

The Second

Pleasure Versatility Challenge

Your Horse, Your World, Your Way!

Brought to you by

Terry Bradshaw Quarter Horses

Hosted by

2019 Lucas Oil AQHA World Championship Show



**Jim Norick Arena
Saturday
November 16, 2019
Approximately 6 p.m.**

AWARDS CEREMONY TO FOLLOW



Pleasure Versatility Challenge

The Concept

The American Quarter Horse receives wide acclamation as the most versatile breed in the world. Undeniably, two of the most important disciplines of the American Quarter Horse are conformation and western pleasure. Two highly sought after talents of an all-around horse are the ability to change leads and navigate trail poles. Blend these four components into an *event* and you have the *Pleasure Versatility Challenge*. The event will highlight a well-conformed, athletic western pleasure horse, with a solid base of proper training, that has the potential to transition and become world-caliber in a number of classes – eventually reaching the level of the highest performing AQHA all-around horses.

The Event

Open to 3-year-olds of 2019. The order of “go” will be determined by draw the evening before the Pleasure Versatility Challenge.

Horses are shown, sequentially, in three classes: 1) versatility pattern to count 40 percent, followed by 2) western pleasure to count 40 percent, and finishing with 3) conformation to count 20 percent. Prior to exiting the arena after completion of the versatility pattern, exhibitors will be required to dismount. All exhibitors will be able to mount after the final horse has completed the versatility pattern. Horses remain in the make-up ring, or show pen, for the duration of the event. Horse must show in all classes to receive final placings. The same exhibitor must show the same horse in all classes.

These classes will highlight form to function, conformation, trainability, quality of movement and performance using traditional AQHA class rules. A unique set of four (4) judges will determine placings in each class, with no overlap in judges. All judges will be sequestered until completion of their judging responsibilities. The low judge’s score of each exhibitor will be dropped in all three classes, thereby rewarding excellence. Placings will NOT be announced, or made known to any judge, until the event has been completed.

Objectives

- 1) Promote superior American Quarter Horses that demonstrate form to function, quality forward movement and trainability;
- 2) Promote two fundamental AQHA classes, conformation and western pleasure, that serve as the foundation of the American Quarter Horse breed, as well as a pattern class that demonstrates desirable characteristics of the AQHA all-around horse;
- 3) Promote a Lucas Oil AQHA World Championship Show entertainment value event for spectators;
- 4) Promote a showcase for potential private-treaty sale opportunities as an AQHA all-around horse;
- 5) Promote an event that is beneficial to the horse industry.

Governing Membership Committee

Governing membership is open to all AQHA Professional Horsemen in good standing. There is a one-time, lifetime membership fee for the Governing Membership Committee structured as follows:

\$500	if postmarked by December 31, 2019
\$750	if postmarked by December 31, 2020
\$1000	if postmarked January 1, 2021, or later

1. Each membership carries with it one (1) vote. Voting rights begin when the membership fee is received.
2. Elected from and by the Governing Membership Committee annually at the AQHA World Show will be a five (5)-person Governing Board that will be charged with bringing key votes to the Governing Membership Committee and interacting with AQHA on pertinent issues. The initial members of the governing committee are indicated below with an asterisk (*).
3. Participation in the “Pleasure Versatility Challenge” does NOT require a Governing membership.
4. Officials of AQHA are NOT eligible to participate on the Governing Membership Committee.
5. The AQHA Executive Committee has final approval of the governing document developed by the members of the Pleasure Versatility Challenge Governing Membership Committee. The AQHA Executive Committee reserves the right to approve sponsors in an attempt to ensure there are no conflicts with existing AQHA corporate partners.

There is a \$25 Governing Membership Committee renewal fee due each January 1 after the initial membership payment year.

All membership income is used at the discretion of the Governing Membership Committee.

