

Click here to view this email in your online browser



WELCOME TO THE MASTERS SQUAD

The goal of the Masters Squad is to create a community of young riders in the Northeast region that utilizes the Longines Masters of New York platform to foster engagement in competition, encourages them to work hard, and provides incentive for participation.

The Masters Squad serves to help grow the general enthusiasm around the sport by facilitating the growth of the fan base from the inside out. This program is designed to help young riders aspire to compete, learn from incredible riders, and meet their heroes!



HOW IT WORKS

Beginning in October, Masters Captains will lead their barns in weekly social media challenges whereby they will be encouraged to be creative and work together.

As a Masters Captain, the participants will have the opportunity to earn prizes based on the amount of tickets they sell, accumulating and escalating in value, from an in-ring Masters Squad recognition up to a clinic with a professional 5* rider.

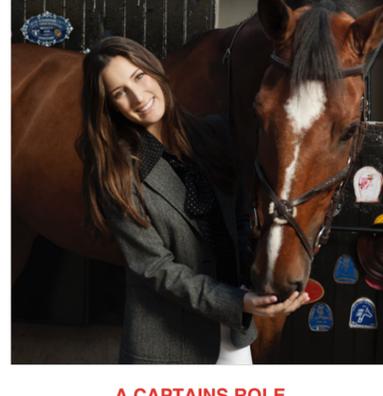
Prizes are earned by selling a minimum of 25 tickets to the Longines Masters of New York taking place on April 26-April 29, 2018 and participating in fun, interactive social media activations throughout the upcoming months.

MASTERS SQUAD CAPTAINS REQUIREMENTS



WHO CAN PARTICIPATE?

Masters Captains will be selected from all over the Northeast region by their barns and trainers. Barns can select as many captains as they would like to represent them provided they commit to meeting the requirements of the Masters Squad.



A CAPTAINS ROLE

To participate in the Masters Squad, each captain commits to selling a minimum of 25 tickets to the Longines Masters of New York and engaging in fun, weekly social media activations. Incentives are given based on number of tickets sold.



HAVE FUN!

The most important aspect of our Masters Squad is to create, engage and educate a community of young equestrians!

MASTERS SQUAD PRIZE LIST

SELL MORE, JUMP HIGHER.

1.60M	MASTERS SQUAD GROUP CLINIC 1 day with one 5* rider	150 TICKETS
1.50M	INVITATION TO MASTERS SQUAD BBQ	95 TICKETS
1.40M	EQUIFIT GIFT PACK	85 TICKETS
1.30M	MASTERS SQUAD SADDLE PAD	75 TICKETS
1.20M	SPORT HORSE LIFESTYLE GIFT PACK	65 TICKETS
1.10M	MASTERS SQUAD CAPTAIN HOODIE	55 TICKETS
1.00M	MASTERS SQUAD CAPTAIN HAT	45 TICKETS
0.90M	LONGINES MASTERS POSTER SERIES	35 TICKETS
CAPTAIN	IN-RING RECOGNITION During the Longines Speed Challenge on Friday evening	25 TICKETS

HOW HIGH CAN YOU JUMP?

[CLICK TO NOMINATE YOUR BARN CAPTAINS](#)

CONTACT

MORIAH ROBBINS / SALES & MARKETING COORDINATOR
MROBBINS@EEMWORLD.COM



HOW ABOUT JOINING US FOR ALL THREE EVENTS ?

#WERIDETHEWORLD



30 NOV – 03 DEC, 2017
PARIS NORD VILLEPINTE



09 – 11 FEB, 2018
ASIAWORLD EXPO



26 – 29 APRIL, 2018
NYCB LIVE, HOME OF THE NASSAU VETERANS MEMORIAL COLISEUM

BE THE FIRST TO KNOW !

Follow us and be kept up to date



LONGINESMASTERS.COM



WE RIDE THE WORLD™

PARIS — HONG KONG — NEW YORK



Raising The Bar In Equestrian PR

