



# Musical Freestyle 101

## *The Basics of Making a Freestyle*

A Guide for Hosting a MFS 101 clinic:

### INTRODUCTION:

As the Host of the MFS 101 clinic, it will be your responsibility to handle all the local arrangements to insure the event comes off in an efficient and professional manner. It is the purpose of this Outline to help you with that process and make your job as simple as possible. The areas you will need to cover are:

- 1) Facility Set-Up
- 2) Promotion & Clinic Format
- 3) Fees & Travel Arrangements
- 4) Activities at the Clinic

We will go over each of these areas, in detail, but if there are any questions, please feel free to call for clarification or any help we can provide. Your planning and organization will be the key element in having a smoothly run, successful clinic.

### 1) FACILITY

a) Lecture: A facility that has seating for 30 people with room to setup lunch tables and provide clinician with room in front of seated audience. A “large” screen TV with decent sound quality will be needed to present the freestyle videos. It would be advisable to have a microphone with additional speakers to reach the entire audience depending on the size. Too large an audience and small TV will make it impossible to see the video with any great resolution so pick a limit to the audience of around 30 unless you can arrange for a truly large screen TV & mic/speakers.

Lunch should be as minimal a distraction as possible. You may have want to provide a lunch and include this in the clinic fee or have participants bring their own lunch and drinks. Evelyn will hold an open discussion during lunch so it is beneficial for the participants to stay at the facility and helps start back up after lunch on time. You will need to arrange lunch for Evelyn.

b) Choreography Demo & Rides: To insure the quality of the clinic an indoor arena is essential as rain can hamper any riding in the clinic. A regulation arena is necessary to do any choreography for a competitive freestyle, but for a demonstration a short arena or non-standard size can be used. If an outdoor arena is to be used, then it must be regulation size. The lecture space and arena should

be arranged to be held at the same facility, but if not possible then they should be very close to one another to reduce the delay in starting back up. A suitable sound system should be used to play music in the arena. A boom-box is not ideal, but if multiple speakers can be used spread out diagonally across the arena this can be suitable. Evelyn will have need to play CDs so please plan accordingly.

c) Liability Insurance: Should it be required by the facility manager, Cool Breeze Farm, LLC. can provide a Certificate of Insurance with the facility listed as additionally insured but we will need to know 3 weeks in advance and a fee of \$25 will be added to the clinician fees.

## 2) PROMOTION & CLINIC FORMAT

The best way to promote this type of clinic is to help people understand how this clinic can help them create a freestyle on their own. This isn't a clinic for their horses, but for them as a rider and competitor. They believe the whole process is complex and only professionals can do it and that it should cost a lot of money. Once they understand all the pieces and see how the whole process comes together before their eyes they will believe differently.

The clinic can be promoted under 3 formats:

- 1) MFS 101 – Lecture Only ( 1/2 Day or Evening)
- 2) MFS 101 – Lecture & Mounted Demonstration (1 Day)
- 3) MFS 101 & Mounted Freestyle Sessions (1 Day+ depending on interest)

<b>Musical Freestyle 101</b>
<b>Lecture: 9 am – 2:45 pm.</b> <b>Introduction</b> <b>The Components Defined</b> <b>Music Selection</b> <b>Choreography</b> <b>-break- (15 min.)</b> <b>Video Analysis</b> <b>-lunch- (1 hr)</b> <b>Video Review of Freestyles</b> <b>-break- (15 min.)</b>
<b>Demonstration: 3:00 pm – 4:30 pm</b> <b>-Mounted Choreography Demo.</b>
<b>Mounted Freestyle Sessions</b>
<b>Choreography Sessions: 1.5 hrs</b>
<b>Music Selection and Tempo Analysis: 1.0 hr</b>

A rider is needed for the choreography demonstration. Ask someone who would like to ride a freestyle for the first time or has ridden one before to volunteer their riding time to the clinic and waive their fee to participate. The rider should be satisfactory in their level of training and should be prepared to ride a minimum first level freestyle. Evelyn will have a CD with 4 pre-made freestyles to select from. She will then walk the participants through choreographing a real live freestyle and all the pieces will come together. Evelyn encourages group participation at this time and the learning experience is tremendous.

