



Preparing Your Breed Demo Script

To assist you in developing and formatting the script for your demo, we are providing to you a draft demo script ready for further editing and completion. The draft script features introductory paragraphs containing general information about your breed taken directly from your breed association's web site. By providing the draft script, we are assisting you in formatting your final script for the demo announcer and ensuring that there will be some consistency in both style and content across all of the demos presented at the event.

While it is not our goal to dictate what information you present about your breed of horse, we do want to be sure that similar types of basic information about each breed is included in all demos. You may edit the draft paragraphs provided to you, but please be sure to include the general content of these paragraphs near the beginning of your demo script.

Formatting Requirements for Your Breed Demo Script

- Your script must be formatted in Microsoft Word (.doc, .docx)
- At the top of the first page please list: breed name, day of demo, venue, time of demo, and whether music will be played.
Example: Breed Name, Friday, Coliseum, 2:15pm, Play CD
- Double space the lines of text and set the left margin at 1.4". Use Arial font with a font size of 14. Number each page so that pages will be kept in order.
- Do not format your script in all capital letters; this makes the text much more difficult to read.
- Place additional production directions/notes to the announcer in [brackets].
- Your breed demo script may be read by someone who may not know how you want the names (both horses and riders) pronounced. If there is any doubt, provide a phonetic guide, for example, Aloysius (Al-oh-ish/-us). If you have any additional concerns about the announcer's ability to read your narrative accurately, you may make arrangements through the Breed Coordinator to meet with the announcer before the demo.
- Be sure that the grammar in your script is correct; find someone with good grammar skills to proofread it for you. There is no shame in asking for assistance; most professional writers employ proofreaders. The extra eyes are insurance against potentially embarrassing mistakes. Good grammar is essential because the announcer will depend on the grammatical presentation of your script to make decisions about how to read what you have written. The clearer that your intent is clarified through grammar and punctuation, the greater the likelihood that the announcer will be successful in reading your script.

Length of Your Breed Demo Script

Your breed demo in the Mallary South may be no longer than 10 minutes. If you have a demo in the coliseum, it may be no longer than 8 minutes. To ensure that your breed demo scripts will fit comfortably within these timeframes, **the script (not including the title and demo info on the first page) for the Mallary arena demo should contain no more than 1700 words and the script for the coliseum demo should contain no more than 1350 words.** You may determine the number of words of your script in Microsoft Word by clicking on “review” in the tool bar and then clicking on “word count.” Please read your script at a comfortable pace several times to ensure that it will “fit” within the 10 minutes or 8 minutes scheduled for your demonstrations.

Final deadline for breed demo script submission: October 11, 2021

Equine Affaire will review and edit scripts to ensure grammatical accuracy, script format, content, etc. We must ensure that each script can be read easily by the show announcer. Please note that if your script is not submitted by the deadline your demo is subject to cancellation as the advance review of your script is a requirement for the demo to take place. Should you need to make content changes after the deadline, we will do our best to facilitate adjustments.

Tips for Producing an Effective Breed Demonstration and Writing a Breed Demo Script

Your breed demonstration is an important part of Equine Affaire, so we want to do everything we can to make it a success. A well-conceived and produced breed demo can be a great marketing tool for your breed, your breed association, and your association members and demo participants. A well-crafted demo script is a crucial ingredient in achieving that goal, and, while a great breed demo script will not save a badly-organized or poorly-ridden breed demo, a badly-written script can ruin the impression left by an otherwise smooth, well-produced arena presentation. What follows are some tips to help you get the most positive return for the love and labor that goes into organizing and presenting a breed demo.

Identify the Goals and Content of Your Breed Demo & Script

Knowing what information/impression you want to convey will help you emphasize the important stuff. What narrative do you want the people who have watched your demo to carry away with them? If you are introducing a relatively unknown breed, you may want to tell the story of your breed’s origins and why you have become so excited about your horses that you not only own some, but want others to share in your enthusiasm. If your breed is long-established and well-known, you may want to explain why it has been so successful over the years. In either case, telling the story you want to tell will allow you to decide what ideas are important and essential to your demo and which are expendable.

