



EVENT RIDERS MASTERS – RULES SUMMARY 2017

Overview of the Series

In 2017, the Event Rider Masters links 7 (CIC3*) competitions already existing in Great Britain, France and Germany:

- Dodson & Horrell Chatsworth International Horse Trials, UK – 13th & 14th May
- Wiesbaden International Horse Trials, GER – 2nd & 3rd June
- St James's Place Barbury International Horse Trials, UK – 8th & 9th July
- Jardy International Horse Trials, FRA – 15th & 16th July
- The Festival of British Eventing at Gatcombe Park, UK – 5th & 6th August
- Blair Castle Equi-Trek International Horse Trials, UK – 26th & 27th August
- Blenheim Palace International Horse Trials, UK – 15th & 16th September

Year 2 of the series sees International expansion into France and Germany and an increase to 7 legs.

Competition Format

The competition format is in accordance with the FEI Eventing Rules:

The competition will take place over 2 days.

- 1st day: dressage
- 2nd day: jumping in the morning followed by cross country phase.

Selection of participants

- 1 horse per athlete
- 40 entries in total to be accepted per competition
- Athletes to be selected by FEI Ranking points (at entry point). Four places (wildcards), in order of priority, will be available from the following options:
 - Up to 2 places (wildcards) reserved for any Eventing Olympic Gold medal winner at any time or 4star winner in the last 10 years. If these wildcards are not used, then developing nation riders, in order of FEI ranking may be selected.
 - Up to 2 places (wildcards) at the discretion of the OC & ERM. This is to support and build TV distribution in emerging markets and to support the commercial development of the series.
- These wildcard places (maximum of 4) may also be selected by FEI Ranking points finalised at the date of entries if the above criteria are not applied.
- For full details of the wildcard process please see Appendix A.

In all cases ERM MER Rules will be applied to selection of section. A waitlist will be held and withdrawals will be replaced according to FEI rankings.

Additional qualification requirement

- 1 additional MER: 1 CIC3*. This will apply to all combinations including wildcards.

Competition

- At Ballot Date the ERM section will be published on the Event and ERM website. All entries not into ERM section will be placed into the normal CIC 3* section (should there be one at the event) and a waitlist will be held in FEI ranking order.
- Dressage Times will be published in line with each Event's published timetable. This will be the Wednesday/Thursday before dressage day. Times will be produced in four groups based upon the average of up to 5 of the horses' latest dressage results from FEI CIC3* competitions with the best averages being in the final group. Within each group a draw will then take place to determine running order.
- On completion of dressage – Show Jumping order will run in reverse order.
- On Completion of Show Jumping – Cross Country will run with the top 20 in reverse order.
- By entering the competition, the rider accepts the conditions of entry (Appendix B).

Point system /results

The goal is to provide an ever-changing leader board to drive continued interest.

- The final placings of Athletes in the Series will be made by accumulation of the points according to the points scale below.
- For purposes of gaining any ERM points, the rider must meet the Minimum Eligibility Requirement (dressage no more than 67 penalty points, showjumping no more than 16 faults at obstacles, and cross country being clear and no more than 75 seconds over the optimum time). If the rider finishes in the placings despite not having the MER (e.g., has had a 20-penalty runout in the XC), the rider will be entitled to that place and any prize money awarded for that place and any series ERM points.
- The results of the best 66% of the competitions of the series will count – for 2017 this will be 4 competitions.

1 st	30 points
2 nd	28
3 rd	26
4 th	24
5 th	22
6 th	21
7 th	20
8 th	19

9 th	18
10 th	17
11 th	16
12 th	15
13 th	14
14 th	13
15 th	12

- A further 2 points will be allocated to any competitor placed below 15th completing with an MER.

Tie Breaks

For purposes of addressing any ties in winners or places in the final series rankings, the fundamental elements of the FEI Nation's Cup rules will be applied, EXCEPT for the requirement that a tie be decided on the basis of participation in the greatest number of events, and instead using the concept that each rider should have 4 scores to count. Therefore, the tie-break rules will be:

In case of a tie for the series or a place in the series, each rider's placings in all his/her ERM legs (up to 4, and if more than 4, the best 4) will be added together. The tie will be decided in favour of the rider with the lower of such totals. This means, for example, that a rider who has placed 1st in 4 events will have a score of 4, whereas a rider who has placed 2nd in 4 events will have a score of 8, and the tie will be decided in favour of the rider with the score of 4. The concept is that each rider should have 4 scores to count, so in the event that they have only completed 3 legs they will receive points equivalent to a 40th place for the 4th effort.

