

# HORSE EVENTS



## Online Rallies with Horse-Events

Safe, Secure and FREE to the organiser

Giving organisers complete flexibility



# Pony Club Rallies

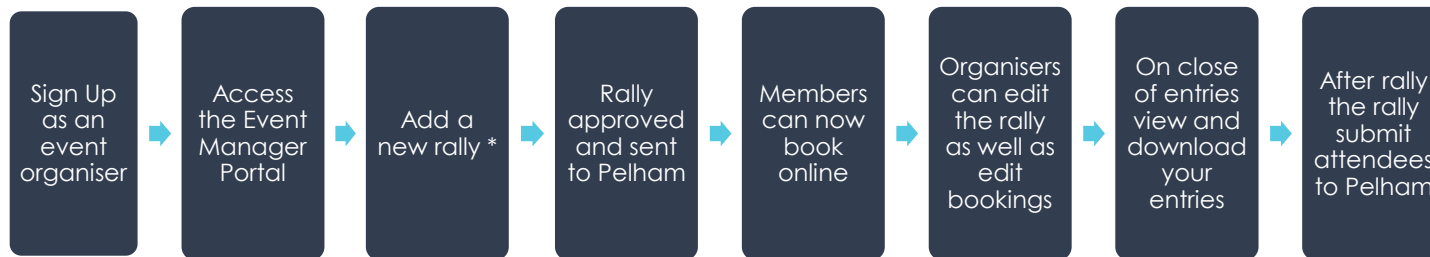


- ✓ The New Horse-Events website has a **specific area for pony club rallies**.
- ✓ Each branch and Area can be searched to ensure each rally is easily accessed by the entrant.
- ✓ The System **verifies PC membership numbers**, stores horse and rider details and transfer data straight into the Pony Club Pelham database. This make it **very easy for members to enter and organisers to manage**.
- ✓ Choose to **add your own rallies** or for the Horse Events team to add them.
- ✓ Organisers can Edit & access the rally, view and download bookings as well as edit and cancel individual bookings.
- ✓ **Dedicated support** for sign up and continued support thereafter
- ✓ **Easy Accounting** for treasurers and quick **automated refunds** for members.
- ✓ Its **FREE** for pony clubs to use, we charge a nominal booking fee to the member when booking online

The Horse-Events website is designed to **ensure life is made easy for the organiser offering a complete booking service**. This means that voluntary organisers & treasurers can spend more time running their events, taking the pressure off chasing payments and organising entries.



# How to add your rallies



\*Organisers can choose to add their own rallies or ask Horse-Events to add rallies for them  
Existing rallies can be cloned to speed up the creation of duplicate rallies

Rider & Horse details saved to allow members to enter quickly

Apple & Google pay enabled for quick checkout

Easy event manager platform to edit & cancel bookings

Quick & Automated refunds for customers



# How Much Does it Cost? – It's FREE for the Pony Club

A small booking fees is added to the entry fee.

We are different to other providers Horses-Events pays for **ALL** the card and Merchant fees related to a transaction, so **NO** Stripe/Paypal or transfer fees are deducted or paid for by the Pony club.

This means the full entry fee is transferred, which helps the organiser to keep their entry fees as low as possible.

## Rally Booking fee options:

Booking fees can either be charged (1) per individual ticket booked or (2) Per rally booked, the booking fee option is decided by the organiser when creating a rally. (Only one option can be used per rally)

Examples are shown below

### Charged per individual ticket,

Single level rallies with individual booking onto each rally.

- Keeps booking fees cheaper for all entrants.

### Charged per rally fee

All day rally with lots of levels for different children enter.

This works well when multiple siblings are booking onto the same rally.

- 1 Booking fee for all bookings on the same rally reducing the cost for multiple entries.

| Cost of Ticket  | (1) Booking fee Per Individual Ticket (£) | (2) Booking fee Per Rally (£) |
|-----------------|---|-------------------------------|
| £0 (Free rally) | Free                                      | Free                          |
| Up to £10       | 0.80p                                     | 1.25                          |
| Up to £20       | 1   | 1.50                          |
| Up to £50       | 1.45                                      | 1.75                          |
| Up to £75       | 1.75                                      | Charged per ticket only       |
| Up to £100      | 2   | Charged per ticket only       |
| Up to £150      | 2.75                                      | Charged per ticket only       |
| Up to £200      | 4   | Charged per ticket only       |
| Up to £300      | 6   | Charged per ticket only       |
| Up to £400      | 8   | Charged per ticket only       |



# Benefits and Features



## Rally Organisers

- Easy to add new rallies & clone existing ones
- Edit a rally examples include cancel – add spaces – close - postpone
- Edit a Booking for a rally

