



MULATTO
Meadows
H U M B L E

HEELS DOWN FISTS UP EVENT PLANNING GUIDE

HUMBLE HORSEMANSHIP PROJECT STANDARDS APPLY IN ORDER TO PARTICIPATE!

Respect for our craft as Horsepeople:

- Collared shirts (polo or sleeved) tucked in with belt
- Horse to be groomed and free from all dirt, shavings, debris
- All tack used for its intended purpose and adjusted properly
- Safe horsemanship must be practiced at all times. Safety is defined by anything that puts horse or rider in immediate harm

YOUR EVENT ACTION ITEMS

Once you have confirmed your date and location:

1. You are responsible for obtaining the necessary First Amendment permits for your event by contacting your parks district. This step is key. If you have any questions, please contact NiaWilkes@mulattomeadows.com for assistance.
2. Reach out to your local police department and park rangers about your event.
3. Please send the details of your event to NiaWilkes@mulattomeadows.com and we'll create your official event flyer

Special Considerations for the Flyer

- Length of ride and difficulty
 - What to bring (water, feed, masks)
 - Trailer capacity/ attendee limit
 - Registration link (if applicable)
 - Special directions/ foreseeable traffic issues that are unique to the area.
4. If the location of your event limits the number of attendees, consider using a registration app such as Eventbrite.
 5. Promote your HDFU event via social media and within the equestrian community (barns, tack shops, etc.). HDFU headquarters will also post your event on social media. Suggested timing is at least 2-3 weeks prior to your event.
 6. Reach out to your local media, photographers and videographers about covering your event.
 7. Secure volunteers to help run day-of logistics.

Thank you for your interest in organizing a Heels Down Fists Up rally and ride event.

On June 20, 2020 the Bay Area equestrian community showed their solidarity with the Black Lives Matter movement with the first HDFU event. Brianna Noble, the founder of Mulatto Meadows and The Humble Horsemanship Project, organized the ride for all riders of all disciplines and encourages your equestrian community to do the same!

The following is a check-list and guidelines on how to produce and manage your event. After reviewing, if you have any questions, please contact Nia Tahani Wilkes at NiaWilkes@mulattomeadows.com.

Thank you for bringing attention to diversity and inclusion in the equine industry.

SUGGESTED VOLUNTEER ROLES & STAFFING RECOMMENDATIONS

Check-in table(s): (1) volunteer at each

- Liability forms (if not completed beforehand), pens
- Health Safety: Masks, Sanitization items (disinfecting wipes for pens, hand sanitizer)
- Wristbands

Human Arrows:

- (2+) To direct traffic into the parking lot/ trailer load-in
- (2+) To direct riders to staging area/ trailhead

For Horse & Rider:

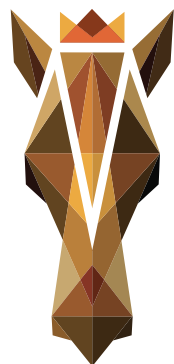
- (4) volunteers to verify horse (groomed, free of dirt, debris, shavings), tack (used as intended), and riders' attire (mask, collared shirt tucked in). These volunteers should also carry the list of liabilities received and distribute wristbands
- Veterinarian
- Farrier

Additional:

- (2+) to manage media
- (2) floaters/ generalists

SUGGESTED EVENT SUPPLIES

- Wristbands for participating riders
- Traffic cones for parking lot, loading, and other entry points
- Check-in/directional signage
- Walkie-Talkies
- Attendee list
- Clipboards for liability releases
- Masks, disinfecting wipes, and hand-sanitizer
- Water/Snacks for volunteers
- Tables for check-in and the Humble Horsemanship info desk
- Volunteer name tags
- Safety vests/jackets for volunteers directing traffic



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