As an example: If Rider x had competed in and won 3 legs they would have 90 ERM points. Rider y could have also 90 points from 3 x 3rd places plus a 15th place. Under the tie break rules Rider x would have 43 points (3 x 1 = 3 + 40 for the assumed 40th place), whereas Rider y would have 24 points (3 x 3 = 9 + 15) and therefore wins

In the event that there is still a tie, the standard FEI rules will apply, as set forth in its Eventing Rules, Chapter 7, Art 528.1.6 (see below). These rules will be applied by adding together all the scores from all the rider's legs (up to four, as above) before the comparisons are made.

528.1.6 Final Classification Tie (Individual)

In the Event of equality between two or more Athletes, the classification is decided by

- (a) The best cross-country score including penalties for faults at obstacles, time penalties and any other penalty that the athlete may have incurred on the Cross Country Test.
- (b) If there is still equality, the classification is decided in favour of the Athlete whose cross-country time was closest to the optimum time.
- (c) If there is still equality, the Athlete with the best Jumping score including penalties at obstacles and time penalties.

- (d) If there is still equality, the Athlete with the fastest time in the Jumping Test.
- (e) If there is still equality, the classification will be decided in favour of the Athlete with the best total of collective marks in the Dressage Test.
- (f) If there is still equality the tie will remain in the final classification and any prize money will be divided equally.

Prize money

Provide a prize money fund of £50,000 (€60,000) at each of the seven events in 2017.

1 st	£16,000
2 nd	£12,000
3 rd	£8,000
4 th	£6,000
5 th	£3,000
6 th	£2,000
7 th	£1,000
8 th	£900
9 th	£600
10 th	£500

A prize to the overall winner of the series will awarded at the final at Blenheim. The aim is a £30,000 first prize, a £15,000 second prize and £5,000 for third.

The ambition of the Series

The series to be packaged specifically for television, with sophisticated commentary, innovative camera techniques and informed by statistical analysis of the kind used by other televised sports—intended to welcome and entertain new audiences as well as those already engaged with the sport.

Appendix A

EVENT RIDERS MASTERS

Wildcard Rules in Detail (2016)

Eventing Olympic Gold Medal Winner/ Four-Star Winner & Developing Nation Wildcards:

This wildcard process only applies to those Gold medal winners (individual only) or 4* winners who have entered, meet the basic entry criteria but are not in the list of the 36 accepted entries by FEI ranking points.

An athlete that has a four-star win from 2008 up to and including 2017 (at entry point) counts as eligible for a wildcard entry.

All those eligible for these two wildcard places will be placed in order of FEI ranking points and the Olympic Gold medallist with the highest points will be picked followed by the four-star winner with the highest points. If these wildcards are not used, then developing nation riders may also be selected in order of FEI ranking.

Should there be no Olympic Gold medallist on the list then up to two four-star winners will be accepted. Should there be no four-star winners on the list then up to two Olympic medallists will be accepted.

Developing Nations: Brazil, China, India, Japan, South Africa, Zimbabwe.

Orgainising Committee & ERM Wildcards

Up to 2 wildcards will be retained to be used at the discretion of the Orgainising Committee & Event Rider Masters. This is to support and build TV distribution in emerging markets and to support the commercial development of the series.

In all cases ERM MER Rules will be applied to selection of section. A waitlist will be held and withdrawals will be replaced according to FEI rankings.

If wildcards are not employed, the ERM section will revert back to selecting according to FEI ranking at entry point.

Appendix B

CONDITIONS OF ENTRY

THE EVENT RIDER MASTERS SERIES HAS ESTABLISHED SPECIAL TERMS FOR THE THOSE PARTICIPATING IN THE SERIES. EACH ATHLETE AND OWNER AGREES TO COMPLY WITH THESE TERMS AS A CONDITION OF ENTRY.

1. Rights

Athletes participating in a Series event agree to be filmed, televised, photographed, identified, interviewed and otherwise recorded during the event for the purposes of the media coverage and promotion of the Series (by means of all and any media throughout the world in perpetuity). Athletes therefore assign with full title guarantee in perpetuity to Event Rider Masters Limited (“ERM”) all rights of any nature in any such recordings.

Athletes agree that their name, image, photographs and moving images taken of them by ERM at a Series event, and all statistical information gathered by ERM arising from, or relating to, the athlete’s performance at a Series event, may be used by ERM for the purposes of publicising and promoting the Series and the event.

