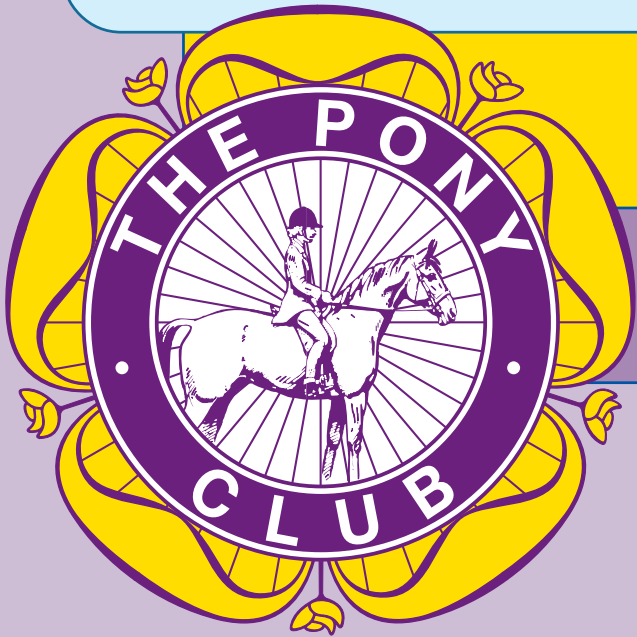


THE PONY CLUB CHAMPIONSHIPS

Draycott House, Derbyshire
August 13-16th 2011

MEDIA GUIDE



The Worlds Largest Association of Young Riders

THE PONY CLUB

ABOUT US



What is The Pony Club?

The Pony Club is an international voluntary youth organisation for young people interested horse care and riding.

Founded in England in 1929, and granted independent charitable status on 1st January 1997, there are around 345 Branches and 600 Centres in the UK alone.

Who can join The Pony Club?

You do not have to own a horse or pony to join The Pony Club!

If you own a horse or pony, you can join a Pony Club **Branch**

If you don't own a horse or pony, you can join a Pony Club **Centre**

The Pony Club is represented in 18 countries with a worldwide membership exceeding 110,477, making it the **largest association of young riders in the world.**



The Pony Club Championships

The Championships host the annual finals for Intermediate and Open level Pony Club Members across five of the major disciplines, including Dressage and Dressage to Music, Showjumping, Eventing, Mounted Games and Polocrosse. Other competitions being held include the final of the Horse and Pony Care Competition, Centre Equitation Competition and Musical Ride

For many, reaching The Pony Club Championships is a realised dream!



An astonishing number of equine athletes, both past and present, started their careers in The Pony Club – ***the entire 2008 Olympic Bronze medal winning Eventing team and more recently the 2010 gold medal winning World Equestrian Games team of Mary King, William Fox-Pitt, Nicola Wilson and Tina Cook were all former Members!!***

Objectives:

to encourage young people to ride and to learn to enjoy all kinds of sport connected with horses and riding

to give instruction in riding and horsemastership and to educate Members to look after and to take proper care of their animal

to promote the highest ideals of sportsmanship, citizenship and loyalty to create strength of character and self-discipline

THE PONY CLUB CHAMPIONSHIPS

WHATS ON IN 2011

Eventing

Eventing, also known as Horse Trials, is a competition involving all round riding skills. Three disciplines make up the sport of Eventing.

Dressage: Riders complete a pattern of movements laid out in a Dressage Test. A judge marks the test and gives a score at the end. In Eventing, the lower the Dressage score, the better the test.

Show Jumping: Competitors negotiate a course of Show Jumps and any knock-downs or refusals are added to their Dressage score.

Cross Country: Competitors canter round a course of solid jumps through fields, woods and water. The aim is to complete the course without having any refusals or adding any more faults onto your Dressage score.

Watch Eventing at The Championships:

Monday 15th: Open Eventing Dressage, Show Jumping & Cross Country

Tuesday 16th: Intermediate Eventing Dressage, Show Jumping & Cross Country



Show Jumping

Show Jumping courses are made up of coloured fences which can be easily knocked down. Competitors will get faults if they knock a fence down, stop at a fence (refuse) or run around a fence (run out).

If competitors jump a clear round, they go through to the "jump-off", which is a shortened course to be jumped as fast, and carefully, as possible as it is timed.

