



An open invitation to join Eventmasters Racing

Eventmasters Racing (EMR) wish to establish a set of racing partnerships through members (owners) that share a love of horses, a love of racing, and a love of being at the races. Being part of racehorse ownership takes the racing experience to a new level. There is nothing like being on the “inside”, getting to know your horses own unique character, being close to the trainer and watching top jockeys go to work.

Our aim is to provide the thrill and enjoyment of racehorse ownership amongst like-minded individuals who wish to establish a portfolio of high quality horses, capable of winning races.

EMR is primarily involved with the recruitment of Flat & National Hunt Bloodstock; our aim is to offer:

A share in all prize money (a dividend will be declared at the end of each financial year).

Two owners badges each time your horse runs.

If your horse is successful the option to secure any trophy presented by the racecourse as part of the winners overall prize.

Regular stable visits, independent or as a group.

Meet our trainers and jockeys.

Personal contact and regular progress update.

Professional Management – All of the work is done on your behalf by EMR, leaving you free to enjoy the racecourse experience.

We endeavour to provide an inclusive atmosphere – so as well as your own EMR partnership you will also be kept up to date with the latest news from any other EMR partnerships. The main principle of EMR is to make every member (owner) feel as if they are the sole-owner of the racehorse.

Partnership Guidelines

Agreement Form

All of our members (owners) sign an EMR comprehensive partnership agreement form using the British Horseracing Authority (BHA) guidelines. This will detail the terms and conditions of the partnership. We make no apologies for the fact our partnership agreement is comprehensive. It is intended to protect your interests and to ensure all eventualities are covered. As part of the partnership pack you will receive a framed photograph of your horse, together with an authenticated ownership certificate.

Availability

All current and prospective members (owners) will be offered the opportunity to buy shares in a wide range of horses. Shares available will be specified at the time of offer, together with details of the partnership duration, terms of disposal, initial purchase price and monthly/annual fees payable. No member (owner) has to participate in any partnership offered, but all future partnerships will be offered to existing members (owners) prior to any offer being made to new members (owners).



Initial Payment/Purchase Cost

Each member (owner) will be required to pay the initial payment for the purchase of his share at the time of joining the partnership. The initial payment is based upon the purchase cost of the horse and any upkeep fees accrued. We aim to provide partnership opportunities that will enhance your enjoyment of a day at the races.

If Unnamed, How Is The Horse Named?

If an unnamed horse is purchased, all members (owners) will be asked to provide a suggested name. These names will be collated by EMR and a voting paper will be circulated. All members (owners) will be eligible to vote for their favoured name. The name receiving the most votes that is acceptable to Weatherbys will then be used.

Prize Money/Trophies/Dividend

Prize money is distributed to owners on an annual basis, the date of payment is determined in the partnership agreement. All members will be entitled to secure any winners trophy presented; it is our intention to offer each member the option of retaining prize money as part of their end of year dividend or securing a trophy following any success. Duplicate trophies will be secured on a need basis from source. At the end of each financial year a set of audited accounts will be provided to each member. EMR will retain 10% of any prize money achieved by any individual partnership to cover administration expenses. No other payment(s) will be sought by EMR.

Selection of Trainers/Colours

The selection of trainers of each of our horses always remains the responsibility of EMR and their appointed representatives. All of our horses will run in EMR colours as shown. The selection of trainers will take into account where possible the location of the specific members (owners) involved in that individual partnerships.

Racecourse Owners Badges

Each owner will receive two free official owners' badges each time the horse runs. This allows access to the Owners and Trainers Bar and Restaurant, as well as the pre-parade and parade ring and hopefully the winner's enclosure! Please remember, the aim of EMR is to provide members (owners) with an enhanced racecourse experience. Therefore to ensure fairness to all members (owners) the policy of the partnership is to restrict pre-parade and parade ring access to two nominated individuals per membership. Where required/requested Eventmasters Limited will endeavour to provide hospitality packages at preferential prices when EMR has direct involvement with any partnership horse running at a specific meeting.

Presentation Podium

When we do find ourselves in the winners enclosure, as victors, one of the two nominated individuals per membership will be invited onto the presentation podium, this will ensure that each member (owner) has the opportunity to enjoy this fabulous experience. The member (owner) nominated to receive the trophy will be decided by lots until such time that each member (owner) has had the opportunity to receive the presentation on the winner's rostrum on behalf of the partnership.



Communication to Members (Owners)

All members (owners) will receive direct communication at all times from EMR. This can be provided by phone or email as specified by each individual member (owner). We are always on the end of a phone to answer any queries or provide any assistance you may need. It is also our intention to produce a monthly newsletter on all aspects of EMR.

Ownership Agreement Period

On each individual horse secured we will offer a partnership that will run for a period of 12 months. Following this period the horse will be sold unless all members (owners) of that specific horse agree that they wish to continue with the partnership, if this proves to be the case the horse will be retained for a further period of 12 months. The horse will continue in training throughout the duration as shown above unless in the opinion of the trainer and/or in the opinion of EMR the horse no longer merits being retained in training. Your share in the horse can also be individually fully insured (mortality) if required. We believe that this provide each member (owner) complete security with regard to their investment.

Selling Policy

We ask all potential members (owners) to note that the objective of our racing partnerships is to win races. If we get a good horses we intend to keep them. Your purchase of a share in any of our horses should not be considered as an investment. If an individual member (owner) wishes to sell their percentage in the partnership, they must first offer the percentage to the existing members (owners) prior to making their "share" available to a potential new member. The ability to sell your share must be subject to approval by EMR which will not be unreasonably withheld.

