



THE RIDE TO WEG



A fundraising campaign benefitting the ACPS Foundation

Fundraising Campaign Dates June 5th-September 1st, 2010

The Concept of the ACPS “Ride to WEG”

The “Ride to WEG” fundraising concept is simply **\$1 dollar donation equals 1 mile**. Each dollar gets us closer to our goal of Connemaras in Kentucky at the 2010 Alltech World Equestrian Games.

The ACPS fund raising committee hopes that all 10 ACPS Regions will rally to support this major fund raiser in order to reach the national goal of \$50,000. We’re “thinking big,” and hope that every ACPS member, along with family and friends, will support this effort “big time!”

This is a “virtual ride.” Regional Chairmen, or an individual identified by the Chair of each region as the “Ride to WEG” coordinator, will be recognized as the fund raising “Team Leader” within each of the ten ACPS Regions. Participants (you who are raising funds) are asked to register as “riders” to raise funds from the folks you know (sponsors). Instructions and helpful forms follow.

All Rider Forms, Sponsorship Forms, and Mode of Payment Records for individual riders will ultimately be coordinated and accounted for by their appointed WEG Team Leaders.

The campaign will be run Online as well as On Paper via US Postal Service or Snail Mail as we like to call it. Those Sponsors wishing to pay by credit card, or to make outright donations using a credit card, may access PayPal by going directly to the ACPS website, www.acps.org. Sponsors will give the name of the Rider they are sponsoring and his/her ACPS Region Number. Ultimately, monies donated Online and On Paper, will be tracked by Rider in each region.

Online:

The ACPS website will report on the progress of the “Ride to WEG” campaign with fund raising updates and occasionally post participating rider profiles in the “Weekly News.”

To reinforce energy and excitement for the “Ride to WEG, Team Leaders are asked to report timely information from their active fund raising regional members to Dr. Donna Duckworth, website Editor of “Weekly News,” connemaras@windstream.net.

Forms for the “Ride to WEG” may be downloaded from the ACPS website.

On Paper:

“Ride to WEG” forms will be available via USPS directly from WEG Team Leaders. For those riders wishing to participate using “paper,” please contact your respective WEG Team Leader, requesting that the appropriate paperwork be mailed to you. Contact information for the 10 WEG Team Leaders is available on the ACPS website or by telephoning your ACPS Region Chair for the name of your region’s designated WEG Team Leader.



THE RIDE TO WEG



A fundraising campaign benefitting the ACPS Foundation

THE OVERVIEW

The BOG of the ACPS has voted for the Society to support the 2010 Alltech World Equestrian Games, Lexington, KY, with a promotional “Connemara Pony Booth” within the site’s Equine Village. The consensus was that the international exposure, media coverage, demographics and expected record-breaking attendance added up to “a once in a life time opportunity” for the ACPS to showcase the remarkable traits and breed characteristics of the Connemara Pony.

At the January, 2010, ACPS Board of Governors Meeting, the projected financial commitment was presented to the Board and fund raising ideas to meet this commitment were discussed. Several committees were established to achieve the intended goals of supporting a breed booth, ranging from volunteer organization to actual Connemara Pony demonstrations. Fund raising discussions were of ultimate importance with the objective being to arrive at fund raising ideas appealing and exciting to the entire ACPS membership.

We now encourage your enthusiasm and commitment to a “virtual” fund raising campaign, “Ride to WEG!” It is a national campaign, created not only to raise funds for the WEG Connemara Pony booth, but also to create awareness throughout our country and the world about the Connemara Pony breed and to ensure a “Connemara Pony presence” at the Alltech World Equestrian Games being held for the first time on American soil in Lexington, KY, from September 25th through October 10th, 2010! This is an historic event within the equestrian world!

Monies raised will go directly to the American Connemara Pony Society Foundation, (ACPS-F), a 501 C 3 non-profit, used to cover all expenses for the educational Connemara Pony booth in the Irish Village at “the Games.”

All donations are tax deductible.



THE RIDE TO WEG



A fundraising campaign benefitting the ACPS Foundation

HISTORY OF THE GAMES

Before the World Equestrian Games

The concept of a “World Equestrian Games,” at which all the FEI disciplines decide their World Championships at one time and place, was first proposed to the FEI in 1983. Until that time, every four years, a World Championship for each recognized discipline was hosted by the country winning the previous World Championship honors. For example, the Kentucky Horse Park was selected by the United States Federation to host the Eventing World Championship in 1978 after Bruce Davidson won the 1974 title at Burghley, thus earning for the USA the right to host the Eventing World Championships in 1978.

Previous Host Countries

The first World Equestrian Games were held in Stockholm in 1990. Six disciplines were involved—Jumping, Dressage, Eventing, Driving, Endurance and Vaulting. In 1994 the city of The Hague in the Netherlands hosted the Games.

