

FUTURE OF USEF's ENDURANCE EFFORT

AS PRESENTED BY THE USEF
2022



USA ENDURANCE

Today & Tomorrow

In the Summer of 2021, The USEF Board Charged the Endurance Sport Committee to Reorganize and Propose a Revitalized & Sustainable Endurance Program.

The Result are These Proposals for Tomorrow's Endurance Program, which were Endorsed by the USEF Board on June 29, 2021. Drafts for Revised Rules & Revised Selection Procedures are Underway.



ENDURANCE AS IT STANDS TODAY:

FEI

MOST RIDERS VIEW THIS GAP
AS A DEEP VOID WITH NO
ACCESSIBLE & FAIR WAY TO TRANSITION TO
HIGHER PERFORMANCE & HIGHER PROFILE
INVITATIONS OR TEAM COMPETITIONS.

GRASS ROOTS RIDES – FROM NATIONAL TO REGIONAL



ACTION PLAN:

FEI

THE ENDURANCE SPORT COMMITTEE IS BEGINNING FILLING THAT VOID
THOUGH THE WIDER DEVELOPMENT OF:

★ ENDURANCE LITE, ★ NATIONAL EVENTS,
★ NATIONAL CHAMPIONSHIPS, ★ AND TEAM CHALLENGES.
ALONG WITH PROVIDING: ★ REVISED RULES & HANDBOOK REFERENCES
★ RIDER RANKING LISTS AND ★ REVISED NATIONAL AND
★ YEAR-END NATIONAL AWARDS AND
★ REVOLVING & OBJECTIVE TEAM SELECTION PROCESSES

GRASS ROOTS RIDES – AERC/EDRA/ECTRA/UMECRA...



PROGRAM GOALS:

TO DEVELOP:

Membership at ALL levels, reasonable user fee income, to grow a diversified geographic schedule and increased number of events, re-grow Team competition experiences, as well as trust-building opportunities between USEF and grassroots' OCs and Riders and Owners, National & Regional Clubs/Organizations.



PROGRAM GOALS:

ALLOWS FOR:

Grassroots organizing and
Endurance community-building
within smaller, and kindred,
geographic areas and with
Compatible organizations.
Providing a purpose for joining
and a pathway to recognition,
achievement and success... the
development of trust.



PROGRAM GOALS:

PROMOTES:

A cooperative working relationship between the USEF & other National, breed and regional organizations who have supported this Discipline for 50 years & more.



PROGRAM GOALS:

FACILITATES:

Building broader user-friendly opportunities for US Riders *AND* re-building the pool of potential nominees for future US National Endurance Team selection... And maybe restoring some of the joy that accessible opportunity provides.



