

Thoroughbred Sport Horse Association

Creating A Career Beyond Racing



Sponsorship Proposal



Who Are We?

The **Thoroughbred Sport Horse Association (TSHA)** was established to promote, advance, encourage and coordinate the thoroughbred sport horse industry, creating more second careers and more demand for racehorses.

Working in conjunction with Equestrian Show Coordinators in city, regional and country areas of Australia, we are initiating a series of thoroughbred only competitions in equestrian disciplines such as showjumping, hacking, eventing, dressage, polo, campdrafting and potentially much more in the future.

Despite 2020 being impacted quite severely in some states by the COVID pandemic, the TSHA had classes at a total 24 shows – 13 in NSW, 5 in QLD and 6 in SA - with over 900 rounds jumped in the thoroughbred only classes and a growing number of showing/hacking classes. The number of shows offering TSHA classes has more than doubled from 11 shows in 2019 to 24 shows in 2020 and the total number of licenced horses has grown from 429 to 709 licences.

In 2021 we already have a calendar of 52 shows planned with more to be added throughout the year.

Initiating thoroughbred only classes with dedicated prize money creates demand and a reason for the market to want to purchase a thoroughbred. Similar to the racing industry, equestrian competitors and owners dream of success and will spend whatever it takes in the hope of winning prizemoney.

By creating a competition destination, the **TSHA classes boost the number of thoroughbreds being re-trained and re-homed.**

Objectives:

TSHA's main objectives are:

- To create a market for thoroughbreds in the Equestrian Industry by initiating dedicated thoroughbred classes in a wide range of disciplines thereby increasing the number of re-purposed horses.
- **Secure funding from various sectors of the Racing, Breeding and Equestrian Industries to support prizemoney** for these classes.
- Provide a way to track retired horses through our licencing system
- Complement and enhance the current welfare programs of industry bodies and trainers by providing a lifetime purpose beyond racing
- Create public awareness of these successful welfare strategies
- Bring the racing and sport horse worlds closer together and create a cross pollination of resources through great people and horses

We aim to be a National body for the advancement of life after racing.

Life Beyond Racing can be just as rewarding

CONTACT US

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BREEDING - Breeders are mindful of each bloodline in attempting to produce a racehorse with a combination of the talents of each parent.

BIRTH

11.5 months gestation and weaned between 4 – 6 months.

YEARLING SALES

Taught to ground handle, generally sold at yearling sales and off to pre training.

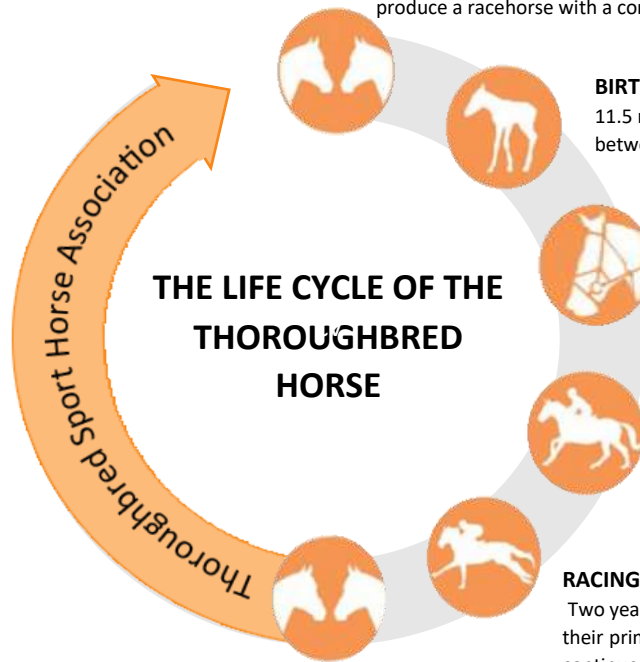
TRAINING

Horses progress from short pre training preparations and spells before embarking on a full training regime.

