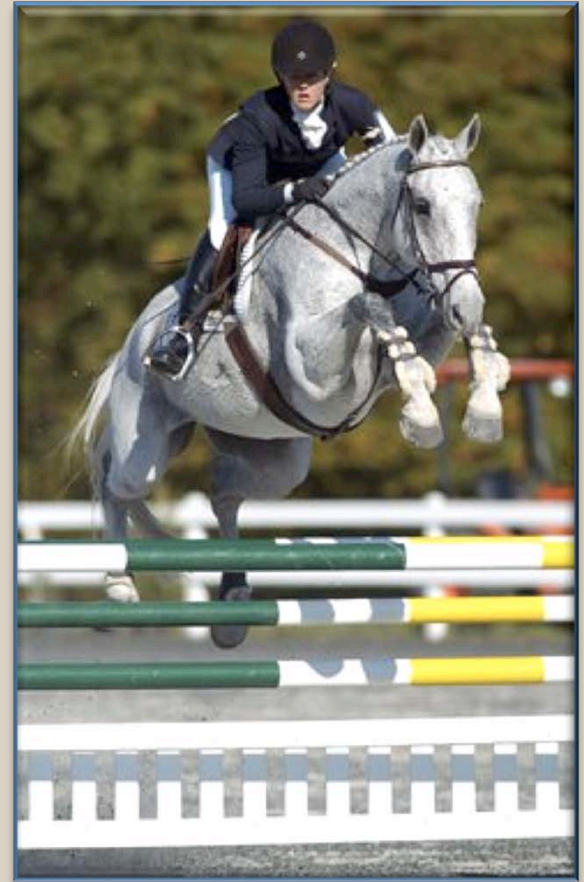
- The **determination** to become a **champion**, the **desire** to be the best, an unparalleled **work ethic** and **talent**.
- The ability to train and ride a variety of horses with superlative **horsemanship**.
- Past **success** that proves my ability to achieve my future goals. Some highlights:
 - 2012 Olympic Team Alternate
 - 2012 USEF CCI4* National Champion
 - 2012 Burghley CCI 4* Event 6th Place Overall
 - 2012 3rd in the HSBC FEI Classics Series (highest placing in history for an American)
 - 2012 Rolex Kentucky CCI4* 2nd Place
 - 2010 WEG Team Alternate



My Needs

□ HORSES, HORSES, HORSES!

- ▣ To be a true contender for US Teams, I will need 2 -3 horses shortlisted for the current championship under consideration.
 - **Alltech World Equestrian Games 2014** – I currently have one horse (Arthur) and need two additional A or B level horses (refer to page 5 for levels of horses) in the first quarter of 2013 in order to qualify and demonstrate success as a pair needed for selection.
 - **Pan American Games 2015** – Two additional C level horses needed by the third quarter of 2013.
 - **Olympic Games 2016** – Many of the above horses will be in contention, however, there are many factors which may require the need for a new A or B level horse to be purchased in 2015.
 - **The 2020 Olympic Cycle** – Up and coming D level horses that I can produce to the highest level.



Categories of Horses

Level A: Horses of any age. Proven 4* and 3* International horses. May already have had Team experience with another rider. These horses have the best shot of making future US Teams.

Approximate price: \$500,000

Level B: 7-12 yr olds competing in at least the 2* level (International Intermediate level) or 3* level that have a real shot of competing at the 2014 World Equestrian and the 2016 Olympic Games.

Approximate price: \$200,000

Level C: 5-8 yr olds competing at the Preliminary Level. These horses are well bred and already have a solid introduction to the sport of Eventing. These horses have a shot at the 2015 Pan American and the 2016 Olympics Games as well as the next Olympic cycle.

Approximate price: \$70,000

Level D: 4-5 yr olds. These horses are raw talent. They are well bred and athletic, but still unproven.

Approximate price: \$20,000



How You Can Help

Financial Support and Sponsorship

Funds to Purchase the Horses

- Horses may be purchased by individual owners or through syndication which allows costs to be shared among multiple individuals or groups.
- The goal is to achieve a balanced stable of top competition horses as well as future prospects. Together we can create the ideal participation package to fit your vision as an owner.

Annual Maintenance Fees for Each Horse

- The annual budget for one Elite High Performance Event Horse competing domestically is \$40,000 per year.
 - This includes: board, farrier, insurance, competition entry fees, transportation, coaching, grooms, veterinary care, feed supplements and professional fees.
- International Competition will cause the budget to rise but USET grant money may be available to help offset costs
- The maintenance fees are in addition to the purchase price of each horse and can be paid in the form of **tax deductible donations** through a 501c(3).



