

United Professional Horsemen's Association

**Easy Do-It-Yourself
Barn Presentations**

UPHA DIY Barn Presentations

● **Introduction**

Congratulations! You have just taken your first step in presenting your facility and your breed to the public. Whether you train American Saddlebreds, Hackney Ponies, Morgans, Arabians or National Show Horses; train the amateur rider, train young horses; have a breeding only facility; or a boarding barn you can use this DIY Guide to successfully present your facility to the public.

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Things to do to Promote Your Barn

- Whether your barn is a breeding operation, training stable, lesson program or boarding facility you can promote your facility within the industry and to your community.
- *Join your Chamber of Commerce and/or community or business club
- *Host a Business After Hours or Good Morning program

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- *Talk to your local schools about field trips or presentations (Grade Schools/Pre-Schools/Daycares)
- *Host birthday parties or other festive events
- *Have a booth at trade/information fairs
- *Have an open house

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- *Donate farm visits to local charitable organization auctions
- *Start a youth club and/or a parents club and have fun and/or educational activities at horse shows and community events
- *Host riding camps for adults and/or children
- *Talk to your fellow horsemen to get ideas that worked for them

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- **Getting Started**

Set date

Set goals

Determine your audience-horse community and/or general public

Budget-What can you afford

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- **Get Organized**

- Develop a checklist

- Develop a publicity plan/ad needs

- Develop plan for printing needs

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- **Action Plan**

Consider what has worked for other trainers

Prepare materials/program

Notify media-equestrian and local

Send invitations

Plan for someone to record events

Order flowers, food, beverages, etc.

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- **Evaluating your Efforts**

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- **Conclusions**

So, how do you feel now? We hope you feel more at ease now that you have a plan and how easy it is to create. All the tools we have just given you can be tailored to suit your needs. You can alter them in anyway you see fit.

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- The American Saddlebred Horse Association has a variety of wonderful brochures to help you promote your Saddlebreds from the general to how to put together a Ride-A-thon. They also have a series of testimonials as well as videos. All of these pieces are not only downloadable but free on www.asha.net.
- All the other associations including the American Hackney Horse Society, American Morgan Horse Association and the Arabian Horse Association have at least information on their particular breeds that are available to the public.