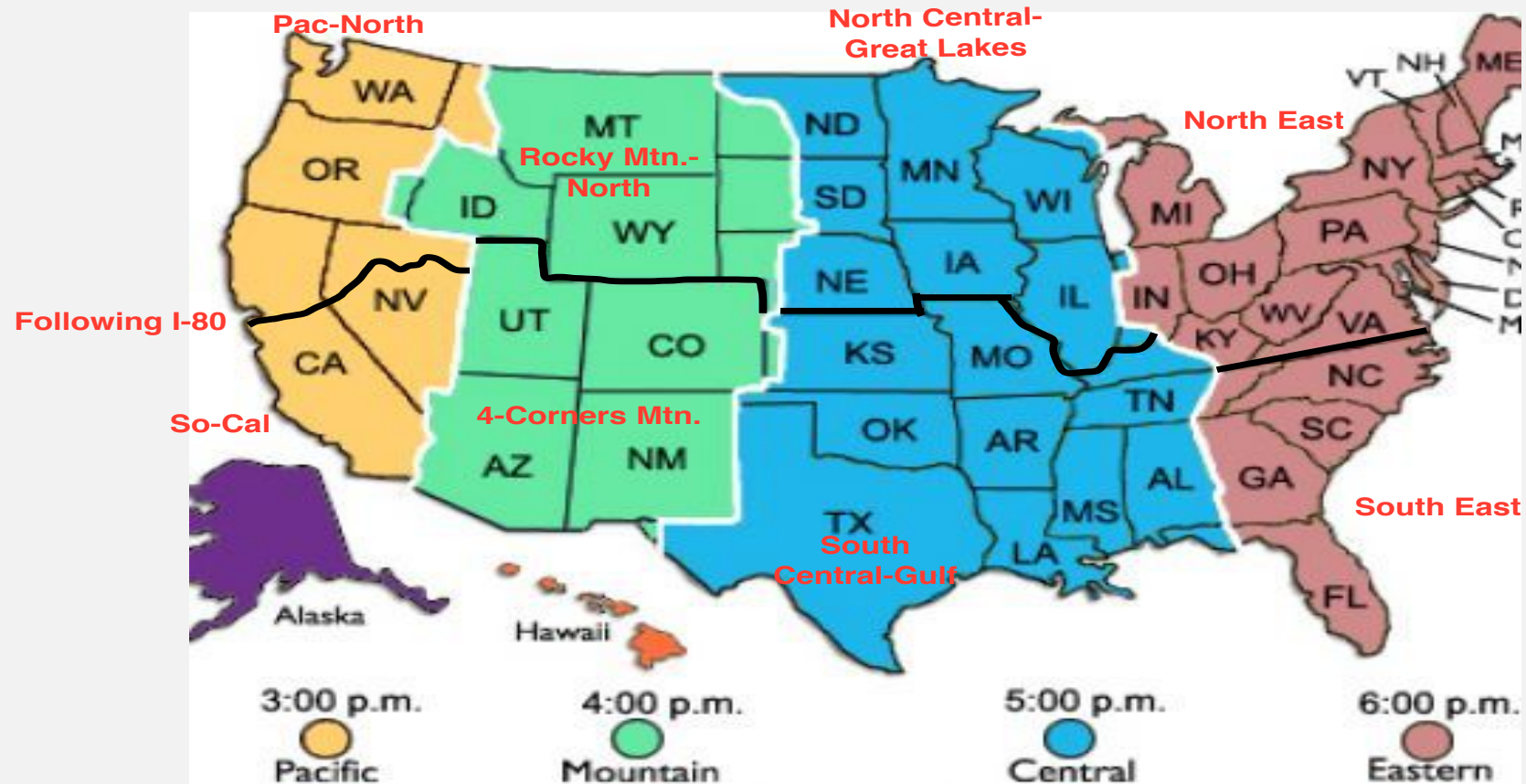
ENDURANCE FOR TOMORROW

REBUILDING ENDURANCE STARTS WITH THIS 5-PART PLAN, ESTABLISHING:

1. 8 New National Endurance Zones
2. Annual Zone Qualification Championships
3. A Biennial Zone Team Challenge & More
4. USEF National Endurance Championship
5. USEF Year-End Seasonal & Career Award, Achievement & Revised Ranking Programs



PART 1: ESTABLISH 8 NATIONAL ENDURANCE ZONES



PART 2: ESTABLISH ANNUAL ZONE QUALIFICATION CHAMPIONSHIPS

OPPORTUNITIES:

- ★ OPEN to all Riders: Senior members, YR members, Competing, Subscriber/FAN members and Show Pass or Recognized Affiliate Non-Members/NAME Participants.
- ★ Riders earn points for Zone Ranking with bonus points awarded for participating in Zone Championships.
- ★ Riders earn points for the Revised National Ranking List developed for future USEF Year-End Awards & Long Listing for Team Selection.



