

# Host Information Packet

## *Bringing a Horsemanship Clinic to Your Farm*

Hey there!

Thanks so much for considering hosting a horsemanship clinic at your farm. We're excited about the possibility of working with you and your clients, and we want to give you all the info you need to decide if this is the right fit for your place.

Our clinics go beyond teaching people how to ride — they're about building trust, creating a strong connection between horse and rider, and addressing behavioral challenges. Whether your clients are starting colts, struggling with behavioral issues, or just looking to strengthen their skills, we've got something for everyone.

Hosting a clinic isn't just about teaching — it's a chance to bring people to your farm, create a positive impact in your community, and build relationships with people who love horses just like you.

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# Why Host a Clinic?

## **1. Make a Difference in Your Community**

Hosting a clinic is a chance to help people grow with their horses, no matter their level or discipline. From foundational skills to solving tricky behavior problems, your farm can be the place where riders finally get the breakthrough they've been looking for. It's a great way to build connections with your existing clientele and introduce your farm to fresh faces.

## **2. Non-Discipline Specific**

Our clinics aren't tied to one specific discipline. Whether someone rides Western, English, or just wants to go back to basics, our focus is on building strong, respectful relationships between horse and rider. Topics include foundation building, colt starting, and behavior modification — so no matter what background your riders come from, they'll walk away with valuable knowledge.

## **3. Attract More Riders to Your Farm**

Hosting a clinic is a great way to showcase your farm and services. We'll make sure your farm is front and center in all marketing materials (flyers, social media posts, email campaigns), which will help attract new participants who may not have known about your place otherwise. It's a great way to build visibility and potentially grow your client base.

## **4. A Profitable Opportunity**

Clinics are a great way to generate additional income. Depending on clinic size and participant numbers, you'll receive extra revenue while offering a valuable experience to your community.

## **5. We Take Care of the Details**

We want to make hosting a clinic as stress-free as possible for you. We handle all the major logistics — promoting the clinic, managing registrations, and organizing the schedule. On the day of the clinic, we'll be there to make sure everything runs smoothly so you can focus on your clients and enjoy the experience.

# What You'll Need for the Clinic

## 1. Your Facility

To ensure a smooth clinic, we'll need the following:

- **A Riding Area:** A safe, accessible space for both groundwork and riding. This could be an indoor or outdoor arena, depending on the weather and what you have available.
- **Additional Space:** If colt starting is included, you'll need a roundpen for safely working with young horses.
- **Stabling:** Space for participants' horses, either in stalls or paddocks, if needed.
- **Parking:** Ample parking for participants and trailers.
- **Restrooms & Amenities:** If possible, having restroom facilities and a comfortable break area for participants to relax during breaks would be a big plus.

## 2. Promotion

While we'll handle most of the marketing, it would be great if you can help get the word out. Here's how you can help:

- Share the event on your social media pages and through your mailing list.
- Display event flyers around your farm and community.
- Talk to your current clients about the clinic and encourage them to attend.

## 3. On-Site Help

We'll be there to manage the clinic, but a little help on your end makes everything run smoothly:

- Greet participants and help with check-in.
- Assist with parking or directing people to the right areas.
- Ensure that any facilities or amenities are ready and available for use (like water, seating, or break areas).

# Types of Clinics

We offer a variety of clinic formats, so there's something for everyone! Here's a breakdown of the types of clinics you can host, and how long each typically lasts:

## **1. Colt Starting Clinic (2-3 Days)**

This clinic focuses on introducing young horses to basic groundwork and riding, teaching them to accept a saddle, bridle, and rider. It's an intensive two to three-day clinic that includes groundwork, desensitization, and the first rides. We'll also go over important safety protocols for handling green horses and making their first experiences as calm and positive as possible.

## **2. Behavioral Problem Solving (1-2 Days)**

This clinic is all about addressing specific behavior issues. Whether it's bucking, rearing, pulling, biting, or something else, we'll work with each horse individually to identify the cause and offer effective solutions. This clinic can be adjusted for one day or extended to two days if there are multiple horses with different issues or if the owner wants more time for hands-on work.

## **3. Foundation Building (1-2 Days)**

A great option for riders who want to build a solid, confident foundation with their horses. We cover groundwork, developing feel, desensitization, and more. Riders learn how to build trust, improve communication, and lay the groundwork for more clear communication. This clinic is also flexible — we can adjust the length based on the needs of your riders and horses.

