
2014 Adequan / USDF Annual Convention

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Competition Open Forum

Award or Advertising:

Is this saddle pad legal for competition?



USDF

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USEF Rules that Apply to Logos and Advertising

These citations are very brief excerpts taken from the USEF Rule Book for the purposes of this presentation only. Please use them only as a guide to the GR and DR rules on the subjects discussed today.

DR120 Dress

15. **When sponsorship is permitted** in accordance with GR1306 [below], the name and/or logo of the individual's sponsor(s) may appear on each of the two sides of jackets or top garments at the height of breast pockets not exceeded [sic] 80 cm² in size.

Logos described under DR121.1 [below] are also permitted as above.

The name and/or logo of an individual's sponsor may also appear on the rider's protective headgear if permitted in accordance with GR1306 and DR121.1.

DR121 Saddlery and Equipment

1. ... While present in the competition area and during prize-giving ceremonies, and when sponsorship is permitted in accordance with GR1306, the name and/or logo of the individual's sponsor(s) may appear on a surface area not exceeding 200 cm² on each side of the saddle cloth. Breed logos (for horses registered with that breed), national flags (for citizens of that country), riding club/business/farm names or logos (used with permission of riding club/farm/business owner) and USEF or USDF names or logos (used with permission of USEF or USDF, respectively) are also permitted and must have the same specifications as sponsor logos.

No other advertisement or publicity is permitted on saddle cloths or horses.

DR124 Elimination

1. Horse and rider combinations shall be eliminated...from the current or next class depending on which is closest to the time the incident occurred [for]:

b. Dress code violations inside the competition ring listed under DR120.1-5 at the discretion of the Judge at "C" except elimination is mandatory for failure to wear properly secured protective headgear.

Elimination is mandatory for violations listed under DR120.6-16. [Includes DR120.15, above]

GR1306 Professional/Amateur Status

1. **Amateur.** Regardless of one's equestrian skills and/or accomplishments, a person is an amateur if [in Dressage, from the beginning of the calendar year in which they reach age 22] he has not engaged in any of the activities identified in paragraph 4 below.

2. **Remuneration.** Remuneration is defined as compensation or payment in any form such as cash, goods, sponsorships, discounts or services; reimbursement of any expenses; trade or in-kind exchange of goods or services such as board or training.

3. **Permitted activities by Amateur.** An Amateur is permitted to do the following:

c. Appear in advertisements and/or articles related to acknowledgement of one's own personal or business sponsorship of a competition and/or awards earned by one's owned horses.

f. Accept a non-monetary token gift of appreciation valued less than \$300 annually.

j. Accept reimbursement for any bona fide expenses directly related to the horse (i.e. farrier/vet bills, entries). Travel, hotel, equipment, room & board are not considered bona fide expenses.

4. **Professional based on one's own activities.** Unless expressly permitted above, a person is a professional if [Dressage, after the end of the calendar year in which he/she turned 21] he does any of the following...:

d. Accepts remuneration AND uses his name, photograph or other form of personal association as a horseperson in connection with any advertisement or product/service for sale, including but not limited to apparel, equipment or property.

l. Accepts remuneration for such use AND uses commercial logoed items while on competition grounds unless expressly permitted by applicable division rules.

Case #1:

Championship logo with words

My horse and I won a saddle pad at the state/regional/national championships. It has the logo of the GMO/region/national federation, the sponsor's name and the words:

2004 Reserve Champion – Pas de Deux

- 1.1 Can the same horse and I ever compete with that pad? **No**
- 1.2 Does it matter at what level we compete? **No**
- 1.3 Does it matter if it's at a championship? **No**
- 1.4 Would it matter if I were an amateur? **No**



Case #2:

Championship logo, no words

Same situation, but the pad only has the USDF logo, the name of the show and the sponsor – no indication of what, if anything, my horse or I did to earn it.

- 2.1 Can that horse and I compete with that pad? **No**
- 2.2 If we qualify, can we use it at next year's championships? **No**
- 2.3 At this year's finals? **No**
- 2.4 Can I use it with a different horse? (Who would know?) **No**



Case #3:

Barn logo, but not my barn

A stable that puts on recognized competitions open to the public awarded saddle pads with the stable logo. The logo is readily recognizable in the area, but the saddle pad doesn't actually include the stable name.

- 3.1 Can I use it in competition? **Yes**
- 3.2 Does it matter if I don't board at that stable? **No**
- 3.3 Would it matter if it said "High Point" under the logo? **Yes, b/c not part of name or logo**
- 3.4 What if it included the stable's name? **Yes, allowed**



Case #4:

Corporate logo, but not my sponsor

A company that sells online entry services just gave away several saddle pads with their corporate logo. The names of everyone who submitted perfect entries using their site were put in a drawing. My name was drawn for a saddle pad.

- 4.1 Can I use it in competition? **If you are not an AA and this co. is your personal sponsor, then yes**
- 4.2 Does it matter if that competition is using a different online entry service? **This does not matter**
- 4.3 Does it matter if that competing service is a show sponsor? **Not applicable**



Case #5:

My own name or initials

I am an amateur. My monogram is embroidered on my saddle pad. It covers an area less than 200 sq cm.

- 5.1 Can I use it in competition? **No**
- 5.2 Can I put my initials on my saddle cantle? **Nothing in rules prohibits this**
- 5.3 On my browband? Noseband? **Allowed on browband, as long as not metal, allowed on noseband.**
- 5.4 Can I put my name on my helmet?
In rhinestones? **Not addressed in rules**



Case #6:

My own business

I am an amateur. My husband owns a small company, Western Architectural. The company is a major sponsor of a show in which I am competing. (Full page ad in the program, name listed on the cover as a Sponsor):

- 6.1 Can I compete using a saddle pad with his corporate logo on it? **If you are a part owner, then yes**
- 6.2 If I *won* that pad in a class that his company sponsored, could I use it in the same show? **Advise no, due to grey area in current rules**
- 6.3 Could I use it in another show that he didn't sponsor? **No, unless the business is a personal sponsor or you are part owner of company**
- 6.4 Would it matter if I owned the company?
- 6.5 If I were an open rider, would any of these answers change? **They must be a sponsor**