RACING CAREER

Two year olds are ready to race. Horses are in their prime as three and four year olds, many continue to race on to seven years and older

THE LIFE CYCLE OF THE THOROUGHBRED HORSE



RETIREMENT / RETRAINING / NEW CAREER

Given a thoroughbred's natural talent for agility and speed, retired racehorse can be retrained to excel in various new careers such as pleasure riding, showjumping, hacking, eventing, polo and dressage. Thoroughbreds can live as long as 25 years and older. **TSHA is here to provide a second competition destination for retired thoroughbreds in the longest stage of their lives.**

**The Life Cycle of the Thoroughbred Horse
And the Role of the TSHA**

Most thoroughbreds are still relatively young when they finish racing and therefore have many more years left to pursue a second career in the sport horse industry.

This is why it is so important to create a competition destination for retired racehorses and why the **TSHA is in it for the long haul to achieve this outcome for as many thoroughbreds as possible.** We aim to have on-going competitions in each state focussing on city, regional and country areas.

TSHA competitions will fill the gap between racing and retirement



Little White Cloud (AKA Lloyd) & Katelyn Mallyon
Making the transition together from racing to show jumping

History Of Thoroughbred Showjumpers

In the 1970's, 80's and early 90's, most of our show jumping international representative horses were thoroughbreds. In the late 90's, a structured "Young Horse" series was created to further the careers of the warmblood horses.

Consequently, there was a big swing away from the thoroughbreds. As you can see from the data attached (Appendix A), the number of thoroughbreds representing Australia in international competition dwindled and has now disappeared.

With your help, TSHA want to turn this around

We have a plan to produce quality jumping horses by starting height classes at 90cm to 1.20m in the first years and gradually adding higher heights as well as branching out in to other disciplines.

The dates have also been set for the **2022 TSHA Australian Titles** which will celebrate the diversity of the Thoroughbred incorporating the disciplines of showjumping, Hacking/Showing, Dressage and All-rounder, Trail and Pleasure Hack classes in 2022.

More events such as Arena Eventing, Polo, Campdrafting and Welfare and Assistance Horses will be added from 2023

Although beginning at 'grass roots' level, we definitely need the higher heights as well. The higher heights create a taller pyramid and larger base and will therefore attract a greater number of horses. The media will also be naturally attracted to the pinnacle of the sport.

We are very mindful to make sure the thoroughbreds are treated with the same competition respect as other breeds.

In addition to riders, we are also trying to encourage owners to have thoroughbreds. **The dedicated prizemoney on the TSHA classes are a great way to encourage more owners** as well as riders.

We want to put thoroughbreds back on a level playing field with other sport horses and have riders and owners once again dream of representing Australia at the Olympics or World Championships on a retired racehorse.



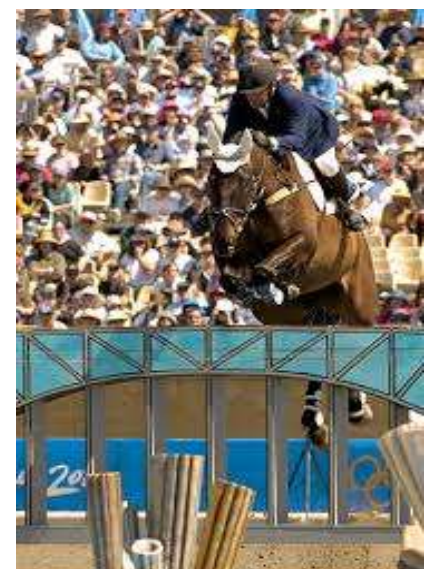
'Odds On' & MichellLang-McMahon at *WEG 1994 The Hague



'Slinky' & Rod Brown Seoul 1988 Olympics



'November Rain' & Deon Williams, *WEG 1998 Rome



'LL Zazu' & Jamie Coman Sydney Olympics 2000



Business Model:

As the History Of Thoroughbreds Showjumpers demonstrates, the versatility of the thoroughbred is amazing – no other breed is as intelligent or athletic. Through the TSHA, we want to make thoroughbreds the mount of choice and put them back in to international competition.

We have modelled our competitions on the Thoroughbred Incentive Program (TIP) in the USA and are aiming to emulate their achievements with the backing and support of the racing, breeding and equestrian industries.

Sponsorship & Prizemoney

Sponsorship money will go directly to prizemoney, trophy rugs and sashes.

Each state has separate events on the calendar (*see Appendix B*). Your sponsorship funds will only be used at shows in the State/s of your choice.