The winner is the horse and rider with the least faults and the fastest time in the "jump-off"

Watch Show Jumping at The Championships:

Saturday 13th: Open Individual Show Jumping

Sunday 14th: Open Team Show Jumping & Intermediate Individual Show Jumping

Monday 15th: Intermediate Team Show Jumping



THE PONY CLUB CHAMPIONSHIPS

WHATS ON IN 2011



Dressage & Dressage to Music

Dressage is about showing the judge that you can get your pony to do what you want him to do, when you want him to do it. Riders follow a set of instructions called a 'Dressage Test' and a judge marks them on each movement of the test. At the end of the test the marks are added up and the winner is the horse and rider with the highest score.

Dressage To Music is great fun to watch, as riders battle it out to put on their best show for the audience! It is marked on two main factors.

- Firstly, riding for the same sort of things you get marked on in a ordinary Dressage Test
- Second, your choice of music! Music choice is important, and riders must keep their horse in time with the music, and their horse should move at about the same pace as the music

Watch Dressage at The Championships:

Saturday 13th: Open Dressage

Sunday 14th: Intermediate Dressage & Dressage to Music

Monday 15th: Dressage to Music



Mounted Games Fun, Fast & Fantastic!!

If you like Gymkhana Games and generally having lots of fun then you will love watching Pony Club Mounted Games. Teams compete against each other in lots of fun and imaginative games such as bending, sack and five flag.

Juniors: Under 11 on 1st January

Seniors: Under 15 on 1st January

**Watch Mounted Games at
The Championships:**

Sunday 14th: Junior Mounted Games

Monday 15th: Intermediate Mounted Games

Tuesday 16th: Senior Mounted Games

THE PONY CLUB CHAMPIONSHIPS

WHATS ON IN 2011



THE 2011 POLOCROSSE WORLD CUP

Hot on the heels from the Polocrosse World Cup, held 8-17th July at Onley Grounds EC, Warwickshire, Pony Club players will be showing just why they were picked for the Polocrosse World Cup International Pony Club Polocrosse competition, between the UK, Northern Ireland and the USA.

The Pony Club also produced the majority of the UK World Cup team, who competed against the eight polocrosse nations of UK, Ireland, Australia, New Zealand, South Africa, USA, Zambia and Zimbabwe.



Polocrosse

Polocrosse is a team game where the ball is passed from player to player with a stick with a net on the end. You have to use the sticks to pass the ball and to get it in the goal.

Matches are placed between two teams with three players in each team. Each game is divided into short parts called *chukkas*. The more experienced you are, the more chukkas there are in a game.

In a Championship, there are usually six players in each team, which is made up of one Junior team and one Senior team. Only three players from each team play at a time, so the other three ponies can rest.

Watch Polocrosse at The Championships on Saturday 13th and Sunday 14th.

NEW FOR 2011

Make sure you find time to check out the Musical Ride Competition!!

Members in teams of 8-12 riders battle it out to specially choreographed music, whilst carrying out ridden movements and wearing their incredible costumes!



THE PONY CLUB CHAMPIONSHIPS

MEDIA OPPORTUNITIES

Regional & National Media: Whether you're in TV, Radio or Print we can help you highlight your local Pony Club Members taking part, and track their exciting progress throughout all the disciplines over four days. We can arrange interviews, results, images and any copy for you.

Our Members: We can let you know about up and coming stars taking part at The Championships. The overwhelming majority of leading international riders both past and present spent their formative years in The Pony Club – *the entire 2008 Olympic Bronze medal winning Eventing team and more recently the 2010 gold medal winning World Equestrian Games team of were all former Members* and now the next generation are here and taking part in, and from, your area of the country!

Results

Want the latest results in your inbox, as soon as they become available? No problem, just let us know what you need and by when and it will all be arranged.

Copy

Need background on the event, a competitor interview or just on a deadline? Copy can be prepared for you highlighting any Members you wish to cover.

Images

With two official photographers' onsite, as well as competitor photographers, we are passionate about catching every inch of action and getting it over to you in high resolution. If images are needed for a deadline this can be arranged, **copyright free**, and emailed direct to your picture desk.

Media Accreditation

We would love you to come and join us at The Championships! If you would like to attend please contact Clare Walkeden: media@pcuk.org or 02476698310 or click [HERE](#) for Accreditation.

Follow Us

For all the latest results, news and images follow our Championships through:

www.pcuk.org

www.twitter.com/ThePonyClub

www.facebook.com - The Pony Club



THE PONY CLUB CHAMPIONSHIPS

SPONSORSHIP & ADVERTISING

Why Advertise & Sponsor?

