

Promote Pony Club – A List of Marketing Materials

Availability Code:

Online: Go to www.ponyclub.org>Log into USPC Profile Account>Parent/Volunteers>Resources>Promote Pony Club

National Office: Contact 859.254.7669 or promote@ponyclub.org.

Purchase: Phone at 859.254.7669 or www.ShopPonyClub.org

NEW! Table Top Display Rental

Rent the Pony Club Table Top Display to use at a rally, trade fair, event or open house. Contact the USPC Marketing Department (promote@ponyclub.org) at the National Office to reserve it today.

Brochures, Posters and Promotional Items—

Send requests to promote@ponyclub.org

General Pony Club Brochure: Pamphlet sized glossy brochure that gives a simple overview of Pony Club. Clubs/Centers may order 50 brochures per year free of charge.

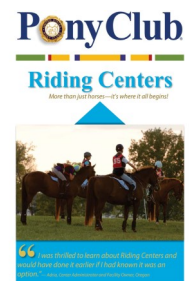
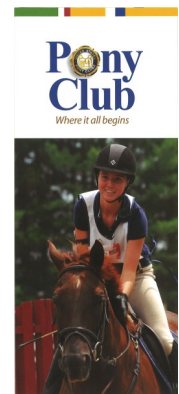
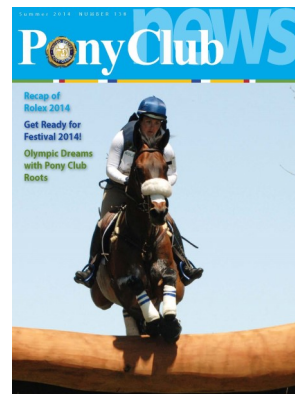
Pony Club News Magazine: Published quarterly, this official magazine of Pony Club covers national and regional events, and includes stories and other contributions from members.

Prospective Member Booklet: An in-depth view of the disciplines and benefits of Pony Club to give to very interested prospective members.

E-Membership Flyer (PDF): Prints 2 per 8.5" x 11" page touting benefits of E-Membership. Available Online.

Riding Center Brochure: Booklet to be used by facilities with a Riding Center program to encourage clients or visitors to inquiry about joining Pony Club. Available Online.

Bookmark-Membership (PDF): Prints 4 per 8.5" x 11" page. Print on heavier stock, then cut apart. Great for giveaways at trade fairs or open houses with a guide to Pony Club benefits. Available Online.



Brochures, Posters and Promotional Items—send requests to promote@ponyclub.org

Discipline Rack Cards: Available through National

Handouts and Informational Sheets—Available online.

Pony Club Pledge (PDF): An 8.5" x 11" sheet with logo and pledge.

USPC Fact Sheet (PDF): An 8.5" x 11" colorful flyer with photos and information about Pony Club and what it's all about. Another great handout for public events or as a part of a Prospective Member Folder.

Alumni Olympians (PDF): This 2-page document lists current and former Olympians who were graduates of Pony Club. A great little "did you know?" piece to share with the public.