Running a stand-alone show involves a great deal of expense such as venue hire, insurance, etc. Initial TSHA competitions will be included in existing shows to minimise these substantial costs.

Sponsorship funds will be utilised for:

- Prize Money 1st to 6th in each class
- Trophies/ribbons/rugs for class winners and placegetters
- Percentage to the show organisers for running TSHA classes (up to 20% on top of prizemoney)
- Any advertising, signage or equipment such as Showjumping fences requested.

Licence fees & Expenses

Licence fees will cover the administration costs of the TSHA

Every horse will be required to pay an annual licence fee of \$55 to enable them to compete in the classes run by TSHA.

All thoroughbreds registered with the Australian Thoroughbred Studbook and bred for the purposes of racing, including those who have not trialed or raced, are eligible to obtain a TSHA licence.

The licence fees collected by the TSHA will cover administration and ancillary expenses associated with:

- Licencing of horses
- Formation and maintenance of database of licenced horses
- Liaison with show organisers to run TSHA classes
- Organise and distribute sponsorship monies, rugs, ribbons, etc
- Results distribution to website and social media

The yearly licence is also a **great way for the sport horse industry to contribute back to the thoroughbreds**



TSHA Australian Titles 25th - 27th March 2022

The TSHA is a National Body and aims to hold the inaugural TSHA Australian Titles in 2022 which will showcase the disciplines of Showjumping, Hacking/Showing, Dressage and All-rounder, Trail and Pleasure classes.

A State Teams Competition in Showjumping will be held and Individual Australian Title winners will also be decided. The 2022 Titles will be the catalyst for establishing Australian Thoroughbred Records for the 6 Bar and the Puissance which will have a guaranteed purse of \$20,000.

The TSHA will keep an honour roll of Australian Thoroughbred Sport Horse Title winners for each class and hope to include these awards in one of the Thoroughbred Industry Awards nights.

More events such as Arena Eventing, Polo, Campdrafting and Welfare and Assistance Horses will be added from 2023 onwards.

It is hoped that each State's Racing Body will sponsor their relevant team in this exciting initiative.

We are not affiliated with any one State and therefore are in the perfect position to run the Australian Titles

The Titles will celebrate the diversity of the thoroughbred at Stonewall Equestrian, a world class, spectator-friendly venue where the public can witness first-hand the successful welfare programs of industry bodies and the strategies in place to provide ex-racehorses with a lifetime purpose.

Your consideration to assist with funding to support the welfare of racehorses and prizemoney for our initiative is greatly appreciated.

Please see overleaf for sponsorship packages available

We look forward to having you join us.



Sponsorship Packages:

CLASS SPONSORSHIP

From \$200 up to \$1,000

+ Trophy rug with sponsor name \$200 per rug

SHOW SPONSORSHIP

4 classes in total

From \$1,500 to \$10,000

(Amounts dependant on the shows)

+ Trophy rug with sponsor name \$200 per rug

TOUR SPONSORSHIP

4 of the same classes
across a range of shows
throughout the year

From Slipper to Group 1

(Amounts dependant on the shows)

+ Trophy rug with sponsor name \$200 per rug

3 YEAR SHOW SPONSORSHIP

Sponsor the same show

For 3 years

Amounts as for Show Sponsorship

(Amounts dependant on the shows)

+ Trophy rug with sponsor name \$200 per rug

TSHA runs classes from 90cm

(our Slipper class)

*For those horses just starting their
jumping careers*

*Prizemoney amounts start at the
Slipper Class and increases in line with
the height of the jumps*

TSHA Classes to 1.20m Classes

(our Group 1 class)

*For the highest jumping
thoroughbreds*

*These classes attract the most prizemoney.
Higher heights and increased
prizemoney will be added in future*

PERSONALISED JUMPS

You can also elect to have one or
more personalised jumps made
with your business name and logo.

*Only available in conjunction with Class, Show, Tour
or 3 Year Sponsorship*

Jumps start from \$3,000

INDIVIDUALLY TAILORED PACKAGES

If there is a special show that you have in
mind or a special amount we can tailor the
sponsorship

SKY IS THE LIMIT SPONSORSHIP

If you are thinking bigger numbers than
we have written down, don't be shy to let
us know. We will be over the moon with
excitement and gratitude!