- Over 1800 Competitors take part in The Championships across four days
- Every competitor has at least two people with them.
- The Championships requires the manpower of over 600 volunteers

Thats a total audience of at least 6000 people!!

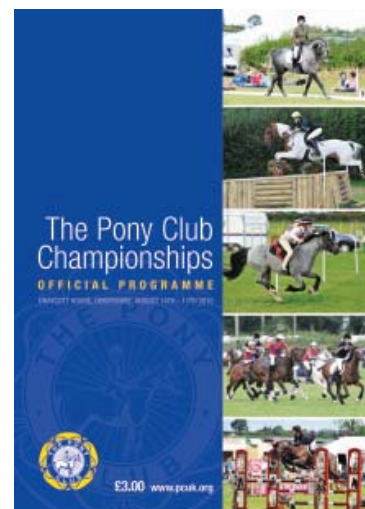
The event generates substantial local income as volunteers and competitors base themselves around the event for its duration using local B&B's, hotels, entertainment & food outlets throughout the week.

Advertising

2000 copies of the Championships Programme are produced in A5 full colour with one copy given free of charge to every competitor (over 1800), officials, volunteers as well as sold copies to spectators and the public.

Advertising space is handled by Greenshires Publishing:

**Tracey Crisp 0116 2022729 / tracey.crisp@greenshirespublishing.com
or Victoria Simmonds 0116 2022730 /
victoria.simmonds@greenshirespublishing.com**



XC Fence Sponsorship

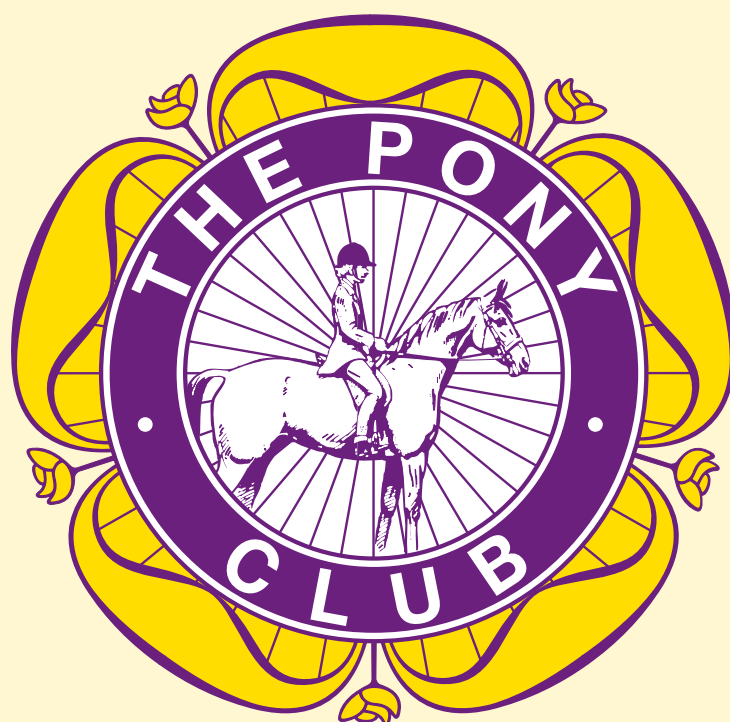
There are opportunities to sponsor a fence on the well built cross country course used for the Eventing competition. The fences will be viewed by competitors, spectators and press photographers.

Package includes all days on which the cross country course is in use and comprises the following:

- A designated sign, erected adjacent to the fence displaying the fence name (incorporating your company name) and your company logo. Companies with existing boarding are also welcome to utilize this.
- The fence will be named after your company and will be referred to in this way on the commentary.
- The Commentator will be provided with comprehensive notes to use when referring to your designated fence
- An acknowledgement of your company, as a fence sponsor, in the programme.
- Two complimentary lunch vouchers valid for the cross country days.
- Access to a tour of the cross country course in a courtesy driven vehicle

**Fence Sponsorship - £275 + vat
Contact media@pcuk.org or 02476 698310 for fences available**

There is just so much going on,
so why not come and join us!



Visit: www.pcuk.org

For full details of timetabling, directions and general information

The Pony Club, Stoneleigh Park, Kenilworth, Warks CV8 2RW
Tel: 02476 698300 Fax: 02476 696919 Email: enquiries@pcuk.org

Registered Charity No: 1050146 | Incorporated as a Company Limited By Guarantee
Registered in England No: 3072475