March 16, 2020

Dear Interested Parties,

The United States Equestrian Federation (USEF) is accepting Expressions of Interest (EOI) from organizations that are interested in representing the discipline of Endurance as a USEF Recognized Affiliate Association. Interested organizations must share our vision To Bring the joy of horse Sports to as Many People as Possible, and must support our mission To Provide Access to and Increase Participation in Equestrian Sport at All Levels by Ensuring Fairness, Safety and Enjoyment.

Completed applications must be received in the USEF office no later than 5:00 pm on Monday, April 20, 2020. Incomplete applications will not be considered. Following the close of the EOI period, all submissions will be evaluated against the basic criteria by the executive staff. Organizations that meet the minimum requirements shall be sent the Phase II documents and teleconference meetings will be conducted to review those documents and answer any questions. Any organization not meeting the minimum requirements shall be notified that they are not advancing to the next phase of consideration.

Please note that the USEF is under no obligation to select an organization to be the USEF Recognized Affiliate for the Endurance discipline. Participation in the Expression of Interest process does not constitute an acceptance of an organization as the USEF Recognized Affiliate for the Endurance discipline. The USEF reserves the right to determine that no applicant has met the standard for consideration by the Board of Directors for USEF Recognized Affiliate Association designation. USEF may choose to either reopen the process to seek other interested parties, or not select any organization to fill this position.

Timeline is tentative and may be adjusted as deemed necessary by the USEF.

If you have any questions regarding this process, please direct your inquiry to AffiliateEOI@usef.org.

Best regards,

William J. Moroney
Chief Executive Officer
Expression of Interest for USEF Recognized Affiliate Association Designation

US Equestrian (USEF) is pleased to announce that Expressions of Interest (EOI) to apply for designation as a USEF Recognized Affiliate Organization for the international discipline of Endurance are now being accepted.

EOIs must be submitted electronically by no later than 5:00 p.m. Eastern on Monday, April 20, 2020. USEF is not responsible for EOIs that are either incomplete or not received by the deadline.

Designation
The Recognized Affiliate Association designation is reserved for those organizations acknowledged by the USEF to represent an International Discipline or a National Breed or Discipline that has a body of rules which has been approved by the USEF Board of Directors for inclusion in the USEF Rule Book. The USEF recognizes only one breed or discipline association for each of these sets of rules. The term International Discipline Association (also referred to as FEI Affiliate) applies to the respective designated representative associations for each of the eight FEI disciplines. Recognized National Affiliate Association (also referred to as Recognized National Affiliate) describes an organization representing a national breed or discipline. For additional information, refer to USEF Bylaw 222.

Purpose & Benefits
The purpose of a Recognized Affiliate Association is to work in collaboration with USEF to develop and grow equestrian sport, especially within the Affiliate’s specific breed or discipline, as well as promote policies concerning the welfare and safety of both equine and human athletes through Safe Sport and clean sport initiatives.

USEF Recognized Affiliate Associations play an important role in representing, shaping, and fostering growth within their respective breeds and disciplines. Affiliation with the USEF expands the already important role these organizations play by connecting with all equestrian enthusiasts nationwide and tapping into the ability to reach new audiences. Affiliated associations help the USEF fulfill its mission to provide access to and increase participation in equestrian sports at all levels by ensuring fairness, safety, and enjoyment.

Goals & Objectives
The US Equestrian and Affiliate relationship should be mutually beneficial and one that results in opportunities to promote equestrian sport, introduce the sport to new audiences, and increase participation.
Benefits Associated with Recognized Affiliate Designation
Affiliation with US Equestrian offers a host of benefits including access to resources and processes that aid in providing fairness, safety and a level playing field and that provide unique opportunities for expanded reach to build awareness. For a more specific listing of benefits, please refer to attached Exhibit A.

Recognized Affiliate Designation Requirements
Basic requirements associated with Recognized Affiliate Association designation are outlined below and include, but are not limited to the following.

Recognized Affiliate Association must:

- Have non-profit tax status under section 501 (c)(3) of the Internal Revenue Code and file an annual IRS Form 990.
- Agree to comply with and be bound by all applicable USEF Bylaws, USEF Board of Directors’ actions, and USEF Rules including, but not limited to, all Safe Sport requirements as designated by the U.S. Center for Safe Sport for recognized affiliates, including USEF’s Safe Sport Education and Training Policy. Specific requirements include annual Safe Sport training which is required for the following:
  - All Recognized Affiliate Association Board members and adult staff
  - Adults authorized by the Recognized Affiliate Association to have regular contact with or authority over a minor athlete
  - Any other adults determined by the Recognized Affiliate Association to have regular contact with minor athletes
- Recognize and reciprocate all USEF Hearing Committee decisions regarding the suspension, or other disciplinary action taken against a USEF or Recognized Affiliate member.
- Reciprocate all sanctions issued by the U.S. Center for Safe Sport, regardless of the sport designation of the individual found in violation.
- Provide representation of the diversity of constituencies participating in the discipline (i.e., athletes, owners, coaches, competition organizers, officials, etc.) within its governance structure.
- Agree not to become affiliated with or recognize or support any other organization or association or group seeking recognition as the National Governing Body for equestrian.
- Agree to comply with the USEF Drugs and Medications Program Rules (refer to Chapter GR4 of the USEF Rule Book)
- Work in collaboration with USEF to promote the USEF Drugs and Medication and Safe Sport Programs, as well as other initiatives that address equine and human welfare and safety.

