

## Horse Sport Ireland - Press Dissemination Document



**HSI Press Office**

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Horse Sport Ireland currently provides comprehensive media coverage of Irish Equestrian Sport and produces a level of media content equal to that produced by any National Federation around the globe.

Our aims are: • increased coverage for our sport • keeping those who are already fans of the sport up to date • ensuring that all riders are treated equally

### **Notes:**

1. While Horse Sport Ireland makes every effort to follow the results of all FEI shows where Irish riders are competing, it is not possible to follow all show results live all of the time. If a rider achieves a result that merits coverage in line with the set criteria, they should email the HSI Press Office [bhennessy@horsesportireland.ie](mailto:bhennessy@horsesportireland.ie). This email address can also be used to forward on photos or links to video's, which, subject to being of high enough quality, may be used on the HSI website and/or social media. \* Note - It is the responsibility of the person sending on photos and video's to assure they meet all copyright and usage rights.
2. Horse Sport Ireland is the National Federation (NF) for Equestrian Sport in Ireland, as recognised by the FEI, ISC, and OCI. All horses and riders representing Ireland in international competition must be registered with the FEI. As the Irish NF, HSI is responsible for providing registrations services for Irish international competitors. All Irish riders wishing to compete at an international show/event must be entered into that event via the FEI Database platform. Horse Sport Ireland makes all international entries for Irish riders competing worldwide. Riders who fail to make their entries through this system, will not have their results reported and may be subject to fines by the FEI.
3. Horse Sport Ireland are proud to report on the achievements of our international riders. It should be noted that the Press Office does not just report on the results achieved. It monitors all international classes worldwide where Irish riders are entered to compete. This is often outside of normal office hours. Horse Sport

Ireland has in excess of 500 riders competing annually at more than 400 different FEI international shows and events across 32 countries. This accounts for more than 6,000 Irish entries being made in FEI competitions each year. The Press Office is also reliant on live links and show services reporting results as they happen and these services are not always available from every show. While we will always endeavour to get results out as quickly and as accurately as possible, we would ask for your understanding and cooperation during times if we are unable to immediately report results

