

We welcome you and thank you for your interest in and your coverage of the 2012 Rolex Kentucky Three-Day Event, presented by Bridgestone, part of the HSBC FEI Classics™ and the Ariat Kentucky Reining Cup.

To provide competitors the best possible chance to successfully complete The Event and to give you the opportunity to get the best coverage, the Rolex Kentucky Three-Day Event provide the following information and guidelines.

Rolex Kentucky Three-Day Event

FIRST HORSE INSPECTION

Wednesday, April 25 - 3:00 p.m.

The Inspection will be held on the Steeplechase Horse Inspection Lane.

Need to Know: This is a formal inspection to determine the soundness and general condition of the horse prior to beginning the competition. Horses will be presented in hand to the Inspection Committee, which is composed of the Ground Jury and the Veterinary Delegate with the President of the Ground Jury in charge. The horse will be stood before the Committee for general inspection, walked away from the Committee and then trotted briskly for a distance. The horse will then be turned and trotted toward the Committee.

The horse will be “passed” (often termed “accepted”) by the Committee or “not passed”, either on account of unsoundness or lack of condition, and will not be allowed to begin the competition. There is no appealing the decision of the Committee if the horse fails the inspection. In some instances, if the Committee is not completely sure that a horse is unfit for competition, it will be put in an officially supervised Holding Area and will be examined by the Associate Veterinarian who will report his findings to the Inspection Committee, which will then allow the horse to be re-presented for further inspection either immediately after the last horse has been inspected or whenever the horse can be reasonably placed back in the inspection order.

Picture Tips: Horses will be braided and shown in their bridle; competitors will generally be dressed in slacks, shirts and coats or skirts or dresses. Good photo opportunities are available in the Collecting Area where several horses are being walked around prior to being inspected, as well as when the horse is stood before the Inspection Committee and trotted for the soundness check. The Dubarry Style Award is presented to the best-dressed woman and the best-dressed man at Wednesday’s first horse inspection and the Zeppa International Trophy is presented for the Best Turned-Out Pair at both formal Horse Inspections.

DRESSAGE TEST

Thursday, April 26 – 9:30 a.m.-3:30 p.m.

Friday, April 27 – 9:30 a.m.-3:30 p.m.

Order of Go and Ride Times

Current Ride Times (Order of Go for each competitor) will be available at the Media Center approximately one hour after the Horse Inspection Wednesday afternoon.

Dressage Test

Dressage will be held in Rolex Stadium on an all-weather-surface, Otto-Sport.

The Dressage Test takes an average of five (5) minutes to ride. To give the judges time to give the collective marks and comments, rides are scheduled at 8-minute intervals with a break after every six (6) to eight (8) horses to drag the arena.

Need to Know: Seating for the Media will be provided. Please don’t stand in front of people to take pictures. Select credentialed media photographers, properly dressed, will be allowed access to Rolex Stadium to take pictures. Quiet is essential. No loud motor driven cameras, please.

CROSS COUNTRY TEST

Saturday, April 28 – 9:30 a.m.-3:30 p.m.

Consult the Event Complex map available at the Media Center and in your programs for the track of the Cross-Country Course and the numbers, names and dimensions of the obstacles.

Be prepared to move around to catch the action.

A satellite media tent, with closed-circuit television, is available near the finish line on Cross-Country Day. A media staff representative will be present to help with interviews.

Need to Know: Stay on the outside of the ropes or barriers defining the galloping lanes. You may cross the course ONLY at designated crossover points. Mounted Stewards and Fence Judges will be pleased to advise you on when and where to cross and on the best spots for good photographs. You must heed all Cross-Country officials — their word is law for the day. Their job is to ensure the safety and welfare of the horse, its rider and all others. For everyone's safety, we also require that all dogs be leashed and children watched closely.

Picture Tips: Spread fences, drops, banks, water obstacles and combination fences always provide excellent photo possibilities, but there are photo opportunities at almost every fence, even those that do not appear notable on first inspection.

SECOND HORSE INSPECTION

Sunday, April 29- 8:30 a.m.