The Mounted Freestyle Sessions are to be held on a personal level between rider & clinician and is not part of the MFS 101 clinic itself. The schedule will need to adjust for the different time period needed and must be scheduled in advance. Riders who wish to have Evelyn help them with an existing freestyle should make sure their music is pre-prepared and within legal time limits. Those who want Evelyn to help them with music selection and gait analysis should bring along the entire CD(s) in case a more suitable selection may be found. She will provide them with a worksheet to go by when finished.

There are several clinicians that have been conducting this type of clinic and have presented the freestyle from the judge's and musician's perspective, but very few have presented this clinic from the successful competitor's perspective. Evelyn brings her own talents riding and winning competitive freestyles at all levels into the classroom setting. She is a true performer and talented dressage rider bringing the best of artistry & compulsory movements together into a great freestyle.

Promote by word of mouth; tell your friends and ask them to talk it up. Visit tack stores and horse facilities, asking "Who has always wanted to ride a freestyle but never knew where to start?" or "Why aren't you dancing with your horse?" If they are timid or unsure about starting then they will feel welcome and encouraged at this clinic.

**FAQ#1:** What does it cost to Audit? ... There is no "auditing" of the MFS 101, everyone is a participant.

**FAQ#2:** Do I have to be ready to ride a freestyle in competition before I attend this clinic? ... **ABSOLUTELY NOT.** This clinic is to help people get started in riding freestyles as part of their normal training schedule.

You will want to plan to begin advertising for your clinic about 3 to 5 months ahead of time. We will provide you with a flyer customized to your facility and the format you have chosen. You can mail these out to clubs, chapters and GMOs. You may want to consider putting ads in local club news letters or equestrian publications. Of course you will want to leave some flyers in tack shops, feed stores, etc. You may photo copy the flyers as you need.

### 3) FEES and TRAVEL ARRANGEMENTS;

You will need to PRE-REGISTER, including collecting the individual payments, as far in advance as possible. Do not wait to the last minute and do not allow participants to do so either. You must notify Evelyn a minimum of 14 days prior to the date of the clinic, that the clinic has enough entries to be held and to inform her of her travel arrangements. Do not count anyone who hasn't pre-paid. Payment in whole to clinician should be made payable to: **Cool Breeze Farm, LLC.**

Once the maximum amount of slots have been filled, a waiting list should be generated in the event there is a cancellation or enough interest to extend the clinic to another day.

Local Clinic Fees*	Fees
MFS 101 – Lecture Only	\$250
MFS 101 – Lecture & Mounted Demonstration (1 Day)	\$350
MFS 101 & Mounted Freestyle Clinic (1 Day +)	\$350
	+\$70/rider
* NOTE: travel limited to 2 hrs one way.	
National Clinic Fees#	Fees
MFS 101 – Lecture & Mounted Demonstration (1 Day)	\$450
MFS 101 & Mounted Freestyle Clinic (1 Day +)	\$450
	+\$70/rider
# NOTE: when overnight travel and lodging required	

It is the financial and logistical responsibility of the Host to arrange and prepay for the travel & lodging expenses for Evelyn when travel is required nationally. In most cases Evelyn will be travelling from home in Maryland, so airline arrangements need to be made out of Dulles International in Virginia and transportation from the arriving airport to the clinic. Evelyn is willing to take a guest room in the Host's home to help in lowering the costs, otherwise a hotel room and transportation need to be arranged.

### 4) ACTIVITIES AT THE CLINIC

The Host will need to be sure the facility is prepared, prior to the clinic. The Host will need to arrange for Evelyn's transportation to the clinic either from airport or hotel when applicable. The Host should arrive early on the day of the event and have name tags, sign-in sheet, insurance release forms (where needed) and any other items needed. The Host should have a sign-in table and supervise all participant sign-in, including fees collected at the gate. The Host will supervise the horses and riders involved in the clinic and handle the collection of any facility fees due. During the lunch break, the Host should arrange for Evelyn's lunch, allowing her to have more time answering questions. During the day, offer any help needed to provide for a smoothly run, efficient clinic. All those attending

will be depending on you. Good planning and organization by the Host will provide for a fun learning experience for all!

#### REMEMBER

This clinic is for the rider, not the horse, who has an interest in riding a freestyle in the near future or needs help with their existing freestyle. And nobody has to meet a minimum qualifying score to participate either!

Call the farm to select a date for the clinic and we'll be happy to answer any questions you may have at that time.

Mark & Evelyn Susol  
Cool Breeze Farm, LLC.  
[www.coolbreezefarm.com](http://www.coolbreezefarm.com)  
301-668-0588