## Customers

- Details saved for horse and rider to make entering easy
- Easy search and find function to enter as many rallies as you wish at once
- Quick checkout using Apple & Google pay

## Treasurer

- Easy Accounting for each rally
- Monthly breakdown of who attended each rally and the funds collected
- Easy automated refunds managed by Horse Events

## Branch Secretary & DC

- Access to view entries and edit rallies as well as the organiser if required.
- Integrates with Pelham where entries can be transferred, and badges & achievements managed



## Compare us with the other providers



| Rally Compare costs of £10 entry |          |           |            |                                 |
|----------------------------------|----------|-----------|------------|---------------------------------|
|                                  | CUSTOMER | PC to pay | Total Paid | Entry fee received by Organiser |
| Horse Events                     | £0.80    | £0.00     | £0.80      | £10.00                          |
| Entry Master                     | £1.00    | £0.35     | £1.35      | £9.65                           |
| Horse Monkey                     | £1.50    | £0.35     | £1.85      | £9.65                           |

| Compare cost of 3 £10 rallies (3 tickets for Different £10 rallies) |              |           |            |                                       |
|---|--------------|-----------|------------|---------------------------------------|
|   | CUSTOMER     | PC to pay | Total Paid | Entry fee received by Organiser       |
| Horse Events  | £2.40        | £0.00     | £2.40      | £30.00                                |
| Entry Master  | £3.00        | £0.62     | £3.62      | £29.38                                |
| Horse Monkey  | not possible |           |            | not possible to book multiple rallies |

| Compare cost of 3 £10 rallies (3 tickets for the same £10 rally) |          |           |            |                                 |
|--|----------|-----------|------------|---------------------------------|
|  | CUSTOMER | PC to pay | Total Paid | Entry fee received by Organiser |
| Horse Events   | £1.25    | £0.00     | £1.25      | £30.00                          |
| Entry Master   | £1.00    | £0.66     | £1.66      | £29.34                          |
| Horse Monkey   | £1.50    | £0.66     | £2.16      | £29.34                          |

| Rally Compare costs of £20 entry |          |           |            |                                 |
|----------------------------------|----------|-----------|------------|---------------------------------|
|                                  | CUSTOMER | PC to pay | Total Paid | Entry fee received by Organiser |
| Horse Events                     | £1.00    | £0.00     | £1.00      | £20.00                          |
| Entry Master                     | £1.00    | £0.50     | £1.50      | £19.50                          |
| Horse Monkey                     | £1.50    | £0.50     | £2.00      | £19.50                          |

| Compare cost of 3 £20 rallies (3 £20 tickets for the same rally) |          |           |            |                                 |
|--|----------|-----------|------------|---------------------------------|
|  | CUSTOMER | PC to pay | Total Paid | Entry fee received by Organiser |
| Horse Events   | £1.50    | £0.00     | £1.50      | £60.00                          |
| Entry Master   | £1.00    | £1.10     | £2.10      | £58.90                          |
| Horse Monkey   | £1.50    | £1.10     | £2.60      | £58.90                          |

We do **NOT** pass on the merchant and payment processing fees to the pony club branch – this means you receive 100% of your entry fee.

### Case Study example

A Pony Club which runs 20 rallies a year with an entry fee of £15 each, with 10 children attending each rally your merchant Stripe fees would be a minimum of £85



# FAQ's



## **How do we get our funds**

Funds are transferred straight into you pony club account each month free via BACS. A report of who attended, funds collected, and refunds process is sent to the branch. In the event of a large rally or camp deposits these can be arranged to be transferred earlier if a branch requires funds

## **How secure are our funds**

Entry fees are collected into a client account, which is completely separate to our business operating funds.

## **What support is available**

We are available on telephone & email Monday to Friday 9- 6pm. We are available at weekends for urgent matters.

If an evening call or support session is required, this can be arranged at a suitable time for both.

## **Are there any hidden charges**

Each rally has up to 5 refunds processed for free – if over 5 refunds are made a 20p per transaction fee is charged. This can either be passed to the member or paid for by the Pony club.

Rallies can be added for free by all organisers.

If you would like to choose for Horse-Events to add and manage your rallies, there is a minimum charge fee of £10. This means if the rally does not collect £10 in booking fees the remainder will be charged to the branch.



# HORSE EVENTS

The logo features the word 'HORSE' in a dark grey sans-serif font, followed by a silhouette of a rider on a horse in a dressage or eventing posture. The word 'EVENTS' is in the same font, with the letter 'E' highlighted in a light blue color. To the right of 'EVENTS' is a silhouette of a rider on a horse in a rearing posture, with a small light blue hat on the rider's head.

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