Governing Membership Committee Roster

1. *Charlie Cole, Texas
2. Ryan Cottingim, Tennessee
3. Chad Evans, Colorado
4. *Robin Frid, Texas
5. Clint Fullerton, Missouri
6. *Gil Galyean, Oklahoma
7. Becky George, Texas
8. Rusty Green, Texas
9. Murray Griggs, California
10. Kellie Hinely, California
11. Leslie Vagneur Lange, Colorado
12. Kristy McCann, Washington
13. Jeff Mellott, Kansas
14. Jill Gomes Newcomb
15. Joan Schroeder, Texas
16. *Jim Searles, Arizona
17. Melissa Sexton, Washington
18. Tommy Sheets, Indiana
19. *Gene Spagnola, Connecticut
20. Stephen Stephens, Texas
21. Justin Wheeler, California

Rules

1. The AQHA Official Handbook of Rules and Regulations will apply to the judging and scoring of each class, with the following adaptation: a) there are no one (1) or three (3) point penalties on lead changes; b) all five (5) point penalties will apply throughout the pattern; c) a simple lead change is not a credit-earning maneuver; d) the greatest achievable simple lead change maneuver score will be a zero (0); and e) a completed, simultaneous, flying lead change is a credit earning maneuver score.
2. Up to twenty-five (25) entries (targeting 20) will be accepted by AQHA World Show official entry deadline of September 16, 2019. Entries will be accepted on a first-come, first-serve basis according to postmark date. An “also eligible” list of entries will be maintained according to postmark date. In the case of entries with the same postmark date, a simple draw will be conducted to determine the successful entry(ies). Entry payments made for those horses offered the opportunity to compete, but do not compete, are non-refundable. Entry payments will be refunded for those entries not offered the opportunity to compete.
3. Go order will be determined by draw the evening before the event. The same order will be used for the pattern, western pleasure presentation and conformation working order.
4. Pattern class will be numerically scored and then placed.
5. Horses cannot have been shown ASTRIDE in any Western Riding, Trail, or in any similar Pleasure Versatility Challenge Event prior to the Lucas Oil AQHA World Championship Show official entry deadline of September 16, 2019. As of the official entry deadline of September 16, 2019 and thereafter, horses may be shown without restriction at any competition (including the All American Quarter Horse Congress) without forfeiting PVC eligibility.
6. There are no eligibility restrictions (show record, participation or money earned) for the Western Pleasure or Conformation classes.
7. In the pattern class, three-year-olds will be shown in either a hackamore or snaffle. Any AQHA-approved bit will be optional in the western pleasure class.
8. Pattern markers will be cones with no additional pattern enhancements, such as flower boxes, etc. The practice pattern will be the same as that used for the actual competition pattern (cones and pole colors). A practice time will be allocated the evening before the event on the exercise schedule.
9. Upon the approval to remount after the pattern-class segment of the event, contestants will be given a maximum of five minutes (unless extenuating circumstances) to warm-up for the western pleasure class.
10. Horses will jog in and go down the center of the show pen when entering for Western Pleasure.
11. Horses will be backed up in the western pleasure class in the center of the arena once the rail portion of the class is completed.
12. Pattern obstacles may be removed from obstructing the path for the Western Pleasure or Conformation segments of the event.
13. Upon the completion and line up of the western pleasure class, tack will be removed (with the assistance of up to two grooms), and the horse will be haltered and prepared for the conformation segment of the event. A countdown clock, set to five (5) allowable minutes, will be utilized when preparing horses for the Conformation segment of the event. Time begins when the first wheelbarrow enters the in-gate. Horses will not be jogged for soundness as this is a Conformation class and soundness would have been determined during the first two performance classes.
14. Any horse competing in this event is subject to AQHA drug-testing rules.
15. This event is open to 3-year-old registered American Quarter Horses.
16. Fifteen (15) horses will be placed in each class. The top ten (10) places will receive an award in each class and overall.
17. All payouts will be held until results of all drug testing has been completed.