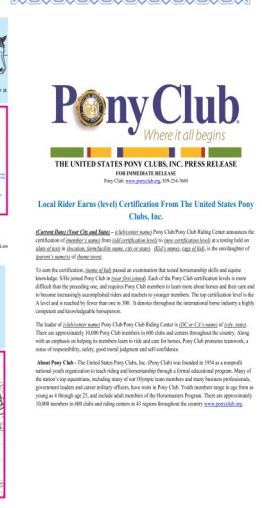
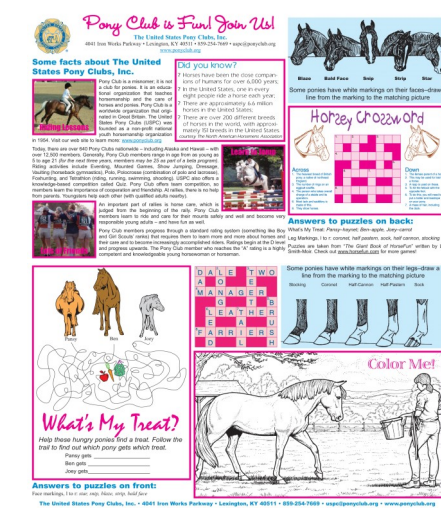
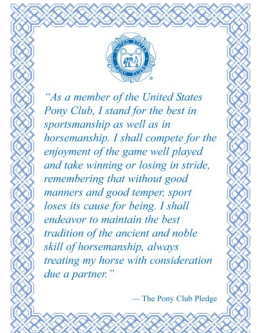
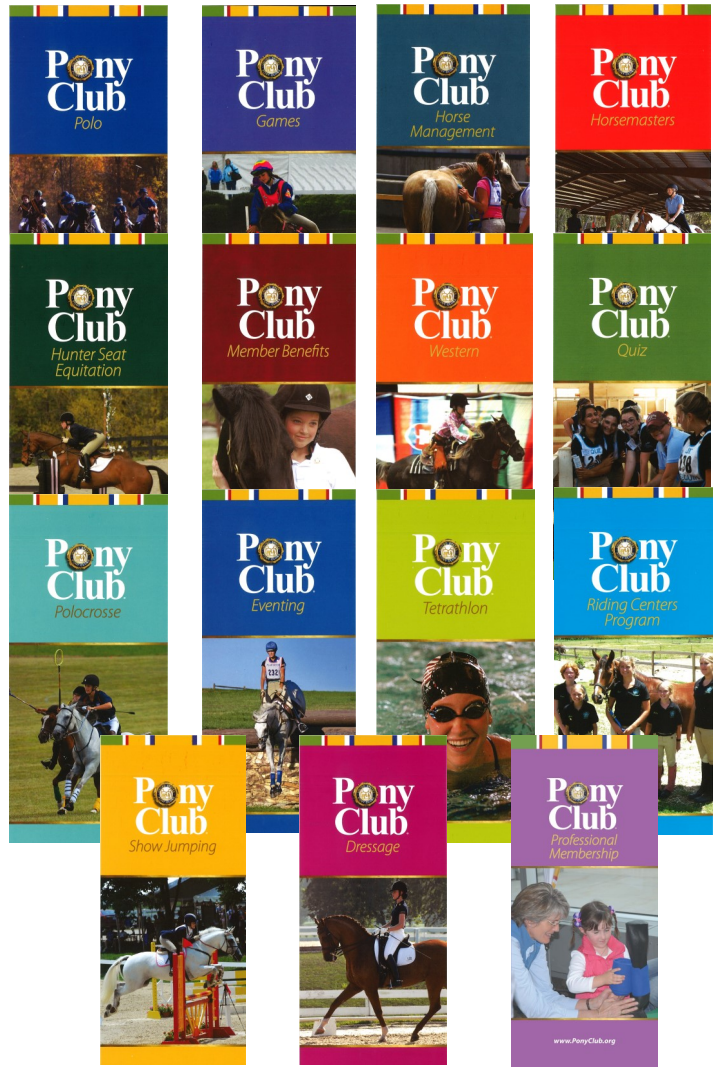
Activity Sheet (PDF): Colorful double-sided 8.5" x 14" sheet filled with equine related fun and games. A great handout for younger potential members at public events or as part of a Prospective Member

Press Release Templates—Available online.

How to Write a Press Release (DOC): Keep your Club or Center in the media's eye and make your community aware of your activities. Pony Club has designed different press releases for clubs and centers to fill in the blanks and send off to their local media outlets.

Press Release-Certification (DOC): fill in the blanks template.

Press Release-Championships (DOC) fill in the blanks template.



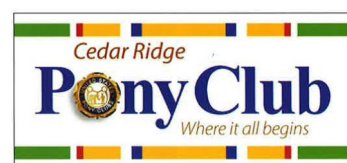
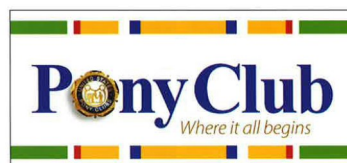
Banners: Available for download. Banner pdf files are large. (Actual print size is 17" x 72".) The best idea may be to take the files to a local print shop.



- Dressage (PDF)**
- Eventing (PDF)**
- Horsemasters (PDF)**
- Mounted Games (PDF)**
- Polocrosse (PDF)**
- Quiz (PDF)**
- Show Jumping (PDF)**
- Tetrathlon (PDF)**

Available for purchase -

ShopPonyClub.org



New USPC Promotional Videos: Three promotional videos for use by Club/Center/Region. Available on USB or DVD, 7 minute, 2 minute and 30 second commercial.