Stable Information/Betting Policy

Each member (owner) will have different reasons for wishing to participate in the ownership of a horse. We aim to make your ownership experience the best possible, sharing sociable ownership and enjoying great days out of the races. We aim to encourage our members (owners) to mix with our trainers, jockeys and other well-known racing personalities and celebrities. We will ensure that our members (owners) are provided with important information on the health and well-being of horses that are managed by EMR. On receipt of this valuable information you may feel it appropriate to have a wager. For many of us part of the pleasure of horse racing is in landing a successful wager however, we remind members (owners) that we are not a gambling organisation, having said that we would always encourage our members (owners) to make use of information from our stables to best advantage when deciding which horses to back when attending the races. Any information provided can never be guaranteed, nor is it our right. Any successful wagers must be considered a bonus. All EMR horses will run on their merit on every occasion. EMR supports the BHA initiative on insider information.



Selecting the Racehorses

The process of selecting a racehorse is by far the most difficult task for any prospective owner to undertake. There are many factors to be considered, such as what horse to buy, how much to pay for it and who is to train it.

For most potential owners it is a step too far to consider buying their own horse. Most owners will feel safer entrusting the purchase of their horse to a qualified individual who is judged to have “a good eye for a horse”. Indeed the position of the bloodstock agent seems to grow ever more powerful with even the top stables and trainers relying on the skills of these individuals. The success of Highflyer Bloodstock and their close relationship with top stables such as Paul Nicholls, Nicky Henderson and Alan King is a notable example in the National Hunt code.

Personally, I would recommend that any potential owner makes at least one visit to the sales. Ultimately, there is only one way to develop an “eye for a horse”, and that is to study as many different horses as possible. Given time and practice most people can learn to identify the basic characteristics of a well conformed horse:

- Straight legs in front,
- Sloping shoulder,
- Short strong cannon bones,
- 45 degree pasterns,
- Low hocks,
- Powerful hind quarters,
- Well-proportioned body & back

As well as the enjoyment provided by the heady excitement and intoxicating atmosphere of the sales (which is not to be missed), it also presents an excellent opportunity to study a large number of horses at close quarters. Entry is free and there is no obligation to buy – what have you got to lose?

Most prospective owners are realistic enough to understand that not all horses can be champions, indeed only a small percentage will ever win a race. But part of “living the dream” is the hope that the horse you buy will be good enough to win races, and if you are lucky enough to have your “dream come true”, turn out to be a champion.

It should be remembered that no horse is perfect, they all come with flaws. Racing is full of examples of horses that have less than perfect conformity or carry physical ailments yet go on to succeed at the highest level – not least Imperial Commander, the 2010 Cheltenham Gold Cup winner in whom I have been fortunate to be a part owner. There is no absolute when it comes to conformity, only a set of guiding principles. A horse with a flaw in conformation may not be affected in its movement or work. Some conformational defects may have limited impact if the rest of the horse is well put together.

The key to ensuring athletic longevity is to recognise any imperfections in conformation at the outset and to manage the horse within its physical ability to perform. Good training practice can head off most likely issues before they develop into lameness or behavioural problems.



Whilst most attention is paid to pedigree and conformity we believe that the choice of horse and its future propensity to be successful is based upon five key areas:

- Pedigree & breeding,
- Conformity,
- Movement,
- Airflow,
- Education & early preparation

Within this section we cover each of the five areas as individual elements, but all are vital to the selection and preparation of the horse in order to maximise the chances of success at the race track.

We recognise that much of the information provided is a matter of opinion, but in relation to the selection and preparation of racehorses the element of personal judgement is a key factor – and the major difference between individual trainers, bloodstock agents and owner. We have endeavoured to provide the information in a simple to read, easy to understand format – but we are happy to answer any further queries you may have.

All of our horses will be carefully selected in conjunction with bloodstock agents. We see the selection and education of our horses as central to any ambitions of future success.

Our network of agents cover all of the private vendors throughout Ireland and the U.K, all sales by the key sales organisations, and an intimate knowledge of Irish point to point form, (we are represented at all major point to point meetings throughout the year).

We have had over 20 years-experience of racehorse ownership in one form or another and enjoyed an involvement with numerous trainers and bloodstock agents throughout this period, including with the following trainers:

- Nigel Twiston-Davies,
- David “Dandy” Nicholls,
- Ian Williams
- Willie Mullins,
- Nicky Henderson,
- Zoe Davison,
- John Mackie,
- Donal Hassett,
- David Arbuthnot,
- Jim Boyle,
- Stan Moore,
- Jaime Osborne.

Bloodstock Agents:

- Simon Christian,
- Graham Bradley,
- Kevin Foster.



The biggest lesson we have learned during this period is that the most important aspect in owning a racehorse is the initial purchase. It costs the same to train and feed a slow horse as it does a Derby or Gold Cup winner.

EMR have enjoyed a reasonable level of success with many horses running in our colours having won or being placed on numerous occasions. We currently have seven horses in training:

- [Rather Be \(Nicky Henderson\)](#),
- [Yeats Baby \(Zoe Davison\)](#),
- [Delta Bravo \(Stan Moore\)](#),
- [Glorious Boru \(Zoe Davison\)](#),
- [Society Sweetheart \(Stan Moore\)](#),
- [Monbeg Legend \(Nicky Henderson\)](#),
- [Turanga Leela \(John Mackie\)](#).

An opportunity exists to make an investment of £5000.00 to secure a 1/10th share (equity) in Rather Be which includes all (normal) anticipated training expenses for the year and/or an investment of £4250.00 to secure a 1/10th share (equity) in Yeats Baby.

If you are interested in being part of either Rather Be or Yeats Baby I would be grateful if you would contact me on 0121 233 6500, Mark on 07970 405 494 or Stuart on 07833 154 938 as soon as possible to register your interest.

Kind regards,

Denise Sheasby
Managing Director of Eventmasters Limited & Horse Racing Enthusiast

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