## **4. Horsemanship Skills Clinic (1 Day)**

This clinic focuses on improving general horsemanship skills, such as communication, riding techniques, and groundwork. Whether participants are looking to refine their riding skills, learn more about body language, or just become more confident with their horses, this clinic covers a broad range of horsemanship skills.

# What to Expect on Clinic Day

It's going to be a fun, productive, and rewarding day! Here's how things typically go:

- **Arrival & Registration**
  - Participants will arrive, check-in, and get settled in. We'll have everything organized ahead of time so that the process is quick and easy.
  - You'll have a chance to greet the participants and get them oriented to the farm and where everything is.
- **Clinic Structure**
  - We'll start with a group discussion to set expectations for the clinic.
  - The day will be a mix of demonstrations, riding time, and individual work with the horses. There will be plenty of time for questions, and we make sure that each participant gets individual attention to address their specific needs.
  - If colt starting is involved, we'll demonstrate and walk participants through the process of safely and calmly working with young horses.
- **Breaks & Meals**
  - We'll schedule a lunch time for participants to rest, eat, and chat with each other.
  - If your farm has a designated area for people to eat or relax, we'll make sure participants feel comfortable during the break times.
- **Wrap-Up**
  - At the end of the clinic, we'll go over key takeaways and make sure every participant has the information they need to keep moving forward with their horses.

# Host Responsibilities & Agreement

- **Clinic Fee**
  - The host agrees to pay a flat fee of \$600 per clinic day to Dynamite Performance Horses, payable on the first day of the clinic.
- **Deposit**
  - A \$100 deposit per clinic day is required to reserve the clinic date. This deposit is non-refundable. The clinic can be rescheduled for a weather-related cancellation.
  - The deposit will be deducted from the total clinic fee, which is payable at the beginning of the clinic.
- **Travel & Mileage**
  - For travel, the host will cover \$0.60 per mile for round-trip mileage, or the cost of round-trip airfare plus accommodation expenses for the clinician (when flying is necessary).
  - Travel costs are to be paid directly to Dynamite Performance Horses.
- **Liability Release**
  - All clinic participants must sign the Dynamite Performance Horses Liability Release Form prior to participation in the clinic.
- **Advertising & Recruitment**
  - The host is responsible for promoting the clinic and recruiting participants. This includes collecting clinic fees from participants.
  - We will provide a flyer for you to distribute in your community and will list the clinic on the Dynamite Performance Horses website event page and social media to increase exposure.
- **Clinic Fee Per Rider**
  - As the host, you are free to set the clinic fee for participants. However, a recommended range is \$100-\$250 per clinic day, depending on your area and the level of participants.
  - For example:
    - If you charge \$200 per rider and you have 8 riders, you'll earn \$1,600. After deducting the clinic fee, travel costs, and any other expenses, your farm will keep the balance.

*This structure allows you to generate income while hosting a clinic and offering valuable education and support to the community. The fee per rider can be adjusted based on your farm's location, the number of participants, and other factors.*

# Frequently Asked Questions

## **How long do clinics typically last?**

- Colt Starting: 2-3 days
- Behavioral Problem Solving: 1-2 days
- Foundation Building: 1-2 days
- Horsemanship Skills: 1 day

## **What's the typical group size?**

The group size can vary, but we typically keep the numbers manageable to ensure everyone gets the attention they need. Smaller groups (6-8 participants) are ideal for more personalized instruction, but larger groups are also possible if we have the space.

## **What if I need to reschedule or cancel the clinic?**

If you need to reschedule or cancel, we'll work with you to find a new date that works for everyone. We just ask for as much notice as possible, and we'll make sure all participants are informed.

## **How can I make sure the clinic is successful?**

Promotion is key! The more you can help spread the word to your current clients and through local networks, the better. We'll help with all the marketing materials, but your personal touch makes a big difference.

## Next Steps

If you're ready to take the next step, we'd love to chat more with you about hosting a clinic at your farm. Let's talk about what will work best for you, your facility, and your riders. We'll work together to create an experience that everyone will remember.

To get started, reach out anytime:

### Contact Information

Email: [dlperformancehorse@gmail.com](mailto:dlperformancehorse@gmail.com)

Phone (text or call): (914) 539-1501

Website: [www.soaringstaracres.com](http://www.soaringstaracres.com)

Social Media: [www.facebook.com/dynamiteperformancehorses](http://www.facebook.com/dynamiteperformancehorses) &  
[www.instagram.com/dynamiteperformancehorses](http://www.instagram.com/dynamiteperformancehorses)

Thanks again for considering hosting a clinic at your farm. We can't wait to work with you and create a fantastic experience for everyone involved!