



2018 CDI

GMO Co-Partner Presentation

8-5-17

What is a CDI?

- Concours Dressage Internationale (CDI): an international dressage show approved by the FEI and run under FEI rules
- CDI Levels:
 - CDI1* = PSG, I-1 and Intermediate Freestyle
 - CDI2* = All FEI classes except GP Special and GP Freestyle
 - CDI3* = All FEI classes. FEI world ranking for riders.
 - CDI4* and CDI5* = International team competitions

CDI Divisions

- Open Small Tour (PSG and I-1)
- Open Large Tour (I-2 and GP)
- Adult Amateur (CDIAm)
- Young Rider (CDIY)
- Junior (CDIJ)
- Pony (CDIP)
- Child (CDICh)
- Under 25 (CDIU25)
- Young Horse (CDIYH)



Region 9 CDI History

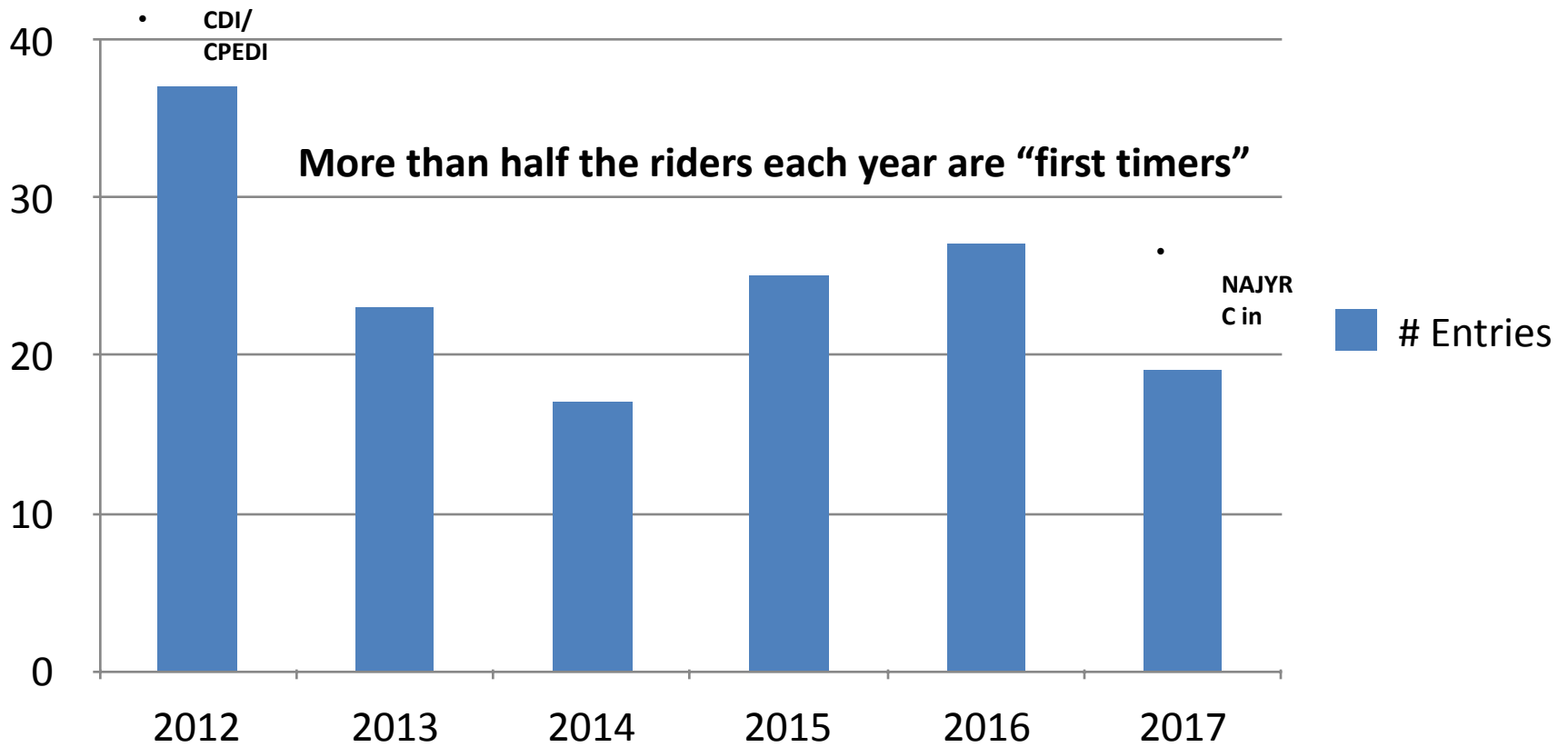
- 2011= 1*
- 2012= 3* and CPEDI3* (para)
- 2013= 3*
- 2014= 3*
- 2015= 3* and CPEDI3*/Para Nat'l Champs
- 2016= 2*
- 2017= 2*