HELP FROM THE HEART SPONSORSHIP

TSHA knows how hard it is to make a few
bucks so if you only have a small amount,
we can put together a bunch of like-
minded people and have multiple
sponsors for one show. Our appreciation
level for your commitment is the same!

What's in it for you?



We will actively promote those who join with TSHA to create a market and a demand for horses off the track. We want to **promote the ethical industry professionals who care holistically about race horses**, endorsing them and their businesses with the following measures:

- Branded trophy rugs
- Logo on programs
- Brand mention at event via PA announcements
- Social media sharing of results, photos, videos and stories through our Facebook & Instagram pages.
- Website updated after every show with photos and results.
- Our “Supporters Beyond Racing” page on our web site (linked back to your web site) will actively promote all sponsors
- Editorial for every sponsor published to our “Supporters Beyond Racing” page
- Create public awareness of the successful retraining and rehoming of racehorses and the suitability of thoroughbreds for non-racing careers.
- Promotion of your current welfare programs thereby further increasing the footprint of positivity for the racing industry
- Public awareness of the efforts to rehome and re-train racehorses for their second career is very transparent and accessible as most events are held at public showgrounds and arenas
- Cross pollination of people providing the racing industry with additional staff and resources
- Sponsoring Thoroughbred Classes reaches out to the competitors in the classes themselves, the other competitors, their teams of helpers, parents and friends, organisers and everyone that reads the program and attends the show.
- Free advertising for your off the track horses. Please note, advertised horses must be sound and of reasonable behaviour.

**TSHA is driven by people who love horses, especially thoroughbreds.
We are here for the passion and to make it work.**



The best return on your money is the knowledge in your heart that you have done the right thing in creating more opportunities for thoroughbreds to excel outside their racing career.



We would love to have you join us and a growing number of racing and equestrian industry professionals

‘Creating a Career Beyond Racing’

Directors & Founders

Krissy Harris
Heath Harris

Committee

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Katelyn Mallyon
Nicole Poetsch
Linda Vojkovic – web design

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APPENDIX A

The data below shows the Australian Thoroughbred representing our country in the top 3 International Showjumping competitions for the last 24 years.

From 1994 to 2006 thoroughbreds outnumbered the other breeds 18 to 13.

From 2007 to 2018 there have been no thoroughbreds representing our country at either a World Cup Final, World Championships or Olympic Games.

Date	Showjumping Competition	Australian Representatives	Thoroughbred	Other Breeds
1994	World Equestrian Games – The Hague	Team of 4	2	2
1996	Olympics – Atlanta	Team of 4	1	3
1996	World Cup Final Geneva	Individuals	2	0
1997	World Cup Final Goteborg	Individuals	2	0
1998	World Cup Final Helsinki	Individual	1	0
1998	World Equestrian Games Rome	Team of 3	3	0
2000	Olympics – Sydney	Team of 4	3	1
2000	World Cup Final	Individual	0	1
2002	World Equestrian Games Jerez	Team of 3	1	2
2003	World Cup Final Las Vegas	Individual	1	0
2004	World Cup Final Milan	Individual	0	1
2004	Olympics Athens	Individual	0	1
2006	World Equestrian Games Aachen	Team of 4	2	2
		TOTALS:	18	13
2007 - 2018	World Championships World Cup Final Olympic Games		No Thoroughbreds	

Data sources: Equestrian Australia Olympic Games Record. Equestrian Australia World Equestrian Games Record. FEI World Cup Record

APPENDIX B – Calendar of Events 2021 (subject to COVID-19 restrictions)