After a late cancellation of the Games that were to be held in Dublin, Ireland, Rome stepped forward to host the 1998 Games on one year’s notice. All disciplines except the Endurance World Championships were held there and beautifully executed considering the very short preparation time. The Endurance World Championships were held in Dubai that year.

The next Games were held in Jerez de Frontera, Spain, 2002, and included all six disciplines with Reining added for the first time. Following that, the Games went to Aachen, Germany in 2006, again with seven disciplines. They were a fabulous success.

In 2010, there will be two firsts for “the Games.” The Equestrian World Championships will leave Europe, coming to the United States and the Kentucky Horse Park, Lexington, KY, and the Para Dressage World Championships, the newest FEI discipline, will be competed with the other seven! This is truly an international showcase in which to participate!

History	
Year	Host City
2010	Lexington, Kentucky, USA
2006	Aachen, Germany
2002	Jerez, Spain
1998	Rome, Italy
1994	The Hague, Neherlands
1990	Stockholm, Sweden



THE RIDE TO WEG



A fundraising campaign benefitting the ACPS Foundation

REGISTRATION INSTRUCTIONS

Step 1. Review **Ride Details** below. You may ask your Sponsors to give a direct donation to the ACPS-F, and get credit for that many miles. **Remember \$1 dollar equals 1 mile.** We wanted to make this really simple. So every dollar donated gets us closer to the virtual goal of reaching Kentucky!

If you or your club or group want to actually ride for miles, you can structure your fundraiser to receive credit for the number of miles ridden during a trail ride, or training session, clinic or competition. Ask your Sponsors to pledge an amount per mile, (example: \$50 for 50 miles).

Step 2. Familiarize yourself with the “Sponsorship Levels” page and the benefits, (“bennies”), available to potential Sponsors.

Step 3. Fill out the Rider Form provided and email/mail to your respective regional WEG Team Leader. This form will assist his/her record-keeping. If you have questions, contact your appointed WEG Regional Team Leader.

Step 4. Identify and contact potential sponsors. Ask them to fill out a Sponsorship Form listing you as the Rider.

Step 5. Once the fundraising campaign concludes on September 1, 2010, or earlier, upon completing your personal commitments, mail Sponsorship Forms and checks, (other than online PayPal payments), to your WEG Regional Team Leader. It is a good idea to make copies of all forms and supporting checks before mailing “originals” to your Team Leader

Step 6. Option: Direct potential Sponsors/Donors to www.acps.org where they will find information for using PayPal when paying for their pledges.

Step 7. Have fun!



THE RIDE TO WEG



A fundraising campaign benefitting the ACPS Foundation

RIDE DETAILS

Start: The “Ride to WEG” Campaign kicks off on June 5th, 2010.

Ends: September 1, 2010.

Format: The “Ride to WEG” is a virtual ride; \$1 dollar equals 1 mile.

Beneficiary: All net proceeds will benefit The American Connemara Pony Society Foundation, (ACPS-F) a 501 C 3 non-profit. Make checks payable to ACPS-F. Please write “thank you” notes to all your sponsors. The ACPS-F will send tax donation letters to all your sponsors for their records as well.

Participants: Anyone can participate in the “Ride to WEG”, young, old, pony clubbers, farms, the point is for everyone to get involved and get creative. Riders just need to fill out a “Rider” Form to get started within their Region, have their potential donors fill out Sponsorship Forms, then send in with checks, to your respective WEG Regional Team Leaders. PayPal payments will be tracked by the ACPS webmaster, www.acps.org.

Sponsorships: Sponsorship levels are described on the “Sponsorship Levels” page.

OTHER FUNDRAISING IDEAS

1. Have a pancake breakfast in the park to raise funds.
2. Go to Kiwanis/Rotary/Lions and give a presentation asking for sponsorship money.
3. Send out a letter to all of your family and friends asking for their support. Include self-addressed and stamped envelopes for donations back to you. Checks are to be made payable to ACPS-F with your name on the memo line.
4. Plan a car wash, bake sale, or baby-sit to gain sponsorships.
5. Have your Pony Club do a charity fund raiser on behalf of your group/team/barn.
6. Organize a one-day tack sale with your donations and donations from your friends. Ask them to designate all proceeds in support of your personal goals.
7. Ask businesses in your area to sponsor you! Start a website or blog.
8. Design a T-shirt for your competition team/Pony Club/farm.
9. Stand on street corners with friends and your tall riding boots holding signs asking for donations to be dropped in the boots.
10. Twitter, as you raise funds and awareness for the ACPS and the “Ride to WEG.”
11. Send a press release to your local newspaper, with a picture of you and information on how to donate in your “Rider” name. Get creative, get some press and get some donations!



