



2023 SLTRC Inaugural  
**RIDE-A-THON**  
Official Rider's Handbook



**STONY LAKE  
THERAPEUTIC  
RIDING CENTER**



Rider's Handbook

# Table of Contents

- 01** What is Ride-A-Thon
- 02** What to Bring
- 03** Cost
- 04** Sponsorships
- 05** Collection of Funds
- 06** Prize Categories
- 07** Additional Information

# What is a Ride-A-Thon?

A Ride-A-Thon is an exciting and creative way to dramatically benefit Stony Lake Therapeutic Riding Center, and at the same time have more fun riding a horse than you ever dreamed possible. Your goal will be to ride 30 miles in a single day.

Impossible you say?

The average rider will ride about 4 miles an hour or 30 miles by the end of the day. We have a few special rules and arrangement that help make this possible:

- \* We have the entire facility reserved for our riders.
- \*We have snack and refreshment stations throughout the ride.
- \*There will be walking, trotting, and cantering or galloping sections throughout the course.
- \*Each rider (or team) will be expected to make the best effort to bring in sponsorship.

The goal is to raise at least \$500 per hour or \$84 per mile, for a total of \$2,500 or more. Forms/emails or text scripts will be provided for you to ask any and everyone you know to help you raise money for the mission of Stony Lake Therapeutic Riding Center.

# What to Bring

- SPONSORSHIP FORMS filled-out completely
- You own horse and tack
- Preferred riding attire
- Sunscreen & bug spray if desired
- Camera
- Clothes for the weather (we ride unless storms close the facility)
- Canteen
- Dry change of clothes if river riding!
- A Joyful Spirit - you WILL have fun—guaranteed!

# Cost

Each rider is expected to sponsor himself/herself for \$5 per mile (**\$150 minimum**). This entry fee will cover all your costs for riding, meals and prizes for the event.

## Do I need a partner?

Nope! Each rider can bring a riding partner to share the day with (the partner must also register and raise money). This is a fun way to spend the day and provides additional safety and companionship during the event.

## Whom should I ask for sponsorship?

Ask anyone and everyone. The more people you contact, the higher your sponsorship will be. People will sponsor you because of your belief in Stony Lake Therapeutic Riding Center even if they do not know about it personally.

## How do I get involved?

Fill out the enclosed rider commitment card (Or scan QR code on this page) and include a check payable to Stony Lake Therapeutic Riding Center for \$150. You will be on your way to helping this great ministry and riding along in support.



# How do I get sponsors?

## Method One

Email out the sponsorship forms to as many people as you can think of. In three days, call/text them to get their response. The email in the sponsorship form says that you will be calling to see if they have any questions.

## Method Two

Sit down with your telephone and start calling/ texting anyone and everyone you can think of. Have sponsorship forms in front of you to fill out as you make your calls/texts. Use the letter as your script to explain what you are doing and why.

## Who should I ask?

Ask anyone and everyone. The more people you contact, the higher your sponsorship will be. People will sponsor you because of your belief in this organization even if they do not know it themselves.

## More Information

On average, four of five people asked in person or over the phone will sponsor you for some amount. The lowest response comes to those who mail out the forms and never follow up. Following up is not pressure; it is a courtesy to assist the sponsor, something the form says you will do.

**\*Sponsor QR code on Pg 07\***

NOTE: AN INDIVIDUAL FORM MUST BE FILLED OUT COMPLETELY FOR EACH SPONSOR. Use the Prospect List to keep track of your contacts.

# Collection of Funds

Once you have gathered all your sponsorship, bring the cards with you on the day of the event. It is critical that you have all the names, addresses and telephone numbers of your sponsors so that we can contact them after the event and inform them of the number of miles that you rode. The number of miles will be multiplied by the pledge, and a letter will be mailed to all sponsors informing them of their total pledge.

YOU'RE NOT RESPONSIBLE FOR CONTACTING ANY OF YOUR SPONSORS TO COLLECT YOUR PLEDGES. We will take care of that for you. The name, address and phone number of each sponsor must be on an INDIVIDUAL FORM. Do not simply refer to the prospect list.

## What is my responsibility?

- 1) Sponsor yourself for \$150.
- 2) Find a riding partner and get them registered.
- 3) Make your best effort to raise at least \$84 per mile in sponsorship (approximately \$2,500 when you ride 30 miles).
- 4) Show up at the event with all your completed sponsorship forms in-hand, and ride for 30 miles.

# Prize Categories

Sponsorship Raised	Prize
\$10,000	\$750 Gift Certificate
\$7,500	\$500 Gift Certificate
\$5,000	\$350 Gift Certificate
\$3,500	\$200 Gift Certificate
<b>\$2,500 YOUR GOAL</b>	<b>4-day/3-night Vacation OR \$175 Gift Certificate</b>
\$2,000	\$100 Gift Certificate
\$1,500	\$75 Gift Certificate
\$1,000	\$50 Gift Certificate
\$500	\$25 Gift Certificate





# Additional Information

## Rider Package Includes: (\$150 Entry Fee)

- Ariat Gift Card
- Stony Lake Therapeutic Riding Center T-Shirt
- AHEAD Ball Cap
- Painting by SLTRC student
- Food and beverages for the day
- Prizes and awards
- Exclusive access to Stony Lake Stables

## Other Event Day Contests:

- Most miles ridden by an individual and team
- Most funds raised by an individual or team
- Barrel Racing Competition
- Pole Bending Competition

## Possible 4 day/3 night Vacation Destinations:

- Northern: Minnesota or Missouri
- Eastern: Baltimore/DC area or Massachusetts
- Southern: Orlando or Georgia
- Western: Tahoe, San Diego, or Nevada

## Rider Information



## Sponsor Information





**STONY LAKE  
THERAPEUTIC  
RIDING CENTER**

**phone** (231) 670-1721  
**address** 4345 S 44th Ave, New Era, MI 49446  
**email** aubrey@stonylakestables.com  
**website** [www.stonylakestables.com/therapeutic-riding](http://www.stonylakestables.com/therapeutic-riding)



@stonylaketherapy