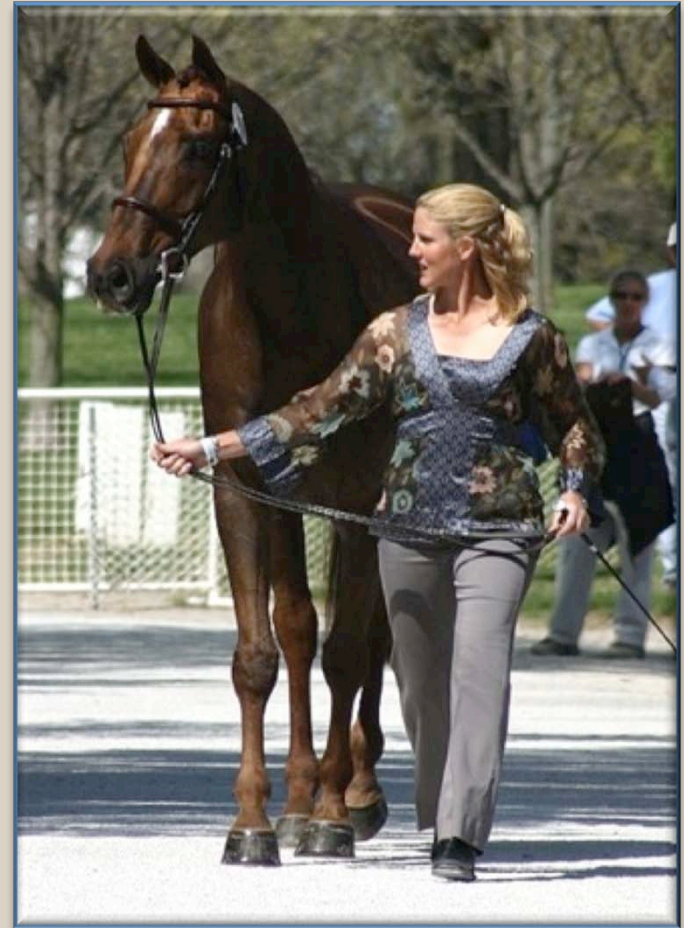
Benefits of Ownership

- **Become a Part of Allison Springer Eventing**
 - Experience the excitement of eventing with a fun, dedicated, and talented group of horse lovers.
 - Horses and Owners enjoy personalized attention and special benefits from ASE
- **Experience the Olympic Dream as an Owner**
 - Owning a USA team horse is **thrilling and affordable**
 - It's possible to chase the dream, share the victory and experience behind the scenes action at Olympic and International competitions
- **Learn More About...**
 - **Becoming a Team Horse Owner**
 - <http://www.experienceeventing.com/>
 - **What is Syndication?**
 - <http://www.experienceeventing.com/syndication.aspx>
 - **Importance of Syndications**
 - <http://www.experienceeventing.com/importance.aspx>



My Responsibilities

- I will make sure that this is a fun and enjoyable experience for you and make sure you have access to behind-the-scenes action.
- I will maintain my fitness and the fitness of the competition horses in order to be able to compete at the highest levels of the sport successfully.
- I will make decisions affecting each horse in the best interest of the horse, in consultation with its owner.
- I will also be sure that each horse's up keep is met, including maintaining an appropriate training and competition schedule (per next slide).
- I will be responsible for regular updates via e-mail, video and telephone to provide insight on each horse's progress pertaining to training and show results as well as health and welfare to all owners.



Potential Competition Schedule 2013

January

- Dressage and Show Jump Training in Wellington, FL
- Jumper Classes at WEF

February

- Full Gallop HT (SC)
- US Team Training Sessions
- Pine Top Adv HT (GA)

March

- Red Hills HT & CIC
- Southern Pines HT (SC)
- US Team Training Sessions

April

- The Fork HT & CIC (NC)
- Fair Hill HT & CIC (MD)
- Ocala CCI 2*
- Rolex CCI 4*

May

- Badminton Horse Trials (GBR)
- Jersey Fresh CCI
- Chattahoochee Hills CIC2* & Advanced



Competition Schedule Cont.

June

- ❑ Luhmulen CCI/CC (GER)
- ❑ Aachen Nations Cup (GER)
- ❑ Bromont CCI (CAN)

July

- ❑ Rebecca Farms (MT)

August

- ❑ Millbrook HT (NY)
- ❑ Richland Park HT (MI)

September

- ❑ American Eventing Championships (TX)
- ❑ Plantation Field CIC & HT (PA)
- ❑ The Land Rover Burghley Trials CCI (GB)
- ❑ Blenheim CCI (GB)

October

- ❑ Morven Park HT (VA)
- ❑ Fair Hill International CCI (MD)
- ❑ Boekelo CCI (Holland)
- ❑ Pau CCI (France)



Additional Proposal Details

□ **Accounting/Budgeting**

- Allison Springer Eventing shall maintain regular bookkeeping and accurate accounting in accordance with generally accepted accounting principles and practices.

□ **Contingencies**

- Horse injuries (extended layups) – the budget may be adjusted in this period of time
- Rider injuries or “time off” – A substitute rider may be asked to continue the training and competing of the horse if it is in the horse’s best interest to continue on it’s planned schedule, otherwise, the budget will be adjusted in this period of time if the horse does not compete.

□ **Insurance**

- Each horse will be covered for mortality, major medical and surgery. The value which the horse is insured for can be decided upon in consultation with the owners.

□ **Event Horse Owners Task Force**

- Is a US Equestrian Federation Working Group designed to assist in the education and development of new and existing Team USA owners. They can, if needed, assist with all details of the purchasing and involvement process such as providing all needed tax info, advice on where and how to send money, and info on how the money will be delivered to the person selling the horse. This group is made up of Top Level Event horse owners are a a great resource for potential owners. More information can be found at www.experienceeventing.com

Become a Part of the Dream!



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Eventing

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