



Better Dressage Scores

an online horse show
www.betterdressagescores.com





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ABOUT

Better Dressage Scores is an online schooling show designed to improve your dressage scores and save you money. For only \$19 an entry, all you need to do is:

- Choose your test.
- Submit a video of your ride.
- Get feedback and earn points.

It's that easy!

SHOWS

Shows are hosted every month except December, when year end awards are given out. On the last day of each month, scores are posted, tests are e-mailed, and ribbons are mailed!

All of our judges are rated and have years of experience. In-depth feedback can also be requested where judges will go over test movement by movement and give advice on how to improve scores via exercises, equipment changes, and more.

RULES

Tack and apparel for our shows follow standard USDF rules and regulations. Filming should be from "C" and zoom must be used when possible. Keep in mind that you don't have to have a fancy arena to enter. Cones, milk jugs, poles, or any other visible "arena" markers will do just fine!

AUDIENCE

1.7K

monthly
users

3.1K

monthly
pageviews

900+

email
subscribers

10K

social
followers

SERVICES OFFERED

Each month, our shows are hosted in a compete-against-yourself format. However, we can also accommodate barns or individuals wishing to host their own show in a typical competition format.

Show dates outside of our regular monthly schedule can be chosen, outside judges may be hired, and entries can be limited to specific clubs, barns, and organizations or be open to the public!



PRICES TO HOST YOUR OWN SHOW

BASIC HORSE SHOW: FREE

Horse show will be hosted on our site using one of our judges. Your organization will be listed on our website, and riders will submit their tests as normal. The show date would follow our regular monthly schedule. Limit of 20 riders per show.

ADD-ON ITEMS

Prizelist creation: \$30

Advertisement: \$100

Personalized ribbons: varies.

Use of an outside judge: \$50

Designated show page: \$35

Change of entry fees: \$55

QUESTIONS?

CONTACT US!

phone: 504.427.0873

email: info@betterdressagescores.com

PREMIUM HORSE SHOW: \$199

Your show would receive all add-on items (excluding ribbons) as well as have the benefit of choosing your own show date. This means that you will be able to accept/close entries on your own schedule rather than the regular Better Dressage Scores schedule. Personalized shows are limited to 50 riders. Up to 100 riders can be accommodated for with an additional \$50 fee.





SHOW INFO

■ NORMAL BDS HORSE SHOW

In a typical Better Dressage Scores show, riders can choose any test they want to perform from USDF, USEA, WDAA, Cadora, or Canadian Eventing. Once chosen, they have from the 1st of the month to the 23rd/24th of the month to film their ride and submit the video. Feedback and scored tests are sent out via email on the last day of the month. Final scores are also posted on the website.

Because riders can choose any test they want, we typically have few riders performing the same test. This is why our shows are a "compete against yourself" format (i.e. a score over 70% is first place, 65-69.9% is second place, etc.) rather than a typical competition format.

■ BASIC HORSE SHOW PACKAGE

Should a barn, organization, or individual want to host a show with us in a normal competition format (i.e. ribbons are based on other riders, not just your personal score), we can easily set one up for free. You are welcome to open your show to the public or keep it within your own boundaries.

Riders entering the show would submit their test just like in a normal BDS show, but add in the "notes" section at checkout that they are submitting for (Name of the Show). Submission deadlines would follow that of our regular BDS show that month, and on the last day when scores are posted, a separate results section for your show will be created. Feedback and scored tests would be emailed to the riders like normal.

NOTE: A 1 month notice is required to set this up and there is a limit of 20 entries.

■ PREMIUM HORSE SHOWS

Your show would receive all add-on items except personalized ribbons. This means we will make a prizelist for you, create advertisements to promote the show and your organization, have a dedicated page on our website for your show. This will allow you to set your own entry fees so your costs can be covered.

You would also have the luxury to choose your own show date. This means that you will be able to accept/close entries on your own schedule rather than the regular Better Dressage Scores schedule.

Premium shows are limited to 50 riders and require a 1 month notice. Up to 100 riders can be accommodated for with an additional \$50 fee.



ADD-ON ITEMS

PRIZELIST

A prizelist for your show can be created by BDS for an added fee of \$30.

The prizelist would include:

- Step by step instructions on how to submit a test to our site
- List of tests available for your show
- Rules and regulations to follow
- Cost of entry fees
- Bio of the judge
- Contact information for technical support
- One social media post of prizelist if desired
- Any other relevant information you would like to include (i.e. membership info on your club/organization)

ADVERTISEMENT

Advertisement for your show can be created by BDS for an added fee of \$100.

The advertisement option would include:

- Content creation for the show (imagery, layout, wording, etc.)
- 3 social media posts to promote the show and/or your organization
- Dedicated email to subscribers announcing the show (including the show prizelist if desired)
- Website slider on front page promoting the show

*All content/wording will be run past show organizer before promotion.

PERSONALIZED RIBBONS

Personalized ribbons for your show are available with enough advance notice. Prices for custom ribbons are determined by quantity.

For a typical show with BDS, riders have the option to pay extra to receive a ribbon in the mail. Your show has several ribbon option to choose from:

- Use our ribbons - and have riders pay the extra fee to cover costs
- Use our ribbons - and cover the cost for all riders (\$6 per rider)
- Order and mail your own ribbons - and have riders pay extra to cover the cost
- Order and mail your own ribbons - and cover the cost yourself
- Have us order and mail custom ribbons for you - ribbons must be paid for in advance, mailing fee can be covered by you or the riders (\$4 per rider), and an additional labor fee of \$40 will be added.



ADD-ON ITEMS

USE OF AN OUTSIDE JUDGE

You may use a judge outside of the BDS team for your show for an added fee of \$50.

Whenever a new judge is hired or added on, there is a good bit of training involved, and this can be very time consuming. Use of one of the judges from our listed team members is free, but if the judge you want to use is not one of our listed team members, your judge must meet a few criteria:

- They have reliable access to the internet and a working computer
- They have the ability to navigate computers/technology with comfort
- Experience with Google Docs is a plus

DEDICATED SHOW PAGE

We can create a dedicated show page for your event for a fee of \$35.

Your riders are welcome to navigate through our website to enter your show. However, a more convenient way is for us to make a dedicated page just for you.

The page would include:

- Your show name and logo
- Your prizelist
- Information on how to enter
- Rules and regulations
- Direct links for the divisions offered in your show

CHANGE OF ENTRY FEES

We can increase your show's entry fees for a fee of \$55.

If you decide to go this route, any profit above the normal \$19 will go to you! That way, your costs for our services are covered. This fee also includes a dedicated show page (description above).

For example, if you decide to set your entry fees at \$25 a class, this would cost you a set up fee of \$55. To cover this cost, you would only need 10 riders (each rider is a profit of \$6 to you, so $6 \times 10 = \$60$). Anything over 10 riders is even more profit for you!

QUESTIONS? COMMENTS?

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