All CDIs have been hosted and paid for by HDS

Historical CDI Entries

(40 max allowed per CDI ring)

Entries



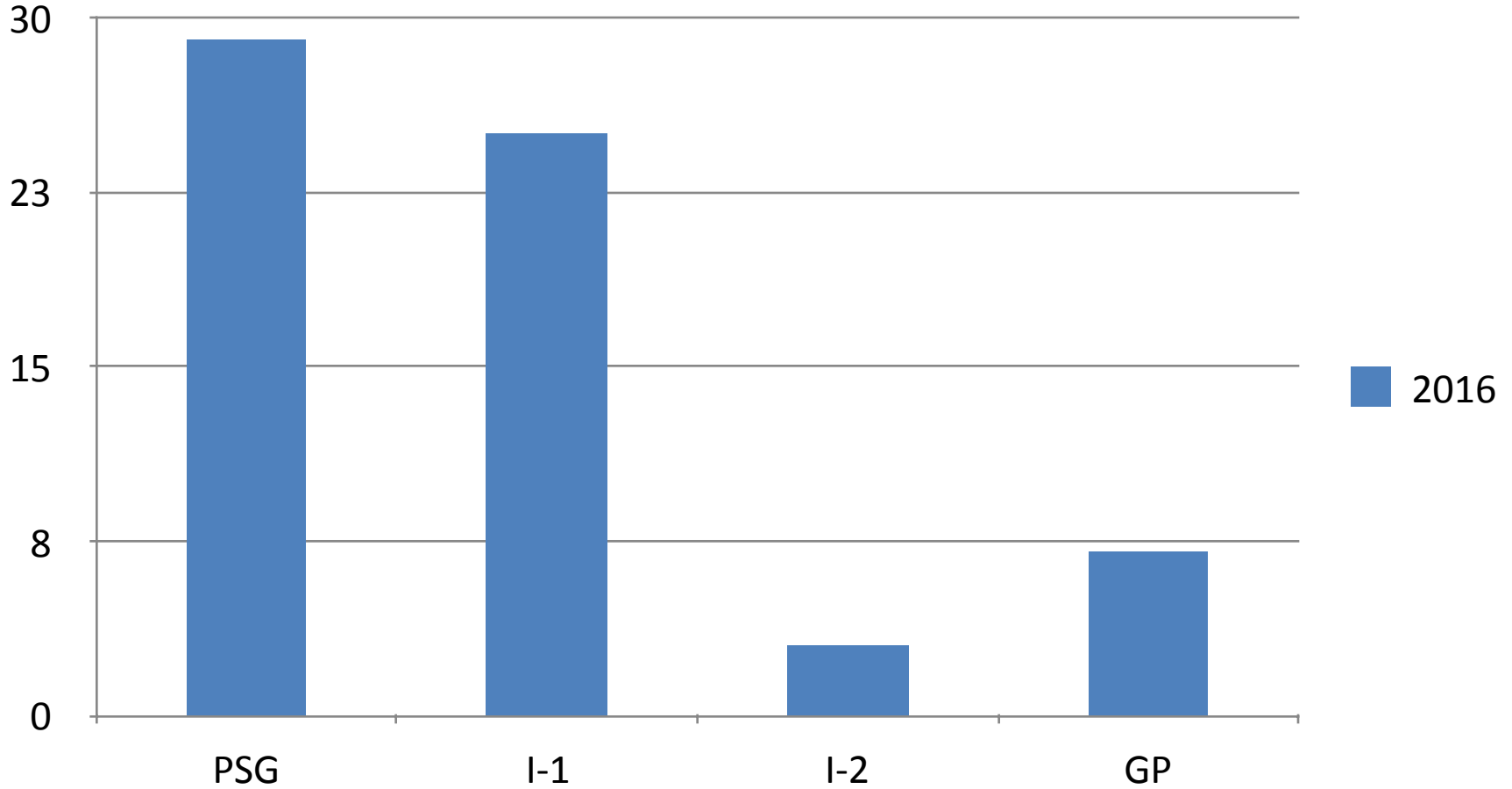
2011 entry numbers not available

CDI Champions

- CDI Leading Athlete Champions aren't just from Houston
- In 2017:
 - 2 from Houston area
 - 2 from Dallas/Ft Worth area
 - 1 from Central Texas
- Most CDI competitors are from Region 9, unlike other CDIs that often draw riders from outside the “home” region

Region 9 FEI Riders Are Increasing

2016 USDF Region 9 Championship FEI Entries



Total 2016 Region 9 Champs FEI entries= 64

While US CDI #s are Declining

	# FEI Events in US		
	<u>2011</u>	<u>2015</u>	<u>% Change</u>
Dressage	25	22	-12%
Jumping	33	48	+45%
Eventing	26	35	+35%

- All other FEI disciplines grew significantly (Endurance, Driving) except for Reining, which remained the same.
- Dressage is the second largest USEF membership group after Hunter/Jumper and much larger than all other FEI disciplines.
- **US 2017 CDIs (total= 21):** 8 Wellington, 6 California, 2 Tryon, 2 New York, 1 Pennsylvania, 1 Colorado, 1 Texas

Source: USEF Strategic Plan, 1/11/17

Region 9 CDI Importance

Short Term

- Fewer than 25 CDIs in the USA each year, most on the East and West coasts. Our riders get to compete in a CDI without significant travel and expense.