Logo Banner: General Pony Club. 5' x 2'.

Logo Banner: Customized with Club/Center/Region Name. 5' x 2'.

Parent's Answer Book: Handy pocket-sized booklet answers some of the burning questions prospective or new member parents might have.

Introduction to Pony Club Horse Sports: An in-depth guide to the disciplines offered in Pony Club. 7" x 10" booklet.

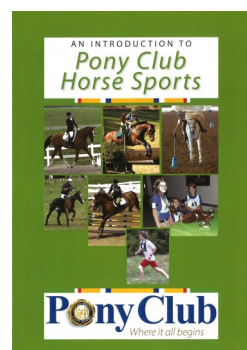
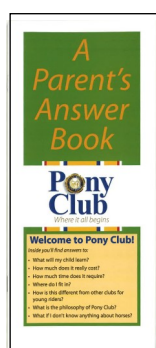
Promotional Posters: Set of 8 different posters to promote your club or center. Available online or in sets of 4.

USPC Vanity License Plate: Show your Pony Club pride!

USPC Logo Wear: Show your Pony Club Pride with everything from clothing to ear buds.

Several items are customizable with your own club and region name.

Car Magnet: 6" x 3 5/8"



Pony Club Logo: Available upon request.

Use of Pony Club logo information (PDF): How to utilize the USPC logo policy for a consistent and clear brand identity.

Pony Club Logo-1 color (blue) (JPG).

Pony Club Logo-full color (JPG).

Pony Club Logo with Color Bar (JPG).

Pony Club Pin with Shadow (JPG).

Pony Club Slogan Box-Sportsmanship-Stewardship-Leadership through Horsemanship (JPG).

For additional images and/or to request usage of the embroidery file, please email marketing@ponyclub.org.



USPC Logo Information and Use

Purpose of this document:

- All advertising and promotional materials are consistent in logo/name usage and message
- Everyone understands the procedures with regards to the Pony Club logo and name and why such procedures are in place.

Maintaining a Powerful Brand

A powerful company identity brand and branding does not happen quickly, and everyone needs to maintain a consistency of the Pony Club brand and adhere to the procedures regarding the use of the logo and message. This guideline is a reminder that consistency ensures success and making the Pony Club name recognizable in our field.

The United States Pony Clubs, Inc. is the official name of the organization. The following are the approved "traces" by which to refer to Pony Club in advertising, marketing and promotional materials:

- Pony Club
- Pony Club where it all begins
- USPC
- United States Pony Club

The United States Pony Clubs, Inc., and our logos are registered in the United States and as such the United States Pony Clubs owns them. We grant the use of the name and the logo in our logos.

Artwork and Logos: A copy of the artwork may be found on the Forms Page under "Pony Club Pony Club".

Below you will see a graphical representation of the Pony Club logos and where each should be used. We have four (4) authorized logos, a slogan and a USPC pin. The designs can be used under these guidelines:

- The designs are not to be changed or redesigned in any way. **Be sure to hold the SHIRT KEY above when making logo files to your documents so that the proper proportion are maintained.**
- The color of the designs cannot be changed in any way.
- Only the designs in this document are to be used.

To obtain digital/electronic copies of the logos: A written request (via email) should be sent to communications@ponyclub.org. The request should include the reason and purpose for the request. The logo is available in high-resolution jpeg format.

Articles and Resources: Available online.

A Lifetime of Knowledge-Growing up with Pony Club (PDF): An article from *Eventing Magazine* discussing how many top competitors got their start in Pony Club.

Membership Drive Guide (PDF): Tips and guidelines on how to increase community awareness and bring in new members.

Rebuilding Membership-How to Host a Pony Club Open House (PDF): Tips on how to host an open house to generate interest in Pony Club.

Setting up a Booth at a Trade Fair or Reunion (PDF):

This "how to" article will walk your club or center through designing and setting up a display to promote Pony Club. This article also covers how to invite the public into your display booth area and talk about Pony Club.

Pony Club vs. High School Absences (PDF): This article from *Pony Club News* discusses a plan of action when Pony Club events conflict with school attendance.