PART 3:
ESTABLISH
A BIENNIAL
NATIONAL
ZONE TEAM
CHALLENGE

LEVELS OF COMPETITION:

Senior Championship Division:

160 km with up to 10 Senior Riders from each Zone divided into Teams of 3-5 Riders

Young Rider Championship Division:

120 km with up to 5 Young Riders from each Zone

Additional Opportunities:

Team Competitions at Lesser Distances
Zone 'Pocket Squads' & Global Exhibitions



PART 4: ESTABLISH A 'NEW' USEF NATIONAL ENDURANCE CHAMPIONSHIP

- ★ QUALIFY by completing a Zone Qualifying Championship ride or by completing a CEI event at the same or greater distance.
- ★ MEDAL DISTANCES: 160 KM for Seniors and 120 KM for Young Riders.
- ★ The event may include competitions at lesser distances to expand participation.



PART 5:

ESTABLISH ENDURANCE YEAR-END, SEASONAL & CAREER, AWARD ACHIEVEMENT



- Career Horse Mileage Recognition
- Career Rider Mileage Recognition
- Career Horse/Rider Mileage Recognition
- International Achievement Recognition
- Top 3 National Ranked Riders (Young Rider and Senior Rider) based upon the Revised National Ranking List formula for riders
- Endurance Horse of the Year Award
- Endurance Rider of the Year Award
- Endurance Best Condition Season Award
- Endurance Iron Horse Award
- Publishing Ranked Top 5 Endurance Lite and Top 5 National Riders based upon the Revised National Ranking List formula for riders
- Incorporate the Ranking List Formula into Zone Team and National Team Revolving Selection



THE **5-PART** PATHWAY PROVIDES A STRUCTURE FOR SUCCESS:

ELITE

FEI: Global Team Exhibition, WEG/World Endurance Championship

DEVELOPING

Pan American Championship, Regional/Continental Championships & National Series Ride Opportunities: USEF Zone Team Challenge and USEF National Individual Championship

EMERGING

Endurance Lite Rides: Novice Qualifying, USEF Endurance Zone Championships & Zone Events

GRASSROOTS

Acknowledging Heritage & Compatible Rides: Sanctioning & Recognizing select established organizations & competitions within the sport that have made a substantial contribution toward the development and promotion of the sport of equestrian, by achieving, maintaining, and promoting the equestrian ideals of sportsmanship and competition. (USEF GR307- 6.a.)

Which can lead to the recognition of ALL of US Endurance Events.



PROGRAM GOALS REVIEWED

Allows

Grassroots organizing and Endurance community-building within smaller, and kindred, geographic areas and with Compatible organizations. Providing a purpose for joining and a pathway to recognition, achievement and success... the development of trust.

Develops

Membership at ALL levels, reasonable user fee income, to grow a diversified geographic schedule and increased number of events, re-grow Team competition experiences, as well as trust-building opportunities between USEF and grassroots' OCs and Riders and Owners, National & Regional Clubs/Organizations.

Promotes

Cooperative working relationship between the USEF and other national, breed and regional organizations.

Facilitates

Broader user-friendly and accessible opportunities for US Riders AND helping build a pool of potential nominees for future US National Endurance Team selection and achievement.



BENEFITTING THE ENDURANCE COMMUNITY

Builds merged participation gradually, casually and naturally from the grassroots. Developing a future pathway and pipeline of leadership for Endurance and developing Strategic Goals. Growing our pool of Riders and Owners and Horses and support.

Expands event opportunities to support competitive and objective National Team selection, producing positive International results, increasing fair opportunities for USEF Riders and the USA as a potential International event destination. Supporting our 'Horse Comes First' messaging.