This Inspection is identical to the First Horse Inspection. The purpose is for the Inspection Committee to determine if the horse remains fit and sound to begin the third and final test of the competition, the Jumping Test. Here again the Inspection Committee may exclude a horse from further competition.

JUMPING TEST

Sunday, April 29 – 12:30 – 2:30 p.m.

The Jumping Test takes place on the last day of the competition and is run in reverse order of standing after the Cross-Country Test. The arena, or stadium, is completely enclosed and the interior is a colorful mixture of brightly painted fences decorated lavishly with flowers and greenery.

Please be sure to read about the Jumping Test obstacles in the Program. They have been designed to represent Thoroughbred farms and attractions in Kentucky and have become something of a legend throughout the world. We are proud to have as our Course Designer, Richard Jeffery from England, who designed these marvelous tributes to the many industries in Kentucky.

Need to Know: As with Dressage, there will be reserved Media Seating. This is complimentary seating for that day and should afford a good view as well as photo opportunities.

Picture Tips: The design of the course exerts as much influence as do the obstacles. Spreads, double and triple combinations and verticals compose the course and each fence and where it is positioned, asks a different question of horse and rider, testing the horse's handiness and obedience while examining the rider's ability to direct his horse. Schooling in the warm-up area also presents interesting photo opportunities.

AWARDS PRESENTATIONS

Sunday, April 29 – 2:30 p.m.

Presentation of the awards is an elegant and picture-perfect end to the competition. Opportunities abound for pictures of the winners of the various trophies.

All credentialed media photographers will be allowed on to the field of play in Rolex Stadium for the Awards Presentations.

ARIAT KENTUCKY REINING CUP

Alltech Arena

Horse Inspection

Thursday, April 26, 3:00 p.m.

CRI3*

Friday, April 27, 6:00-8:00p.m.

World Freestyle Championship

Saturday April 28, 5:30 -7:30 p.m.

The Ariat Kentucky Reining Cup, which includes FEI-recognized international Reining and the World Freestyle Championship, will be held in conjunction with this year's event.

The Ariat Kentucky Reining Cup competition will include a CRI3*, as well as the World Freestyle Championship. The CRI3* will offer \$100,000 in prize money.

The World Freestyle Championship will award the title of "World Champion" in Freestyle Reining, as well as \$25,000 prize money that will also mark the largest purse for a Reining Freestyle anywhere in the world.

There will be a Reining Media Center in Alltech Arena where the Reining competition will be held. This will be open for use by credentialed media on Friday and Saturday evenings.

TRADE FAIR

The Trade Fair is located in the Kentucky Horse Park's Frederick L. Van Lennep Covered Arena. The Trade Fair is an integral part of the Rolex Kentucky Three-Day Event and has been since inaugurated at the first event put on by Equestrian Events, Inc. in 1976. At the 1978 World Three-Day Event Championships, the Trade Fair reminded one of an English fair of old. The Trade Fair is now larger than the one for those World Championships and seems to keep improving each year, with a wide variety of wares. The Trade Fair offers many interesting asides to the competition and unique photo opportunities.

There will also be a Trade Fair at the Alltech Arena during The Ariat Kentucky Reining Cup. The Trade Fair will be open from 3:00-8:00 p.m. on Friday and Saturday, April 27-28.

SPONSOR VILLAGE

An expanded Sponsor Village will populate the west side of Rolex Way, with Corporate Sponsor Tents dotting the landscape. This vibrant area is where autograph sessions are held and Cross-Country Course walks with riders, organized by various sponsors, begin. Here, too, sponsors offer special demonstrations of their products, sampling, colorful displays and great give-aways.

DEMONSTRATIONS & EXHIBITIONS

The Walnut Ring, formerly the location of the main Trade Fair Tent, will be the site of demonstrations and exhibitions planned for the 2012 Event. Sponsors, too, may utilize this ring for any clinics or seminars they plan to offer the public. A Kids Corral will be held on Saturday, in order to allow kids to learn about horses.

