



# Keystone Equine Entertainment and Training

*Ashley Pletcher*  
Clinic Hosting Contract

## Contact-

Email Ashley at [keystoneequinetraining@gmail.com](mailto:keystoneequinetraining@gmail.com) or 814-215-7171 to discuss details and scheduling. This contract is to hire Ashley Pletcher for a per day rate plus expenses to conduct an educational equestrian clinic.

## Clinician Costs-

Ashley offers a variety topics and schedules for you to customize your clinic. Total package will depend on topic(s) and number of days. There is a minimum speaking appearance fee of \$500 per day plus expenses. Additional *partial* days may be negotiated at a fraction or hourly rate. Participation clinics/Participant fees are at your discretion as host. Under this contract, as host/sponsor, you can decide minimum participant numbers so long as the appearance fee is met. Normal participation is limited to 6 riders per day, and Ashley reserves the right to cap participation numbers at 15 riders per day in order to maintain a high degree of safety and assure quality of individual attention. If your needs exceed this figure, please call Ashley to discuss.

**There is a \$300.00, non-refundable booking fee required.** In the event of a cancelation for any reason *by the host*, any travel expenses having been prepaid by Ashley will become due in full upon submission of those expenses to the host.

Travel, meals and lodging expenses are in addition to clinic fees. These expenses can be estimated as closely as possible prior to the signing of this contract for services. Actual costs for travel (airfare or mileage, parking, car rental or taxi if needed), lodging and per diem meals will be billed at the beginning day of the clinic and payment for these is to be paid in full at the close of the clinic. *Any travel expenses paid or absorbed directly by the host/sponsor should be deducted. This can include lodging, commute, airfare or group meals.*

- Daily meal per diem is set at \$25 per day.
- Mileage rates for those clinics Ashley drives to is 51 cents per mile.

## Host/sponsor Profit-

As the host/sponsor, you decide on the actual participant and auditor fees you will charge for the clinic. All monies collected in excess of those due the clinician to cover fees and expenses are for the profit and benefit of the host/sponsor. This will include all auditor fees collected.

## Video and Audio Taping -

Host/sponsor, participants and auditors will not be allowed to videotape or audiotape clinic proceedings. Still photographs are allowed. Ashley reserves the right to videotape clinic activities and to use the tape for promotional or commercial purposes.

## **Concessions, Vendors and Amenities -**

If you wish to offer a concession for refreshments all profits from that would be retained by you, the host/sponsor. Ashley reserves the right to promote and sell equipment, videos, books or any other items at the clinic. Any vendors invited by host to sell or promote merchandise or services at the clinic must be approved by Ashley prior to the start of the clinic. Host/sponsor is solely responsible for providing personal hygiene/restroom facilities and meeting all state and local ordinances for having an event of this kind.

## **Advertising -**

As a clinic host you are expected to locally promote and advertise the clinic in order to maximize attendance. Ashley will likewise promote said event to all personal contacts and online websites. Host/sponsor can choose any advertising venue they wish but will bear any advertising costs incurred. Information flyer templates for local circulation and posting are available upon request.

## **Registration -**

As host/sponsor you will handle clinic registrations and *provide prior notice that liability releases must be signed by all participants*. Any questions you cannot answer can certainly be forwarded to Ashley. If potential participants exceed maximums for a clinic, a "waiting list" should be kept in case of cancellations. Registered participants who cancel within seven (7) days of the clinic will forfeit their fees unless another participant is willing to take their place or the event is cancelled by the host/sponsor. In the event of a cancellation by the host, for any reason, the non-refundable booking fee will be forfeit and kept by Ashley Pletcher. Host/sponsor further agrees to cover any travel expenses *prepaid* by Ashley Pletcher in advance of host notification of cancellation.

## **Facility-**

You should have a facility that can handle the number of horses and riders you expect to attend, as well as room for parking their vehicles and trailers. In some cases a round pen will be needed depending upon the options you have chosen for your clinic. Horse facilities should include an enclosed riding arena; covered arena is preferable in case of rain. The arena should have good footing, sound fencing and easily workable, secure gates. You should be able to assist participants in providing temporary stabling, or directing them to stabling options for their animals if the clinic is scheduled for more than a one day affair. Auditor seating is optional, tell them if they need to bring lawn chairs.

## **Insurance and Liability Releases-**

Insurance coverage by the host/sponsor is highly recommended. Many facilities will require an event policy or rider for the clinic to cover the clinic and Ashley's appearance as the clinician at your facility.

Horsemanship and its practice is inherently and potentially a harmful and/or deadly activity. No one can guarantee that a horse will not harm a participant - no one can guarantee that a horse will not be harmed. **THERE ARE NO GUARANTEES ABOUT SAFETY!** Participants should wear helmets and use safe equipment and apparel, as appropriate to the clinic activities. Ashley reserves the right to excuse any participant, without refund of their fees, if his/her horse demonstrates unruly behavior that she deems dangerous to itself or others. Also if riders will not or cannot follow

directions or have unsafe equipment, dress or attitudes. Auditors watch at their own risk but we reserve the right to have anyone behaving in an unsafe manner removed from the clinic site.

An Ashley Pletcher/Keystone Equine Entertainment and Training release of liability form will be provided for all registered participants to sign before taking part in, or watching, the clinic. Liability releases are to be signed by all participants, including the host/sponsor. These will be provided by Ashley Pletcher for liability purposes with regard to himself, you and all parties involved in providing this clinic. Anyone not willing to sign these waivers will not be allowed to participate and no refunds will be made on any monies paid as of the commencement of a clinic for withholding signature.

## **About Ashley and Keystone Equine Entertainment and Training**

Ashley Pletcher was born and raised in Altoona, Pennsylvania. Working for several other trainers since the age of 12, she knew she wanted to live the rest of her life with horses. Ashley moved to Texas in October of 2011 to join a riding troupe after having lived in Florida, Illinois, and Tennessee. In 2014 Ashley returned to Tyrone, Pennsylvania to start her own business: Keystone Equine Entertainment and Training. Currently Ashley resides in Bradenton, Florida.

Starting at an early age, Ashley immersed herself in horses. She has worked with many professional trainers including: Tommie Turvey, Karen Turvey, Jennie Jackson, Cristi Barley, and Ian Schmidt. Specializing in trick training and trick riding, Ashley bridges the gap that can exist between horse disciplines and breeds. Ashley isn't just a trick rider or dressage rider. Ashley is a horsewoman. She is passionate about her training and her performances.

I acknowledge I have read, understand and agree to all terms stated above:

Signature: \_\_\_\_\_

Print \_\_\_\_\_

Date: \_\_\_\_\_

Mail original to Ashley Pletcher along with booking deposit to:

***Ashley Pletcher***  
***8010 41<sup>st</sup> Avenue E***  
***Bradenton, FL 34211***