



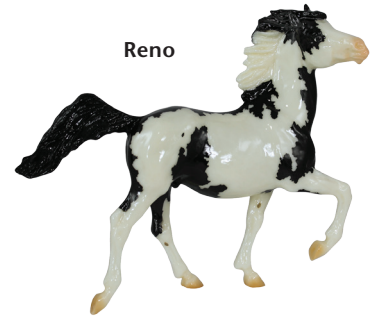
2017 LIVE SHOW BENEFIT PROGRAM

Information and Application Form for Model Horse Live Show Managers
A program designed to help promote model horse shows!

The Breyer® Live Show Benefit Program is designed to support Model Horse Live Shows by promoting the show, increasing attendance, rewarding existing showers, and encouraging new showers to participate and enter a Live show in their area. Each selected show will be sent one limited edition model of Reno, a Black Pinto with a high gloss finish, which is to be given away as a free door prize to one lucky shower. We will also supply Breyer Live Show Benefit Model buttons to be given to each entrant at your show (while supplies last).

This program is designed to boost attendance and attract new showers, kids and first time showers in particular. Novice showers are encouraged to participate but are not eligible for the special kids prizes.

An extra incentive is offered to shows that offer additional kid-friendly classes and activities – see Kid's Division information below. * For the purpose of this program, the kids division is limited to children 14 years of age and under. *



BECAUSE THE GOAL IS TO INCREASE ATTENDANCE TO SHOWS, HAVE FUN, AND FOSTER GOOD SPORTSMANSHIP, THE BENEFIT MODEL WILL BE DONATED TO SOME SHOWS UNDER CERTAIN CONDITIONS:

*Only a limited number of models will be available, and not all shows will qualify. Because the number of models is limited, efforts will be made to distribute them to as many different areas as possible. Please start planning your shows several months in advance, and send in your application for consideration as early as possible. Not every show that meets eligibility criteria will be chosen.

*The show must be a NAMHSA approved Live show, and cannot be sponsored by any other toy or collectible company. Breyer retailers are welcome to hold a Live show that may qualify for this program, but it must also be a NAMHSA approved show. Please see www.namhsa.org for more information.

*The show must offer classes for Traditional® and Classics® Breyer model horses. The show cannot be a minis-only, resins-only, performance-only, or other "specialty" type show that would exclude Traditional scale Breyer horses. General "Halter Only" shows are acceptable provided they offer a class list for all breeds and types of Breyer horses. (The show cannot be for Appaloosas only, for example.)

*The Benefit model may not be sold for monetary gain. This includes outright sale, sale at best offer via Ebay or in person at the show, or through the sale of additional raffle tickets. Absolutely no purchase is to be required in order to win, aside from the actual show entry fee. Only one ticket per shower, no exceptions. The gift of this model is designed to benefit shows through increased attendance, so please make sure your entry fee covers your show expenses.

*Show holder and their immediate family are not eligible to win the prize model, even if family members are also paid entrants. Judges and show staff are only eligible to win if they are also paid entrants of the show, and are showing in other divisions that day. No person who is not a paid entrant is eligible to win this model.

*Winner MUST be a paid entrant and in attendance to receive a Breyer® Live Show Benefit Model button and have the opportunity to win the show model. No proxy entrants are eligible to win the Raffle model. Show holder may not oversell the room in order to sell more raffle tickets. Each paid entrant must have a chair to sit in, a space at a table, and at least one model that is actually shown that day. If attendance is high and space becomes an issue, shared tables are fine as long as all showers at that table are aware of the fact, and agree to shared tables ahead of time.

*While Breyer supports a number of charitable equestrian and youth causes, whether a show is a charity fundraiser or not will have no bearing on which shows are chosen. Shows will be chosen based on geographic area, experience of the show holder, positive support and good references from the local hobby community, variety of the show's class list, and appeal to new or youth showers.

If you are holding a Live Model Horse show and would like to be considered for the program, please fill out the Application form and submit to the program director Silke Brockmoeller, at sbrockmo@yahoo.com.

KID'S DIVISION GUIDELINES:

*Kid's Division would be for the youngest showers, age 14 and under. Please note, this special division is for KIDS only, not to be confused with novice showers. If you have any questions, please feel free to contact the program director.

*Kid's division would consist of at least 10 classes. 2 Performance, 2 Fun classes, and 6 Halter classes. These do not need to be NAN qualifying classes.

*Suggested Performance classes may include Western Pleasure, English Pleasure, Costume, Trail, Games, or anything the show holder chooses. Please keep in mind kids may not have access to a large range of tack or prop options, so classes where kids can make their own tack, use either Western or English tack, or go bareback, are encouraged. Show holder may add additional, more specific Performance classes if they so choose.

*Fun classes can be anything the show holder chooses. Some popular fun classes may include a class for the "Most Loved" model where models are judged on how poor their condition is, Sire/Foal and Mare/Foal for "family" models, Custom by Owner for models kids have painted themselves, Fantasy/Other Animal classes for dogs, cats, and unicorns. If your show is near a holiday or has a theme, you can incorporate that into a fun class. (If your show is in the summer, you could add a Fourth of July class for models decorated in red, white and blue, for example.)