2. Promotion

To support promotion of the Series, athletes of competing horses further agree:

- To supply ERM with any information required to compile full background profiles of athletes and horses (including horses’ stable names, personalities, quirks, training, etc.) and to consent to such information being supplied by ERM to external media agencies.
- To feature their participation in the Series on their personal websites (including a link to the ERM website) and on approved social media channels (including use of the ERM hashtag). At a minimum, athletes should announce his/her entry and results at each Series class and provide updates on the athlete’s performance during the Series and his/her results at each competition.
- To participate in any social media campaigns initiated by ERM to promote the Series, in accordance with notification by ERM highlighting the actions required from each athlete.
- In giving interviews or on social media platforms, to refrain from negative commentary concerning the Series, the individual Series events, fellow competitors, owners, official decisions and results.
- To make themselves available for features and interviews arranged by ERM such as a magazine-style interview of home life, recreation, and interests
- To assist ERM in showcasing the equine stars competing in the Series, by arranging access to their horses by means of fan zones, stable tours and other “meet and greet” opportunities.
- To wear Series-branded clothing and accessories provided by ERM such as caps, shirts, jackets, armbands and sashes during Series events at prize-giving and interviews, at ERM social functions and at ERM arranged

interviews outside of a Series event and to whatever extent possible while competing.

- Whenever possible taking into account other commitments and based on sufficient notice, to attend functions organised by ERM during the lead-up to Series events and at other times, including photo shoots, press conferences, promotional dinners and award ceremonies, and presence at sponsor meals, conferences or meetings at sponsors' offices.

2. Owners

- Athletes will encourage the owners of horses competing in the Series to participate in interviews, social media campaigns and general promotion of the Series.
- Owners are encouraged to participate in prize-giving and press conferences and to wear ERM branded clothing.

3. Staff and Trainers

- Each athlete must ensure that staff members and trainers are suitably briefed on the format and objectives of the Series.
- When not engaged in horse welfare or training, staff and trainers must be available for interview or comment without bias on the performance of the combination, the Series and the particular Series event.
- Upon request, staff will participate in prize-giving ceremonies.

4. Equine Health and Welfare

- Horse welfare must at all times be the highest priority and responsibility of the athlete.
- At all times the athlete must present an elite and aspirational level of horsemanship. Care of the horse during each phase and post-competition care is paramount.
- In the interests of "clean sport", the Series will actively encourage the FEI to openly examine our competitions, athletes and horses.

5. Interviews at Series Competitions

At Series competitions, athletes will give priority to interview requests from ERM above those from any other media.

Before competition:

- Athletes may be asked for sound-bite interviews while mounted before all phases of competition.
- In line with other major sports, the sound-bite interviews will not occur within 2 horses of the competitor in the ring.
- The interviews will be tactful and sensitive to the athlete's need to prepare.
- Any athlete not wishing to participate should notify ERM prior to the competition.

Post competition:

- Post-phase interviews will be undertaken only after athletes have clearly demonstrated they have placed the welfare and wellbeing of the horse as their highest priority.
- The top three competitors after each phase will be expected to participate in “meet and greet” sessions with sponsors.
- Upon request, athletes will assist with event commentary by providing “colour” and expert opinion, following their own participation.

6. Prize-Giving

- Each of the top 5 competitors going into cross country will be expected to take a place on the podium after completion of his/her round, until another competitor exceeds his/her score.
- Provisional prize-giving will take immediately after the cross country finishes.
- The top 3 competitors will make themselves available for prize-giving and their horses’ owners are encouraged to participate as well.
- Competitors on the podium, and during prize-giving, will be expected to wear Series-branded clothing provided by ERM, which may include caps, shirts, jackets or sashes.
- The top 3 competitors of the event and the top 3 Series leaders at that time will commit to a minimum period of time to be available to meet with sponsors and then to participate in a press conference.
- Both the press conference and the prize-giving will be held in front of sponsor branded background. Athletes therefore agree to represent the values of the Series and its sponsors during these stages.

7. Individual Sponsor Agreements

- Athletes will not use the Series as an opportunity to actively promote individual sponsorship agreements.
- Each athlete must inform ERM of any potential conflict between Series sponsorship and his/her individual sponsorship agreements before entering his/her first Series event, and of any changes to his/her individual sponsorship profile thereafter.

8. Contacts

Each Athlete must provide ERM with up-to-date contact details for themselves, staff, trainers, and owners, and with the details (including persons responsible for maintenance) of the social media accounts and websites of the Athlete and (if any) his/her Owner(s).