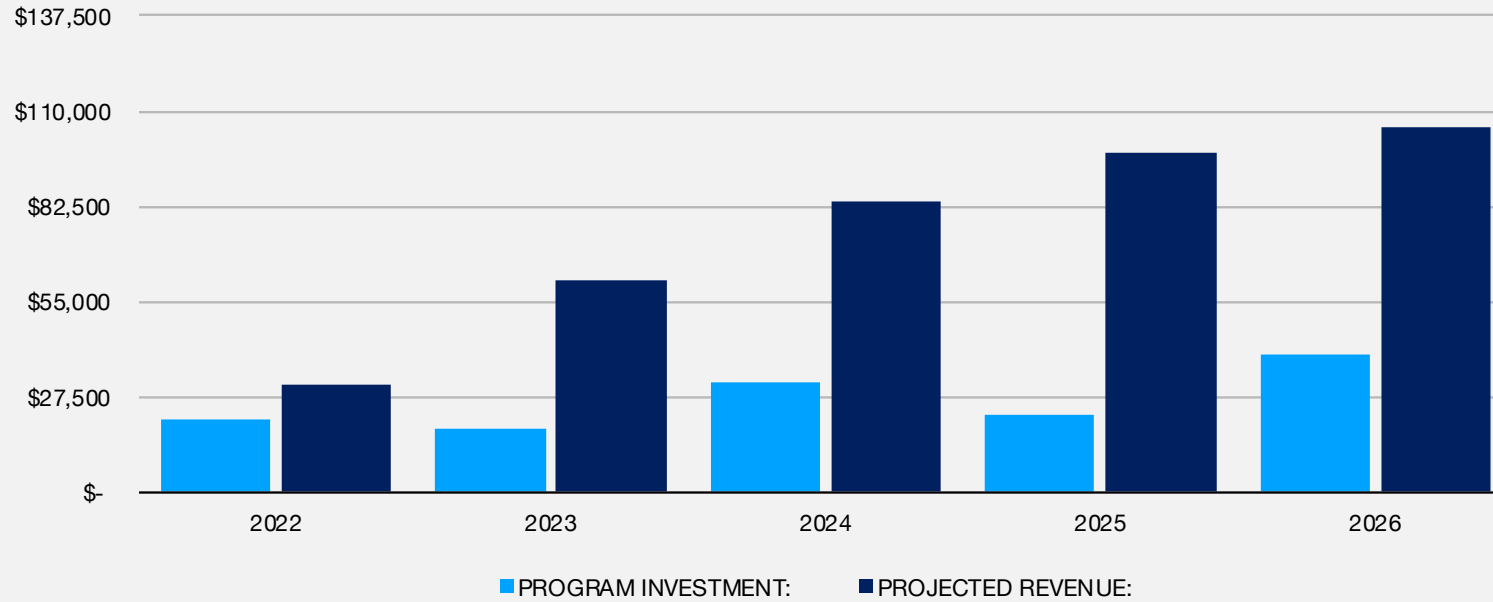
BENEFITTING THE ENDURANCE COMMUNITY

As the 2nd largest FEI discipline, building International interest at home can create **greater opportunities for new sponsorships and sustainable marketing** for the benefit of US Riders and a podium for effective change.

Helping USEF fulfill its essential responsibilities to support and administer the discipline of Endurance, including developing National & International events, Teams & programs to the very grassroots.



NATIONAL ENDURANCE PROGRAM: 5-Year Cash Flow Projection



PROGRAM INVESTMENT vs. REVENUE: Raw Annual Numbers *

SEASON:	PROGRAM INVESTMENT:	PROJECTED REVENUE:
2022	\$ 21,400	\$ 30,800
2023	\$ 18,700	\$ 60,974
2024	\$ 31,600	\$ 83,892
2025	\$ 22,300	\$ 98,272
2026	\$ 39,500	\$ 105,572
* See Appendix for Detail.		
PLEASE NOTE:	1. These Projections are for Program Investment only.	
	2. Staffing & Administration costs are not included.	
	3. Increased Revenue from contemplated FEI events are also not included.	



TOMORROW CAN START TODAY!

WITH THIS 5-PART PLAN, BEGINNING WITH:

1. 8 New National Endurance Zones
2. Annual Zone Qualification Championships
3. A Biennial Zone Team Challenge
4. USEF National Endurance Championship
5. USEF Year-End Seasonal & Career Award, Achievement & Ranking Programs

WITH YOUR HELP!



THE FUTURE OF USEF ENDURANCE CAN START HERE, WITH YOU!



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