

**CDCT Event Proposal and Planning SOP**

So you want to propose and plan an event in collaboration with Cayuga Dressage and Combined Training? We would love to hear your ideas and support you in your endeavors! The following document will help you curate and plan an event while outlining requirements and expectations from CDCT. Please read through and sign the bottom of this document and return to the President or Education Committee with the correct proposal form as acknowledgement of the requirements detailed below.

The first step is deciding whether you want to hold a **CLUB SPONSORED** event or a **CLUB HOSTED** event:

* A **CLUB SPONSORED** event receives support from CDCT but does not bear our name (ie. “My Dressage Clinic”). Sponsored events may or may not be advertised on our website but typically list CDCT as a sponsor before, during, and after the event. CDCT works hard to help promote educational opportunities for our area and is happy to help sponsor events. This may be in the form of a donation to cover clinician travel costs or facility costs, provide prizes or awards for fundraisers, etc. Please use the CLUB SPONSORED event proposal form for this type of request.
* A **CLUB HOSTED** event bears our name (ie. “CDCT Dressage Clinic”) and all money passes through CDCT accounts. Club hosted events sport our logo and are promoted on our website and social media. They typically offer auditing free to club members and often require a certificate of insurance provided by CDCT. Club hosted events can be sponsored by outside parties (prizes, donations, grants, etc.) but are at their heart “owned” by CDCT. Club hosted events are direct reflections of CDCT and all parties should strive to present and promote CDCT in a positive way. Please use the CLUB HOSTED event proposal form for this type of request.

 If you think your event sounds like something that should be CLUB HOSTED, here’s your next steps. You should do the legwork to provide the most accurate details possible for your idea. This includes things like picking a date and location, picking a clinician and getting their rates, figuring out if the venue has a usage fee, and figuring out what number of participants and auditors is required to cover the overhead fees. You should also decide up front if you plan to apply for additional outside funding but do not assume you will receive it. If you must estimate, such as food costs, please err on the higher side. You can absolutely work with others to help you figure out these details or ask for help if you are unsure.

 It’s important to note that CDCT is a nonprofit. We should always strive to at least break even on a CLUB HOSTED event, meaning participant and auditor fees plus any other funding covers the cost of the clinician, venue, food, etc. We are allowed to make a profit (although some grants have stipulations) but we understand that some events will see a loss. The most important thing is to provide high quality education that is open to all but that also promotes CDCT positively to a wider audience.

 There are a number of outside funding sources that you may consider applying for; the Dressage Foundation, United States Dressage Federation, Centered Riding, etc. are a few of note. Please remember that each granting body has their own requirements and stipulations that you must follow including deadlines for application, the ability to make a profit, what types of events are covered, and post-event follow up paperwork. If you apply for an outside grant for a CLUB HOSTED event, you are representing CDCT and are expected to act accordingly.

 Once you have gathered all the details and submitted them with the appropriate form, the CDCT board will review and vote on whether or not to host or sponsor your event. Be aware that not every idea will necessarily be approved and that the board may have additional questions for you. If the majority of the CDCT board votes yes, congrats, your event/sponsorship is going to become a reality!

Since all funding for a CLUB HOSTED event will go through our accounts, it is important to have checks made out to “CDCT” or sent to our PayPal, “dressageithaca@gmail.com”. Funding from all participants, auditors, and outside sources should be submitted to the Treasurer at least a week prior to the event. This allows us to get everything cleared and deposited so that expenses can be paid accordingly. Please also confer with the Treasurer what checks will need to be written at least a week prior to the event. If your CLUB SPONSORED event is approved, someone will reach out promptly to fill your request. The Treasurer may also need a Tax ID or SSN for certain parties to provide the required 1099 at the end of the year.

It is important to be in regular communication with the President, Treasurer, and rest of the Education Committee during the planning process (group emails are great!). Please be sure to provide regular updates on participant and auditor numbers, let us know if any submitted fees change, and whether any additional funding is acquired or needed. Events take a whole host of people to plan and clear, concise communication makes everything run smoothly.

Make sure to take lots of photos during your CLUB HOSTED event for future use in newsletters, the website, and social media. It is not required but heavily encouraged to write a newsletter article about your event’s successes. Don’t forget to thank your clinicians, venues, volunteers, ground crew, and outside funding bodies!

**I have read and agree to the requirements listed above:**

**Signature:**

**Print Name:**

**Date:**



**Cayuga Dressage and Combined Training**

**CLUB HOSTED Event Proposal Form**

**Part 1: Event Details**

**Name of Clinician:**

**Contact Info of Clinician:**

**Purpose of the Event:**

**Proposed Date of Event:**

**Event Contact Person:**

**What Will Be Offered** *(check all that apply):*

 Private lessons Lectures

 Semi-private lessons Demonstrations

 Group lessons Auditing

 Lunging Unmounted bodywork sessions

 Other

**Location of the Event:**

**Schedule of the Event** *(provide a general outline of the event schedule - what will be offered and a time frame for each day):*

**# of Participants/Auditors Needed Hold Event:**

**Cayuga Dressage and Combined Training CLUB HOSTED Event Proposal Form**

**Part 2: Event Budget**

**Fees and Expenses:**

**Clinician’s Day Rate/Lesson Fee** *(please include unmounted bodywork session fees if separate)***:**

**Deposit for Clinician:**

**Cancellation Fee:
Clinician Travel Costs:**

**Clinician Lodging Costs:**

**Food Costs (Meals/Refreshments):**

**Insurance (CDCT/Clinician):**

**Facility Fee:**

**Stabling Fees:**

**Advertising Fees:**

**Other (Please Specify):**

**Income:**

**Participant Fees (Members/Non-Members):**

**Auditor Fees (Members/Non-Members):**

**Unmounted Bodywork Session Fee:**

**Outside Aid To Be Applied For** *(source, type, amount requested):*


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**Location of the Event:**

**Schedule of the Event** *(provide a general outline of the event schedule - what will be offered and a time frame for each day):*  **Part 2: Sponsorship Request**

**Sponsorship Request** *(provide a detailed description of what type of sponsorship is being requested, ie. monetary, prizes, etc., and how the sponsorship will be utilized):*