Areas of Consideration Subject to Individual Affiliate Needs

- Recognized Affiliate Organization and USEF will discuss the following areas of consideration and opportunity, and where applicable, memorialize specific components into an Affiliate Agreement:
  - Membership - Opportunities/Requirements
Competitions – Opportunities/Requirements
Annual Reporting Requirements
Licensed Officials – Education and Training
Communications and Marketing
  ▪ Cross promotion and co-branding opportunities
  ▪ USEF Network an Learning Center – streaming and content opportunities
Equine and Human Athlete Development Pathways

Please click on the link below to access the Expression of Interest Application (Phase I) for USEF Recognized Affiliate Association Designation for the International Discipline of Endurance. Please provide detailed and thorough answers to the questions provided. (you may submit additional documentation as necessary).

Expression of Interest Application

If you are creating a new organization, please provide a business plan and complete the application to the best of your ability with respect to your business plan.

EOIs must be submitted by no later than 5:00 p.m. Eastern on Monday, April 20, 2020
USEF is not responsible for EOIs that are either incomplete or not received by the deadline.

Please note, In order to preserve the integrity of the process and ensure the absence of conflict of interest, any communications issued outside the online EOI application process must be directed to AffiliateEOI@USEF.org.

(Should your organization require a PDF version of the EOI application, please email AffiliateEOI@USEF.org to request one.)

Note: The USEF is under no obligation to select an organization to be the USEF Recognized Affiliate for the Endurance discipline. Participation in the Expression of Interest process does not constitute an acceptance of an organization as the USEF Recognized Affiliate for the Endurance discipline. The USEF reserves the right to determine that no applicant has met the standard for consideration by the Board of Directors for USEF Recognized Affiliate Association designation. USEF may choose to either reopen the process to seek other interested parties, or not select any organization to fill this position.
Exhibit A

Recognized Affiliate Organization Benefits

**PLUS THESE BENEFITS!**

- **USEF Drugs + Medications Hotline**
  800.633.2472

- Press Releases, Equestrian Weekly Newsletter, USEF Network, US Equestrian Website & Learning Center

- Influence Through USEF to American Horse Council & USDA

- **National Championships**
  Coverage and Support Opportunities

- **Event Activation Opportunities**

- Applicable USEF Governance Representation

- **Calendar Management Protection**

- **Reach Over 150,000 Members + 600,000 Social Media Followers**

- Resources Provided for Education of Equine Welfare, Concussion Safety & Equine Disease Prevention

- Access to a Fair & Impartial Hearing and Regulation Process

- **Recognized Affiliate Grants**

- Support and Funding of Joint Programs

- Opportunity to Purchase Competition Insurance Protection at Affordable Rates

- **Weekend Hotline** to Report Accidents, Injuries, or Competition Issues

- Educating and Licensing Officials

- **US Equestrian Magazine**

- Involvement in Rule Change Process

- Collaboration on Development of Competition Standards
LEARN MORE

COMMUNICATIONS
- Reach Over 150,000 Members + 600,000 Social Media Followers
- Digital, Print, & Video Promotions
  » Press Releases
  » Learning Center
  » US Equestrian Magazine
  » USEF Network
  » US Equestrian Website
  » Equestrian Weekly Newsletter
- Breed + Discipline Specific “JOY” Ad Creation
- Event Activation Opportunities at USEF Annual Meeting

EVENT COLLABORATION & STAFF SUPPORT
- Affiliate National Championship Coverage and Support Opportunities
- Recognized Affiliate Grants
- Support and Funding of Joint Programs
- Calendar Management Protection
- Opportunity to Purchase Competition Insurance Protection at Affordable Rates
- Weekend Hotline to Report Accidents, Injuries, or Competition Issues

EDUCATION & GOVERNANCE
- Involvement in Rule Change Process
- Collaboration on Development of Competition Standards
- Applicable USEF Governance Representation
- Educating and Licensing Officials
- Resources Provided for Education of Equine Welfare, Concussion Safety, Equine Disease Prevention
- Influence Through USEF to American Horse Council & USDA