DATE	SHOW	STATE	SPONSOR
23 Jan	Hawkesbury Summer Show (Hacking), Clarendon	NSW	Thoroughbred Sport Horse Ass
24 Jan	Toowoomba - Australia Day Competition	QLD	Peachester Lodge
13 Feb	Waratah World Cup - SIEC Horsley Park	NSW	HRSCo & Stonewall Equestrian
19-20 Feb	Stonewall Equestrian - Mangrove Mountain	NSW	
19-21 Feb	Gundagai Ag Show - Showjumping section	NSW	HRSCo
21 Feb	Northern Districts Showjump Club - Mt Pleasant	SA	
26-28 Feb	Tamworth Indoor Show - AELEC	NSW	Robrick Lodge
5-7 March	Mudgee Ag Show - Mudgee Showground	NSW	
13-14 March	Mallala SJC - John Brice Memorial	SA	
20-21 March	Warwick Ag Show	QLD	Shugg Group
27-28 March	* Adelaide Hills Showjumping Club - Murray Bridge Showgrounds	SA	
2 April	Darling Downs Easter Show Jumping Championships	QLD	
2-5 April	Mount Gamier Easter Showjumping Festival	SA	
9-11 April	* SA State Showjumping Championships	SA	
16-18 April	Gunnedah Ag Show	NSW	Thoroughbred Sport Horse Ass
TBC April	Equestrian Gold Coast Club - April competition	QLD	
30 Apr-2 May	Hunter Region Championships	NSW	
3 May	Taroom Agricultural Show	QLD	
6-8 May	* Roma Agricultural Show	QLD	
23-25 May	* Hawkesbury Ag Show (Showjumping) - Clarendon	NSW	
23-25 May	* Hawkesbury Ag Show (Hacking) Clarendon	NSW	
11-13 June	* Nambour Grand SJ - Nambour	QLD	
TBC June	Equestrian Gold Coast Club - June Competition	QLD	
17-20 June	* Gatton World Cup	QLD	
25-27 June	* Caboolture Festival of Jumping - Caboolture World Cup	QLD	
8-11 July	Tamworth Winter SJC - AELEC	NSW	
31 July-1 Aug	Mallala SJC	SA	
14-15 Aug	NDSJC Guley Cup Show at Mallala	SA	
20-22 Aug	Waratah Warm Up Show - SIEC	NSW	
TBC Aug	Penrith Winter Show (Hacking)	NSW	
26-29 Aug	Waratah World Cup - SIEC	NSW	
27-29 Aug	* Gawler Show - Gawler	SA	
TBC Aug	Hawkesbury Winter Show (Hacking)	NSW	

DATE	SHOW	STATE	SPONSOR
17-19 Sept	* Indoor Jumping Championships - Caboolture	SA	
18-19 Sept	Mallala Indoor Championships	SA	
3-5 Sept	SJC Spring Champs - Clarendon	NSW	
TBC Sept	* Dubbo Eventing & Show Jumping Association	NSW	
TBC Oct	* Glen Innes Spring SJ - Glen Innes Showground	NSW	
3-4 Oct	Kingston (SE) Ag Show	SA	
7-10 Oct	Tamworth World Cup - AELEC	NSW	Robrick Stud
16-17 Oct	* Naracoota Ag Show	SA	
21-23 Oct	Mount Gambier Ag Show	SA	
TBC	Hawkesbury Spring Show (Hacking) - Clarendon	NSW	
TBC	* NSW State Titles SJ	NSW	
TBC	* Moruya Riding Club, Spring Show Jumping Weekend	NSW	
TBC	* Penrith Spring Show (Hacking)	NSW	
6-7 Nov	Hunter Spring Showjumping Championships - Maitland	NSW	
TBC	* Laprina Showjumping Premiere	QLD	
TBC	* Toowoomba Jump Club November Carnival	QLD	
26-28 Nov	Stonewall Showjumping - Mangrove Mountain	NSW	Gai Waterhouse & Adrian Bott Cooper Racing
3-5 Dec	Sydney JC Champs - Clarendon	NSW	Blake Ryan Racing
9-12 Dec	JNSW Summer Show - SIEC	NSW	Blake Ryan Racing

* Shows still to be confirmed

TSHA AUSTRALIAN TITLES 2022

25th - 27th March at Stonewall Equestrian

The Titles will celebrate the diversity of the Thoroughbred incorporating the disciplines of showjumping, Hacking/Showing, Dressage and All-rounder, Trail and Pleasure Hack classes in 2022.

There will be a State Teams Competition in Showjumping and Individual Australian Title Winners will also be decided. The 2022 Titles will be the catalyst for establishing Australian Thoroughbred Records for the 6 Bar and the inaugural Puissance which will have a guaranteed purse of \$20,000

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