Pony Club Membership Drive Guide

Pony Club
Where it all begins

How to Increase Community Awareness & Bring in New Members

From, D.K. Wills, C.A. Members, Clubs, Centers and Regional Publicity Chairs
DATE: 2012
SUBJECT: Sample Press Releases for Pony Club Accomplishments

Use these simple "fill in the blanks" press releases to send to your local newspapers. They are designed to be mailed following a club's Pony Club accomplishments.

NOTE: These can be reworked to include names of numerous club/center or team members at one time.

It is a good idea to send along a photo as well. Be sure that you have permission from the photographer if it is a professional photo. Follow the suggestions below and in case the newspaper cuts only the photo with a long caption. Remember, photos should depict the safety practices for which Pony Club is known. ASTM SEEL helmets, properly fitted, and appropriate footwear, both while mounted and while on the ground, are required. An impressive action photo will be most interesting to the reader and naturally more likely to be used in your local news publication.

Insert an action photo of a Pony Club member participating in a Pony Club activity. Below must be wearing approved ASTM SEEL helmet and appropriate attire/footwear.

SAMPLE CAPTION: Each month 12 riding schools qualified for Pony Club Championships at the Sunshine Regional Rally in Seemann in July. Sally is the daughter of David and Allison Smith of Seemann, Florida. Sally has qualified to compete in Eventing at the year's Pony Club Championships held on this date and in this city and state. The United States Pony Club, Inc. (USPC) was founded in 1934 as a nonprofit national youth organization to teach riding and horsemanship through a formal educational program. Many of the nation's top equestrians, including many of our Olympic team members and many business professionals, government leaders and career military officers, have grown up in Pony Club. Each member enjoys an age-appropriate program at a through age 21, and includes adult members of the Horsemanship Program. There are approximately 10,000 members in 600 clubs and riding centers in 43 regions throughout the western hemisphere.

Reprinted with permission of EVENTING USA—Issue 2, 2009

A Lifetime of Knowledge
Growing Up With Pony Club

By Susanna Babbitt

What do Karen and David O'Connor, Gina Miles, Amy Tryon, Phillip Dutton, and many other equestrian superstars have in common?

They all started at Pony Club. Most of them credit this unique organization for giving them the foundation for their "working careers." It's a great idea to learn how to be a better rider, coach or trainer, a graduate of Richard Hunt Pony Club in the Maryland region. It's a great idea to take one of the horses and learning to be a better rider.

For one to the equestrian community, Pony Club is a wonderful institution as much as a part of the landscape as they are. It's a great idea to learn how to be a better rider, coach or trainer, a graduate of Richard Hunt Pony Club in the Maryland region. It's a great idea to take one of the horses and learning to be a better rider.

A worldwide organization, the club is known for its national headquarters in the U.S. and over 12,000 members in 600 clubs and riding centers in 43 regions throughout the western hemisphere. It has strong roots in Ireland, and the

Pony Club
Where it all begins

TO: Parents, D.K. Wills, C.A. Members, Clubs, Centers and Regional Publicity Chairs
FROM: Pony Club Marketing and Communications Department
DATE: 2012
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REBUILDING MEMBERSHIP Open House Proves Beneficial and Fun

By Little Jackson, Rose Hilder, Pony Club Caroline Babbitt

Our local Pony Club had a dilemma... we had lots of older club members, but were thin on the younger ages. As our members graduated from high school, went off to college or work, our numbers were rapidly decreasing.

We decided to host a Pony Club Open House. It was highly successful and we encourage other clubs to consider this avenue. We had many new prospective members and their parents to meet. Our list was anticipated, with many signing up on the spot.

A lot of planning went into our event and I wanted to share what we think made it successful:

- Get the Word Out: We sent notices to the area newspapers in advance about our upcoming Open House for prospective members.
- We arranged to have additional insurance (USPC's Optional Accident Insurance, \$15.00) for the day.
- Our local equine publication did several articles on Pony Club in the weeks leading up to the event.
- We used notices and posters in local shops, grocery stores, post offices and, of course, tack and feed stores.
- We printed color informational pamphlets (above) and mailed to all area boarding barns, riding academies, vets, tack stores, etc.
- We included everyone we ran into to attend.

To make sure that at our event, we gathered our members and did a mock Open House, so members could present and describe their demonstration. Adults: Invited grandparents, friends, grown-ups, new member packets.