\*HSI reserve the right to amend this document if needed

<p><b>Level 1</b> <b>Press Release &amp; Social Media</b></p>	<ul style="list-style-type: none"> <li>➤ RDS</li> <li>➤ Tattersalls</li> <li>➤ Senior Championships in Jumping &amp; Eventing</li> <li>➤ Eventing CCI4* (Badminton etc.)</li> <li>➤ Jumping World Cup Final</li> <li>➤ Dressage World Cup Final</li> <li>➤ International Entries (Wednesday of each week)</li> <li>➤ International Irish NC/Championship Squad announcements</li> <li>➤ HSI will endeavour to promote international events held in Ireland provided a high standard of information and or photos are sent to the HSI press office before 12pm on the Monday of the week the event is taking place.</li> <li>➤ Any additional photos from the event will be disseminated through the HSI social media platforms provided the content is relevant and photos are of a high enough resolution (please ensure copyright clearance has been achieved)</li> </ul>	<p><b>Show Jumping</b></p> <ul style="list-style-type: none"> <li>➤ Irish result in Europe Div 1 Nations Cup</li> <li>➤ Top 3 in a Development NC</li> <li>➤ Senior Championship top 10 (team &amp; indiv)</li> <li>➤ Medal at a Youth Championship</li> </ul> <p><b>Show Jumping - Grand Prix</b></p> <ul style="list-style-type: none"> <li>➤ Top 6 in a 5* GP or win in class 1m45 or above at 5*</li> <li>➤ Top 3 in a 4* GP or win in 4* class 1m55 or above</li> <li>➤ Win in a 3*/2* GP</li> </ul> <p><b>Eventing</b></p> <ul style="list-style-type: none"> <li>➤ Top 3 in an Eventing NC</li> <li>➤ Top 6 in a CCI5*</li> <li>➤ Top 3 in a CCI4*L (if more than 20 starters)</li> <li>➤ Win in CCI4*-L (if less than 20 starters)</li> <li>➤ Win in a CIC4*S</li> </ul> <p><b>Dressage/Para Dressage</b></p> <ul style="list-style-type: none"> <li>➤ Top 10 in a 5* GP or breaking a national record</li> <li>➤ Top 6 in a 4* GP</li> </ul>
<p><b>Level 2</b> <b>Social Media Only</b></p>	<p><b>Show Jumping - Grand Prix</b></p> <ul style="list-style-type: none"> <li>➤ 7<sup>th</sup> to 10<sup>th</sup> in a 5* GP</li> <li>➤ 4<sup>th</sup> to 6<sup>th</sup> in a 4* GP</li> <li>➤ 2<sup>nd</sup> or 3<sup>rd</sup> in a 3* GP</li> </ul> <p><b>Show Jumping World Ranking Classes (1.45m or above)</b></p> <ul style="list-style-type: none"> <li>➤ Top 6 in any class at a 5* show</li> <li>➤ Top 3 at a 4* show</li> </ul>	<p><b>Eventing</b></p> <ul style="list-style-type: none"> <li>➤ Any Irish team placing in an Eventing Nations Cup</li> <li>➤ Places 7-20 in a CCI5*</li> <li>➤ Places 2-10 in a CCI4*-L (if competition has over 70 starters places 11-20 also get social media post)</li> <li>➤ Places 2-6 in a CCI4*-S (if competition has over 70 starters places 7-15 also get social media post)</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Win at a 2*/3* show</li> <li>➤ Win in a Puissance at a 3* show and above</li> <li>➤ Win in a Six Bar at a 3* show and above</li> </ul> <p><b>Show Jumping Championships</b></p> <ul style="list-style-type: none"> <li>➤ 4-10 in an Underage Championship</li> <li>➤ Places 11-20 in a senior championship</li> </ul> <p><b>Youth FEI SJ</b></p> <ul style="list-style-type: none"> <li>➤ Pony / COH/Yr/Jr/ U-25 – International Class Win</li> <li>➤ Top 3 in an underage GP</li> <li>➤ Top 3 in an underage Nations Cup</li> </ul>	<ul style="list-style-type: none"> <li>➤ Win in a CCI3*-L, win in a CCI3*-S, win in a CCI2*-L, win in a CCI2*-S</li> </ul> <p><b>Youth FEI Eventing</b></p> <ul style="list-style-type: none"> <li>➤ Win in an Youth international class</li> </ul> <p><b>Dressage/Para Dressage</b></p> <ul style="list-style-type: none"> <li>➤ Top 20 at a 5* show</li> <li>➤ Top 15 at a 4* show (if more than 15 competitors)</li> <li>➤ Top 10 at a 4* show (if less than 15 competitors)</li> <li>➤ Top 10 at a 3* show (if more than 10 competitors)</li> <li>➤ Top 6 at a 3* show (if less than 10 competitors)</li> </ul> <p><b>Youth FEI Dressage</b></p> <ul style="list-style-type: none"> <li>➤ Top 5 in a Youth international class</li> </ul>
<b>National Press feed</b>	Every Monday results will be dissected and stories built around same to adapt for regional audience	
<b>Feature Stories</b>	Features delivered to broad sheets and life style publications	
<b>'Live at the Event' Coverage</b>	All members of HSI team attending national and international events will make every effort to report on social media where possible.	
<b>Affiliate Coverage</b>	<p>Horse Sport Ireland is keen to have more news from affiliate bodies on the HSI website and social media platforms. HSI will consider content supplied by affiliates of major international results relating to their sport. Each affiliate should appoint one person as their PRO and this nominated person can send content for consideration, BY EMAIL ONLY, to <a href="mailto:pr@horsesportireland.ie">pr@horsesportireland.ie</a></p> <p>It is the responsibility of the appointed PRO to ensure results/reports are accurate. Photo(s) can be sent also if of good enough quality and it is the responsibility of the PRO to ensure permission for media use of the photos has been granted.</p>	<p>National Show Jumping classes outside Ireland</p> <p>€1Million to €100,000 1m60 - as per CSI5* criteria</p> <p>€1Million to €100,000 1m55 - as per CSI4* criteria</p> <p>€1Million to €100,000 1m50 - as per CSI3* criteria</p> <p>USEF National Grand Prix classes \$25,000 to \$100,000 1m50 or above - Placing 1 - 3 receives social media coverage</p> <p>*Note - For all National classes it is the responsibility of the rider to notify the press office if they have achieved a result in any class that meets the above criteria. Results can only be covered where official results are available online from the show organizers showing placings, faults and times.</p>
<b>Breeding/Sponsorship</b>	HSI Website, Equestrian Press, Social media on both IHG and TIE, Content to be supplied by breeding department, Start lists to be supplied and posted on line in advance of event to raise	<ul style="list-style-type: none"> <li>➤ Irish Bred International Results - Show jumping (Monday each week based on Jumpfax)</li> <li>➤ Irish Bred International Results - Eventing (Tuesday each week)</li> </ul>

	awareness of same	<p>based on Charlie Ripman results)</p> <ul style="list-style-type: none"> <li>➤ ISH SJ Series/Leg - winner of each age class</li> <li>➤ ISH EV Series/Leg - winner of each age class</li> <li>➤ ISH SJ League Winner - top three in league/age class</li> <li>➤ ISH Ev League Winner - top three in league/age class</li> <li>➤ Final of ISA classes - e.g. Bannow Rathangan etc.</li> <li>➤ RDS Young Horse Classes - Winner of each age class final</li> <li>➤ Irish Breeders Classic – winner</li> <li>➤ Mare Championships</li> <li>➤ Foal Championships</li> <li>➤ Others???</li> </ul>
<b>TV Coverage</b>	HSI will be actively working at creating content that will be utilised on TV. The co-operation of affiliates is required to ensure their sport is presented in a way that is relevant, engaging and exciting.	