



## WHAT TRAILBLAZERS CAN DO FOR YOUR CENTRE

Thanks to Trailblazers' unique franchise concept, member centres benefit from running shows under a nationally-recognised brand yet remain in complete control.

With three disciplines appealing to riders of all ages and abilities, Trailblazers can help increase your centre's competitor throughput all year round.

Benefit from Trailblazers' strong central marketing, public relations and advertising campaigns. There are also opportunities to promote individual centres.

Member centres receive a Trailblazers plaque for display, while branded merchandise including clothing is also available. It all adds to your centre's credibility and professional image.

## HOW TO BECOME A TRAILBLAZERS CENTRE

All independently run show centres are invited to apply to become Trailblazers centres, joining 50-plus existing centres across the UK. Centres that already run competitions (including those affiliated to the BSJA and BD) are eligible, plus centres currently run as training facilities or riding schools. Applications from colleges of further education will not be considered.

Applicants are scrutinised by the Trailblazers board to ensure that centres are able to offer suitable facilities and equipment. The availability of appropriately sized arenas, warm-up areas, hard standing for horsebox parking, catering, toilets etc. will be taken into consideration.

It is a condition of membership that Trailblazers centres pay business rates and carry sufficient insurance cover.

Becoming a Trailblazers centre implies no restriction on running any other types of show or events.

To apply please complete the application form and return to Trailblazers Championships Ltd c/o EMC Ltd, Stockeld Park, Wetherby, West Yorkshire, LS22 4AW

For further information please contact Trailblazers Championships Ltd on Tel: **07970 262221**

Email: [trailblazers@beta-int.com](mailto:trailblazers@beta-int.com)  
[www.trailblazerschampionships.com](http://www.trailblazerschampionships.com)



"I'm a big fan of the [Trailblazers] concept that promotes well-run, easily accessible competitions for all. The official emphasis might be on fun, but the standard can be very respectable indeed!"

International dressage rider and *Horse&Hound* columnist Pammy Hutton.



"Trailblazers is brilliant; the shows are well organised and it gives you something to aim for."

Trailblazers novice competitor Vicki Murphy.

Powering show centres  
by delivering competitors

# WHAT IS TRAILBLAZERS?

Trailblazers was founded ten years ago by an alliance of show centre proprietors who wished to extend the competitive opportunities available to their customers. Today, the organisation is administered by a small board of directors who all run their own centres.

Trailblazers caters for an estimated 200,000 competitors of all ages and abilities. Show jumping, dressage and showing series comprising First and Second Rounds take place at more than 50 show centres across the UK. Qualified competitors go forward to a national championship final at Stoneleigh Park.

Sponsorship has been attracted from leading equestrian companies such as South Essex Insurance Brokers and Spillers.

Trailblazers has been created to increase the usage – and therefore potential profitability – of independently run show centres by providing professionally structured competitions at well equipped and properly run centres.

Riders entering Trailblazers shows can therefore be assured of a good, consistent standard of facilities; while centres benefit from being associated with a nationally recognised brand.

These dual benefits have been achieved by franchising out the Trailblazers concept to approved centres while leaving them free to run their own businesses to suit the needs of their customers (the competitors).

No affiliation fees or levies are charged by Trailblazers. In fact, rather than being financially penalised for running more shows with bigger entries, the more Trailblazers entries a centre takes, the more cash it can earn.

In these times of soaring energy prices, ever increasing business rates and tedious red tape, securing a slice of Britain's £4bn equestrian industry has become even more crucial for all show centres.

The £4bn figure (which doesn't include racing) comes from the British Equestrian Trade Association's (BETA) 2006 National Equestrian Survey. It also reveals that 1.35 million horses are owned by a quarter of a million people in the UK, while 2.1 million people ride regularly (at least once a month).

When it comes to competitive riders, the BETA research found that activity had increased hugely, with many more going to shows all year round. Interestingly, the number of riders who school their horses had almost doubled since the previous BETA survey in 1999, reflected in the massive growth of dressage.

The so-called 'Olympic effect' also gives cause for optimism. While this is expected to be especially heightened by London 2012, there's no doubt that many an aspiring international rider will have been spurred on by the Olympic equestrian events in Hong Kong.

Yes, there's a big market out there – and Trailblazers could be the key to getting your share. Read on to find out how to get involved...

# HOW TRAILBLAZERS WORKS

Trailblazers' three disciplines are:

- Show jumping with 75cm, 85cm, 95cm and 1.05m height classes for juniors and seniors.
- Dressage at preliminary, novice and elementary levels for juniors and seniors.
- Showing with in-hand and ridden classes for all ages and types.

Under Trailblazers' competition structure, each discipline has First Rounds which qualify competitors for Second Rounds that culminate in a Championship Final at Stoneleigh Park.

Approved, participating centres may run as many First Rounds in each discipline as they wish, followed by one Second Round per discipline. Second Round dates are allocated to avoid geographical clashes. Centres may choose to run competitions in any one or all the disciplines.

There are no affiliation fees or levies payable to Trailblazers and entry fees can be set at show centres' discretion. The cost to centres is a one-off joining fee of £100.

Each centre pays £200 per discipline, per annual series in return for 50 Qualification Cards at £4 each. When competitors qualify from First Rounds, they are given the option to progress to Second Rounds by purchasing Qualification Cards from the relevant centre at £12 each – giving centres an £8 or 200% profit per card! Further Qualification Cards can be purchased on request.

There are no registration fees for horses/ponies and competitors, and membership is not a requirement of entry into First Rounds. However, centres are urged to encourage all competitors in First Rounds to register with Trailblazers. In return, competitors each receive a membership card and unique membership number. They will also be posted the free, quarterly Trailblazers magazine.

Trailblazers aims to create a professionally run competition circuit as opposed to rivalry between centres. For this reason, newly approved centres undergo a 12-month probationary period to ensure they can work well with existing centres; for instance by agreeing mutually advantageous show dates.

The Trailblazers national series of First and Second Rounds is sponsored by South Essex Insurance Brokers and the Championship Finals are backed by Spillers.



# APPLICATION FORM



Contact Name: .....

Equestrian Centre Name: .....

Address: .....

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Post Code: .....

Tel: .....

Mobile: .....

Email: .....

Website: .....

Please indicate with a tick which of the following facilities your equestrian centre offers:

Indoor School – Quantity .....

Dimensions .....

Outdoor School – Quantity .....

Dimensions .....

Catering Facilities

Toilet Facilities

Hard Standing Lorry Park

Please indicate with a tick which of the following disciplines you would be interested in offering:

Dressage

Show Jumping

Showing

Your postal address and contact details may be used by Trailblazers and other selected companies to contact you with details of events, products or services. Please tick the box if you do not wish to be contacted.

Please return to: Trailblazers Championships Ltd c/o EMC, Stockeld Park, Wetherby, West Yorkshire, LS22 4AW