THE RIDE TO WEG



A fundraising campaign benefitting the ACPS Foundation

SPONSORSHIP LEVELS

\$2,500 Level – Gold Medal Title Sponsor

- Banner placement at WEG Equestrian Village arena
- Premier logo placement on ACPS web site for remainder of year 2010
- 6 ACPS/WEG T-shirts
- Recognition in breed magazine, American Connemara, and on ACPS website
- ACPS/WEG Keepsake Connemara Pony Promotional Booklet
- Deadline for Artwork August 15, 2010

\$1,000 Level – Silver Medal Sponsor

- Banner placement at WEG Equestrian Village arena
- 4 ACPS/WEG T-shirts
- Recognition in breed magazine, American Connemara, and on ACPS website
- ACPS/WEG Keepsake Connemara Pony Promotional Booklet
- Deadline for Artwork August 15, 2010

\$500 Level – Bronze Medal Sponsor

- Banner placement at WEG Equestrian Village arena
- 2 ACPS/WEG T-shirts
- Recognition in breed magazine, American Connemara, and on ACPS website
- ACPS/WEG Keepsake Connemara Pony Promotional Booklet
- Deadline for Artwork August 15, 2010

\$250 Level – Farm Sponsor

- One ACPS/WEG T-shirt
- Recognition in breed magazine, American Connemara, and on ACPS website
- ACPS/WEG Keepsake Connemara Pony Promotional Booklet
- Deadline for Artwork August 15, 2010

\$25 – \$250 Donor

- A grateful “thank you” note
- Listing on website



THE RIDE TO WEG



A fundraising campaign benefitting the ACPS Foundation

SPONSORSHIP FORM

Yes, I'd like to sponsor:

RIDER'S NAME: _____

or

CLUB NAME: _____

AND REGION: _____

SPONSORSHIP LEVELS: (Circle Choice)

\$2,500 Level – Gold Medal Title Sponsor

\$1,000 Level – Silver Medal Sponsor

\$ 500 Level – Bronze Medal Sponsor

\$ 250 Level – Farm Sponsor

\$25–\$250 – Donor

All net proceeds benefit the ACPS-Foundation, (ACPS-F)

For Sponsorships/Donations of \$250 or more, confirmation will be received from the ACPS-F with the 501 C 3 tax deductible number for your records.

SPONSOR INFORMATION:

Name: _____

Email: _____

Address: _____ City: _____ State: _____

Phone: _____ Work Phone: _____

PAYMENT INFORMATION:

CHECKS: Payable to ACPS-F. On “memo” line, please write in rider’s name and ACPS Region. Please mail Sponsorship Form and check back to Rider in envelope provided or hand in as arranged.

PAYPAL: If this Sponsor prefers to use PayPal for direct donations or pledge payment, check “Yes” below:

Payment using PayPal? Yes: _____

LOGO:

For Gold Medal Title Sponsors only: To arrange for transmission of your camera-ready art work for placement on the ACPS website, please contact the ACPS Webmaster, Ms. Karen Fildes, at: webmaster@acps.org

MATERIALS:

For Gold Medal Title Sponsors, Silver and Bronze Level Sponsors: Contact Janice Meyer about banner design and layout options, the sooner the better. Janice Meyer, janicemeyer1@live.com. Address: 9897 Cozzadale Murdock Rd, Loveland Ohio, 45149. Phone 513-683-7867.



THE RIDE TO WEG



A fundraising campaign benefitting the ACPS Foundation

WEG TEAM LEADERS

Reg. I – Sally Oxnard

5 Greenleaf Dr.
Exeter, NH 03833
(603) 772-6265
stoxnard@yahoo.com

Reg. II – Kathleen Hulle

Avelene, 5399 Bower Rd.
Trumansburg, NY 14886
(607) 387-7402
hullekd@aol.com

Reg. III – Marian McEvilly

7310 Inzer St.
Springfield, VA 22151
(703) 354-0912
clipclop@email.com

Reg. IV Susan Plyer

413 N Kensington Rd
Greenville, SC 29617
(864) 246-4434
plyler@hotmail.com

Reg. V – Mary Yeager

12275 Stafford Rd.
Mantua, OH 44255
(440) 834-0234
loughinfarm@msn.com

Reg. VI – Deb Clinch

402 450th Ave.
Grinnell, IA 50112
(641) 236-3220
gdclinch@pcpartner.net

Reg. VII – Sue Laidlaw

4403 CR 7720
West Plains, MO 65775
(417) 284-3088
ofastfriend@centurytel.net

Reg. VIII – Julie Keahey

2437 S. County Rd. 21
Loveland, CO 80537-9055
(970) 962-9303
Julie@keahey.us

Reg. IX – Fran O'Reilly

8906 Van Olinda Rd.
Vashon, WA 98070
(206) 567-4244
francesor@aol.com

Reg. X – Joanie Webster

6440 Wild Horse Valley Rd
Napa, CA 94558-4021
(707) 255-8258
joanmwebs@sbcglobal.net