



WORLD BITLESS HORSE DAY

worldbitlessassociation.org

**September
7th
2019**

World Bitless Horse Day

Go Better Bitless!



Support & information for those intending to take part in WBHD.

Dear WBHD event organiser,

We are delighted that you intend to take part in WBHD. Please find below ideas on how to promote your event and helpful points to ensure that your day is successful.

We will promise to promote your event on our website calendar providing you ensure all details of your event are registered with us by the 1st August 2019, we suggest you submit details *well before this deadline*.

After the 1st August we cannot guarantee that late events will feature on the website due to work load pressures.

We suggest that you link to our Facebook group *WBHD Go Better Bitless?* To be able to connect with other event organisers and individuals from around the world who are also organising WBHD events or want to attend an organised event.

All events must be registered with the World Bitless Association using the registration form and adequate permissions, safety provision, risk assessments and insurances must be in place.

We have attached a logo which you can use on all advertising, merchandise, event documents and flyers. The World Bitless Association is promoting this day as a global awareness day and whilst we will promote and support opportunities to *Go Better Bitless* we cannot endorse individual events. All those taking part are considered to be 'global participants' of WBHD.

Good ideas to help build local interest:-

- Contact local horse groups/clubs/ centres and societies and tell them about your event, where, when and what they can expect.
- Organise a local Facebook group to support your event and to promote interest - we suggest that the name of the Facebook group relates to your area for example:-
World Bitless Horse day - Brockton MA USA
or WBHD - Cambridge UK
- Use social media such as Twitter, Snapchat etc. to promote what you are doing.



- Contact local suppliers [of equestrian goods and services] who might help advertise or support your event with sponsorship or reciprocal advertising.
- Contact local Horse Trainers/ Coaches, Veterinary Surgeons and other equine professionals if you feel your event would appeal to them.
- Contact local radio, TV and newspapers about your event and why you are getting involved. WBA can supply quotes/press statements if requests are made for an official comment from the World Bitless Association. Please contact us on Facebook or at admin@worldbitlessassociation.org
- Share your group link or event with larger horse groups
- **Share to the World Bitless Horse Day Facebook group!**
<https://www.facebook.com/groups/293893964817544/>
- **Share to the World Bitless Horse Day Event Page:**
<https://www.facebook.com/events/290663398272011/>

Organisation Tips:

Let people know in advance if they are participating with horses. Tell them about the facilities you have prepared for horses, any costs involved etc. Horses participating should have safe rest areas, access to forage, water and shade at all times.

Tell people about the safety considerations you have in place for arrival duration and departure with horses.

If you can provide safe grazing for rest periods for horses – please do offer that option. Tell people you have secure and safe monitoring of horses during the event and ensure that you have designated people to patrol the event.

Whether it's a horse or 'human participators only' event please ensure that you have allowed provision for Wee and Tea breaks! And have adequate parking. State if you accept pets on leads / no dogs allowed/ No dogs to be left in hot cars etc. List the facilities you have, or any limitations regarding these, such as refreshments, access for the disabled, wheelchair access, suitability for young children.

Ensure that if it's a paid event that you take your payments in good time and ensure that any payments for hire of facilities, trainers etc., are paid in a timely manner. Please remember that as our ambassadors you are representing the high standards of the World Bitless Association.



Promote your event as *friendly and open to all* equestrians interested in whether their horse can *Go Better Bitless*, whether they are currently bitten or using a bitless bridle – how they can train and ride with empathy to improve their horse-human relationship.

Give out a list of do's and don'ts prior to arrival to all participants, so that everyone knows in advance what to expect and what is expected of them.

Tell them if they should clean up after their horses, take rubbish home and mention any 'no go areas' for public, etc.

Take lots of photos and video footage of your event and pass these to the WBA for follow up promotion – for other people around the world who would love to know what other Bitless Ambassadors did!

- **The best pictures will be entered into the WBA Hall of Fame**
- **The top three winning pictures & events will receive a Trophy & Certificate announcing their world achievement in helping horses and humans to Go Better Bitless!**

If you need any further help or assistance in promoting your event please contact the team at WBA who will be more than happy to help you.

We are super excited to see all the events planned around the world and look forward to your participation in the World Bitless Horse Day and thank you in advance for helping more people to see if its possible for them to Go Better Bitless!

Please remember that the World Bitless Horse Association needs members – please encourage people to join the WBA!

Tell your participators that the WBA focuses on horse welfare

WBA promotes evidence based kinder horse training

WBA represents all bitless bridle users.

WBA petitions for bridle equality for the horse and rider!

Join WBA for just £15 PER YEAR
(currency equivalent to your country)

www.worldbitlessassociation.org
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