The best demo and script for your demo will be ones that are pitched to the interests and capabilities of the attendees of Equine Affaire. Remember that the folks in the stands whom you don’t already know need to be *entertained* as well as informed. Try to

create an attention grabber within your demo. Your best bet is to keep in mind what makes you excited about your breed and find a way to feature that in your demo and script. Remember to make a big first impression---and a big last impression. What is sandwiched in the middle will be the least likely to be remembered by the audience.

Ideally your breed demo and breed demo script should feature elements and text that demonstrate and explain the following:

- An introduction that lets the audience know which organization is presenting the breed demo.
- A brief history of the breed - where the breed originated, how it developed, etc.
- The breed's characteristics including conformation, color, size, motion, breeding, etc.
- The ways in which the breed is typically enjoyed and shown.
- The registration requirements and which organization is in charge of that process.
- The national, regional, and local breed associations/clubs for the breed.
- The location of your association's exhibit and horses at the event (e.g. Breed Pavilion in the Stroh Building &/or the Horse & Farm Exhibits Area in C Barn).
- Brief introductions of the demo participants including the name and gender of each horse, the name of each rider, the name of the owner of a horse (if different than the rider), the name of the stable/farm where the horse is based, and the city/state the horse and rider are from.

While it is important to acknowledge the participants in the demo, please remember that the script should focus on the breed and not on the individual horses or their pedigrees, trainers, titles or accomplishments. The obvious promotion of individual horses, stallions, and farms is not the purpose of a breed demo at Equine Affaire. However appropriate the breeding history of a horse may be to a potential customer of his stud services, most people find too much of that kind of information confusing and off-putting. The appearance of a sensational stallion in the arena and a little pertinent information will spark the interest of a mare owner more readily than a long recital of sires and dams. Similarly, listing the competitive accomplishments of individual horses must be kept to a minimum. Demos that are too rushed or complicated and scripts that are too long and contain a blizzard of names, awards, and breeding details or that are hard to follow for any reason will not be well received by members of the audience.

The Length of Your Demo & Script

Your breed demo in the clinic arena can be a maximum of 10 minutes—and both the “action” in the arena and the script must fit comfortably within this parameter. If your script is too long, it may have to be read so fast that it may end up being incomprehensible. A shorter, more focused script is far more likely to stimulate interest in your breed than a longer, hurriedly-read one. Decide what is essential to your demo and script, feature that, and let the rest go. The information you have edited out can be shared with whoever stops by your exhibit in the Breed Pavilion.

Good organization means that a listener will have little trouble following the story you are trying to tell. Use transitions between points to lead the listener through the script. In writing you have to anticipate the response of the listener and make it easy to follow your points of interest. Your script quality will almost certainly improve, if the writer asks someone to read it over (or even better, listen to someone read it aloud,) and ask questions or make suggestions. Reading it aloud at a comfortable pace has two advantages. First, you will have a very clear idea about how long it takes to actually read it. Second, hearing the script engages a part of the brain that is usually more discerning and better developed than the part that responds to reading. You will hear and be able to fix sentences and phrases that don't come out right.

Equine Affaire's announcer will want to do a good job for you – make it easy on him and you will be happier with the result! If your demo involves careful coordination between script and arena presentation, make sure that your presentation flows at the same speed as your script. You may want to have a representative in the booth with the announcer to help solve pronunciation and coordination challenges.

Additional Suggestions for Making Your Demo a Success

- Work with your association members to plan which horses and riders will be accepted along with the tack and attire for each.
- If possible, practice your demo in advance.
- Make sure that your horses and riders are “show ready” and follow your breed standards and competition regulations. Consider that this may be the first time members of the audience will see a representative of your breed, and make the first impression of your horses a good one.
- Please keep safety in mind. Mounted archery and mounted shooting may not be featured in breed demos.
- Be sure that your breed demo participants go to the demo venue at least 10 minutes before the demo to check in with the venue manager.
- Have members of your organization come with you to hand out materials about your breed. You have a captive audience...make sure they are captivated!

From all of us at Equine Affaire, THANK YOU for devoting your time and talent to the representation of your breed and for being a part of Equine Affaire!