Entry Process

1. The first, and a maximum, twenty-five (25) horses to meet the **qualifying and entry process** will be exhibited in 2019. A list of “also eligible” horses will be maintained, on a first-come/first-serve basis, according to electronic/post-mark/hand date stamp, in the event any of the initial twenty-five (25) horses withdraw, become ineligible for any reason, or are unable to be shown for any reason. To be considered, payments must be received with the entry form.
2. An **entry payment** of \$1,000 is due by September 16, 2019. Of this amount, \$850 goes to purse and \$150 goes to AQHA to cover show administration costs. **Entry payments** made for those horses offered the opportunity to compete, but do not compete, are non-refundable. **Entry payments** will be refunded for all others.
3. A **late entry payment** of \$2,000 (\$1,700 to purse, \$300 to AQHA for show administration costs), paid at the AQHA booth during the All American Quarter Horse Congress, no later than Saturday, October 26, 2019, qualifies an entry not previously made. A list of horses having made **late entry payments** will be maintained as described in #1 above. **Late entry payments** made for those horses offered the opportunity to compete, but do not compete, are non-refundable. **Late entry payments** will be refunded for all others.
4. Entry in the *Pleasure Versatility Challenge* does NOT require AQHA Professional Horsemen Association membership, but an AQHA Professional Horsemen Association membership is highly recommended.

Tentative Awards*

- 1) Up to 10 places will receive awards for each class placed. No cash payouts.
- 2) Up to 10 places will receive awards and payouts for overall winners.
- 3) Ties will be determined using a tiebreaker judge for each class. Should a tie exist for the overall placings the tie will be broken utilizing the placing of tied entries in Western Pleasure class.

***Final determination of awards pending Pleasure Versatility Challenge Governing Board Approval**

Payouts*#

No. Paid	1 st	2 nd	3 rd	4 th	5 th	6 th	7 th	8 th	9 th	10 th
1 place	100%									
2 places	60%	40%								
3 places	50%	30%	20%							
4 places	40%	30%	20%	10%						
5 places	30%	25%	20%	15%	10%					
6 places	30%	24%	18%	12%	9%	7%				
7 places	28%	23%	16%	12%	9%	7%	5%			
8 places	25%	20%	15%	12%	10%	8%	6%	4%		
9 places	23%	18%	15%	11%	9%	8%	7%	5%	4%	
10 places	20%	16%	14%	11%	9%	8%	7%	6%	5%	4%

*Actual payouts will be based upon total number showing and sponsorship money raised.

Payouts received for this event **WILL NOT AFFECT** Level eligibility of horse or exhibitor.

Sponsorship Opportunities (confirmed as of 9-6-19)

Title Sponsor

- Front page headline exposure on all communications
- 30 second commercial on big screen during event
- Presentation during overall awards ceremony in Jim Norick Arena
- Featured inclusion in pre and post event press releases
- All lower level non-repetitive perks

Pleasure Versatility Challenge, brought to you by TERRY BRADSHAW QUARTER HORSES



Class Sponsors

- Lower front page exposure on guiding document found on: www.aqha.com
- Presentation during respective class awards ceremony in Jim Norick Arena
- Your banner displayed in respective class awards ceremony in Jim Norick Arena
- Inclusion in pre and post event press releases

Pattern class, sponsored by CIMARRON TRAILERS

Western pleasure class, sponsored by *THE EQUINE CHRONICLE*

Conformation class, sponsored by *THE EQUINE CHRONICLE*



Official Tack Sponsor

- Lower front page exposure on guiding document found on: www.aqha.com
- Presentation during EACH of the Pattern, Western Pleasure and Conformation class awards ceremonies in Jim Norick arena
- Your banner displayed in each class awards photo
- Inclusion in pre and post event press releases

Show headstall for Pattern Class sponsored by Blue Ribbon Custom Tack

Show headstall for Western Pleasure sponsored by Blue Ribbon Custom Tack

Show halter for Conformation Class sponsored by Blue Ribbon Custom Tack

Work Saddle to be given to the horse finishing in 11th place overall!



Gold Sponsors

- “Official” status for your product
- Exposure on guiding document found on: www.aqha.com
- Group listing logo on big screen during event in Jim Norick arena
- Inclusion in pre and post event press releases

Holly Spagnola Design in-kind sponsor of Overall Champion Buckle

Horse Power Mobile

**O3 Animal Health and Equine Omega Complete the Official Essential Fatty Acid Supplement;
plus in-kind sponsorship of one gallon of Equine Omega Complete to each exhibitor**

Hassinger's Equine Sports Medicine



Silver Sponsors

- Exposure on guiding document found on: www.aqha.org
- Group listing logo on big screen during event in Jim Norick arena
- Inclusion in pre and post event press releases

Kent Ray Taylor

Oak Spring Ranch LLC



Bronze Sponsors

- Exposure on guiding document found on: www.aqha.com
- Group listing logo on big screen during event in Jim Norick arena

Weems & Stephens Equine Hospital, Inc.