*Halter class list can be generalized, such as Sport Horses for all Thoroughbreds and Warmbloods, Stock Horses, or simple classes such as "Pony" or "Draft".

*Judge must be willing to help kids with their entry and explain why they placed the models as they did so that there is interaction and supportive learning. (Except for "fun" classes.)

*As a thank you for holding the Kid's division, Breyer will donate a special Glossy Classics Harper Horse of the Year model. This model may be used to support the show in any form, such as a special kid's raffle, or a second free door prize. This gift may also be used to support the show financially, if the show holder chooses. The Breyer Glossy Harper model may be sold at auction, either live at the show or online, or raffle tickets may be sold to help support the show. The only restriction is that this second model is present and on display the day of the show, and if it is to be sold at auction or best offer, that it is not already sold by the day of the show, so entrants may have an opportunity to view the donation model in person, and bid on it if they so choose.

A second donation for the Kid's Division hosts will be a donation of a normal regular line Breyer Classics model, which is to be used for a free raffle for all kids showing in the Kid's Division – one ticket per child. If available, Breyer will also donate some participant ribbons to be given free to the child entrants.

DIRECT ALL INQUIRIES TO SILKE AT SBROCKMO@YAHOO.COM. WRITE THE NAME OF YOUR SHOW IN THE SUBJECT LINE.

APPLICATION FORM FOR 2017 BREYER® LIVE SHOW BENEFIT PROGRAM

Your Name:
Name of show:
Date of show:
Your Mailing Address:
Your Email:
Your Telephone Number:

Is the show one or two days?.....If it is more than one day, which day would feature the Benefit Raffle?.....

Divisions to be offered:.....

Approximately how many entrants do you expect?.....

Have you already sent in the show application to NAMHSA?.....

Has this particular show been held before in past years? If yes, how many years has it run?

How many NAN qualified shows have you held in your name?

If you are a Breyer retailer, how many Fun Days or other Breyer events have you held?.....

How many model horse shows have you volunteered, judged at, or otherwise helped with, that were not shows held in your name?

Do you have any references from other collectors that have attended past shows you have held?.....

If yes, please provide 2-3 names and email addresses so they may be contacted if needed:.

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Will you promote and host a Kid's Division (14 years old and under) as per our minimum criteria? (Not a requirement for consideration for Breyer Benefit Model.)

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What day will you offer the Kid's Division?

Would you be willing to answer questions to new showers, and help them with entering?

Do you have a volunteer who may be able to assist kids or new showers on the actual day of the show?

Name of Volunteer:.....

Qualifications of Volunteer:.....

Does your show offer a web site with class list and information on how to enter? If yes, please provide web site address.....

Is your show venue indoor or outdoor?

How many total showers will your hall or venue be able to accommodate?

Do you have a host hotel?..... If so, what is the name of the hotel?

Provide names of nearby towns/cities within a few hour's drive from your show hall.

Please feel free to share information on why your show may provide a fun experience for your entrants. Do you have great awards? A big class list? Are there nearby activities or attractions? What makes your show special or unique?

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If you are not a Breyer retailer, is there a local Breyer dealer who may be interested in vending at your show?.....

If yes, what is the name of the local dealer or store? This is not a requirement, just an inquiry.....

Can you provide photos of your event, taken the day of the show, and the name and photo of the Raffle prize winner, for Breyer's promotional purposes?

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Thank you so much for applying! When complete, please return this application to **Silke at sbrockmo@yahoo.com**.

Please note that if your show is chosen, you will receive the model with the understanding that it will not be sold. It must be a free prize with one ticket given out per entrant. If the show is cancelled, for any reason, the prize model must be returned to Reeves International immediately. No additional raffle tickets may be awarded or sold under any circumstances. One ticket per entrant, no exceptions. Acceptance of the donation model means you will abide by this clause, conduct the show according to NAMHSA guidelines, and do your absolute best to provide a fun and positive show experience to all of your entrants.

You will be notified as soon as possible if your show is chosen, and the name of the show and your contact information will be featured on the Breyer web site. You will be provided a photo of the Benefit Model to use for promotional purposes. Please note the actual donation model will be shipped 2-6 weeks prior to the event. Good luck and thanks for helping support the Model Horse Hobby!

DIRECT ALL INQUIRIES TO SILKE AT SBROCKMO@YAHOO.COM. WRITE THE NAME OF YOUR SHOW IN THE SUBJECT LINE.

1. Fill out form completely
2. Attach your class list if available
3. Submit form to Silke Brockmoeller, program director, at sbrockmo@yahoo.com
4. 2017 Application deadlines:
Shows held in Jan-Mar: December 15, 2017
Shows held in Apr-Jun: February 15, 2017
Shows held in Jul-Sept: May 15, 2017
Shows held in Oct-Dec: August 15, 2017



www.BreyerHorses.com