- Show management is able to build their credentials.
- The CDI gets publicity in the US and Europe.

Long Term

- Builds a pipeline of horse and rider talent for the Region's future (NAJYRC, USEF FEI Championships, World Breeding Championships, etc.)

CDI Show Officials

- CDI 1* and CDI2* = 3 judges (1 foreign)
- CDI3* = 5 judge minimum (3 foreign)
- All CDIs require:
 - 4 FEI Stewards
 - 1 FEI Vet (plus local vet on site)
 - 24/7 stable security

CDIs require at least 7 extra show officials which adds significant cost. Entries are capped at 40 per ring.

HDS typically loses \$12,000 to \$20,000 each year on the combined CDI/Spring Classic show.

2018 CDI Proposal

- The 2018 WEG will be at Tryon. US dressage interest will be high as the host nation.
- The Region 9 CDI will likely be a WEG qualifier if it is a 3* competition.
- HDS needs additional support to host a CDI3*.
- HDS proposes GMO “co-partner” sponsor packages.

CDI GMO Partner Sponsorship

- Option A: \$500
 - GMO banner hung in CDI Arena
 - Full page black/white program ad
 - Program listing as HDS co-partner
 - 2 banquet dinner tickets
- Option B: \$1250
 - GMO banner hung in CDI Arena
 - Full page color program ad
 - Program listing as HDS co-partner
 - 4 banquet dinner tickets
 - Sponsor 1 rider's entry fees OR one full banquet table (8 seats)





Discussion and Interest