WEEMS & STEPHENS
EQUINE HOSPITAL, INC.
EXCELLENCE IN EQUINE CARE

Stallion Sponsors

- Stallion logo in guiding document found on www.aqha.com
- Group listing stallion logo on big screen during event in Jim Norick arena
- Stallion named in event results

EXTREMELY HOT CHIPS

COOL BREEZE

I AM THE PARTY

RL BEST OF SUDDEN

THE LOPIN MACHINE

MECHANIC

THE MILE HIGH CLUB

MACHINE MADE

ITS A SOUTHERN THING

VS CODE BLUE

VS GOODRIDE

NO DOUBT IM LAZY

HOW BOUT THIS COWBOY

LAZY LOPER

The logo for "Extremely Hot Chips" features the word "EXTREMELY" in red, "HOT" in black with a red flame icon, and "CHIPS" in red.The logo for "I Am The Party" features a small white house icon with a red bow, followed by "I AM THE" in red and "PARTY" in large black letters.The logo for "RL Best of Sudden" features a stylized "R" and "L" in gold, followed by "BEST OF SUDDEN" in gold.The logo for "The Lopin Machine" features "The Lopin" in a script font and "MACHINE" in a bold, yellow, sans-serif font.The logo for "Mechanic" features the word "MECHANIC" in red, with a red wrench icon at the end.The logo for "The Mile High Club" features a circular design with "THE" at the top, "MILE HIGH CLUB" at the bottom, and a stylized "M" in the center.The logo for "Machine Made" features the words "MACHINE" and "MADE" in a bold, metallic, sans-serif font.The logo for "MoonPie" features the word "MoonPie" in a stylized font, with "Its A Southern Thing" in a banner below it.The logo for "VS Code Blue" features the words "VS CODE" in white and "BLUE" in blue.

COOL BREEZE

The logo for "How Bout This Cowboy" features a cowboy hat icon, "HOW BOUT THIS" in a script font, "SINCE 2007" in a banner, "COWBOY" in a large, bold, sans-serif font, and "AQHA STALLION" in a banner at the bottom.The logo for "Lazy Loper" features a large, stylized, gold letter "L".The logo for "No Doubt Im Lazy" features the words "No Doubt" in a stylized font, with "Im Lazy" in a banner below it.The logo for "VS Good Ride" features the word "VS" in a small font, followed by "Good Ride" in a script font.

Partner Sponsors

- Farm or company logo in guiding document found on www.aqha.com
- Group listing logo on big screen during event in Jim Norick arena

Clint Fullerton

Robin Frid Show Horses/Robin & Jenny Frid

Dry River Ranch/Stephen Stevens/Terry Cross

Prince Farm/Chester & Anne Prince

Jill and Murray Show Horses/Jill Newcomb/Murray Griggs

Becky George Show Horses

Highpoint Performance Horses/Charlie Cole/Jason Martin

Western Hauler

Andreini And Company (John Dobbs/Courtney Clagg and Jeff/Vicki Tebow)

Banks Ranch/Ken & Laina Banks

StarLand Ranch, LLC (Jim and Anneene Gustafson)

Chuck Letchworth Bits & Spurs in-kind sponsor of a show bit going to reserve in Western Pleasure
Award Recognition Concepts



Ranch/Farm/Trainer/Business Sponsors

- Group listing on big screen during event in Jim Norick arena

Empyre Show Horses/Troy Lehn/Brad Ost

Chuck Letchworth Bits & Spurs

Powderbrook Farms

Whitney Ridge LLC

All That Show Clothing

Vickery Performance Horses

Carrie Grose Quarter Horses

Clint Ainsworth Show Horses

Voge Quarter Horses

