



RULES & REGULATIONS



PROJECT COWBOY MISSION STATEMENT

Cowboy isn't the clothes you wear or the saddle you ride. Cowboy is a state of mind. Project Cowboy seeks the individual who best represents the spirit of the Cowboy. From equitation riders to rodeo competitors, mailmen to ranch hands, ordinary to extraordinary, the Project Cowboy search will find **"The Next Great American Cowboy."**

THE EVENT

Project Cowboy is a competition to find **"The Next Great American Cowboy."** Through the competition process, the event will be filmed as a television pilot. There are no guarantees this event will be aired or that contestants will appear on a television network. Project Cowboy is looking for competitors who are comfortable being filmed while they showcase talent and skills in horsemanship, personality and communication. The competition will be held at the Alliant Energy Center in Madison, WI on August 16-18, 2012* as a part of, Midwest Horse Fair® presents Taking The Reins.

PROJECT COWBOY MADISON CHAMPION RECEIVES

- National Recognition as "The Next Great American Cowboy"
- \$10,000 Cash
- Product Prizes
- A flat fee of \$500.00 will be given to attend each of the following events. Additional expenses are the responsibility of the Project Cowboy champion.
 - 2013 Road to the Horse Legends World Championship
 - 2013 Extreme Mustang Makeover Event as a judge
 - 2013 Midwest Horse Fair®, Madison, Wisconsin
 - 2013 Western States Horse Expo, Sacramento, California
- Article and photo in Equine Publication
- Article and photo on Project Cowboy Website, Taking the Reins website, and Midwest Horse Fair® website

HOW TO ENTER PROJECT COWBOY MADISON

All entries must be completed and post marked by **July 9, 2012**. Send to:

Midwest Horse Fair®
Attn: Project Cowboy
PO BOX 128
Columbus, WI 53925
F: 920.623.5454

For more information:
Call 920.623.5515 or
Visit www.ProjectCowboy.net or
Visit www.TakingTheReins.net
Entries may be limited.

**The first day of the Project Cowboy Madison competition will begin on Thursday, August 16, 2012 as a preview day for attendees. Midwest Horse Fair® presents Taking the Reins will officially open on August 17, 2012 with paid admission.*

www.TakingTheReins.net or www.ProjectCowboy.net

Taking The Reins is operated by the Midwest Horse Fair®. Project Cowboy is owned by Bland/Colbert, LLC.

ENTRY REQUIREMENTS

- The complete entry form must be submitted by **July 9, 2012**
- The \$300.00 entry fee must be submitted with the entry form. Entries will not be accepted without the entry fee. If an entry is not accepted for competition due to the fact that space has been filled and alternates have already been accepted, entry fee will be returned.
- Refund requests must be submitted in writing by July 15, 2012. Refunds will not be given after July 15, 2012.
- Contestant head shot and short biography (50 word max) must be submitted with entry.
- All contestants must be 18 years old as of August 16, 2012.
- Before participation at the event, all contestants will be required to sign a photo, audio, liability and confidentiality releases.
- Any contestant may be removed from the competition at any time if found to have any alleged history of cruelty to animals or humans.
- Project Cowboy may at any time conduct a criminal background check on applicants and remove any applicant from the event for any reason or for no reason.

PROJECT COWBOY MADISON COMPETITION RULES

1. Horse Power (All Breeds Welcome):

- Contestants must arrive between 1:00 PM and 8:00 PM on Wednesday, August 15, 2012
- Contestants will bring their best mount for the competition. Ownership is not required and all breeds are welcome.
- Contestants must compete with the same horse throughout the competition.
- All equine animals entering the grounds for Midwest Horse Fair[®] presents Taking the Reins must have the following documentation:
 - Original **and a copy** of the laboratory report of a negative equine infectious anemia (EIA) test conducted **after January 1, 2012** which clearly identifies the equine animal by registration number, lip tattoo, or a complete description of the equine animal.
 - Original **and a copy** of the certificate of veterinary inspection issued within 30 days of Taking the Reins if you are coming from another state.
- Contestant is responsible for the care, feeding and housing of their horse (stalls available, contestants may not leave horses tied to trailer).
- Horses may be subject to random drug testing.

2. Sponsorships:

- Project Cowboy Madison has entered into corporate sponsorship agreements with a variety of companies.
- Contestants will be restricted from wearing apparel or equine products during the competition that have logos larger than 4 inches wide and 2 inches tall.
- Contestants may not hang any banners of any size in the stall area or arena promoting any sponsors. Contestants may have brochures or small printed materials by their stall to promote their personal training businesses.

3. Required Attire at Event:

- Contestants are encouraged to display their own unique flair while wearing the appropriate attire and headgear that reflects his or her style of riding.

4. Conduct:

- All Contestants shall be orderly, responsible, sportsmanlike and humane in the treatment of horses. Any misconduct or illegal activity towards competitors, staff, showground, or horses will be grounds for immediate disciplinary action against offending individuals.
- Project Cowboy reserves the right to dismiss/disqualify any contestant at any point for any reason or for no reason.

5. Drugs:

- No person shall administer drugs internally or externally to any horse before or during the competition. Any medication, drug, mechanical device, or artificial appliance, which is of such character as, could affect its performance or appearance at the event. Project Cowboy reserves the right to randomly or directly drug test any horse in the competition. Positive tests will result in the removal from the event.
- If a horse is receiving medication for therapeutic purposes, the owner must submit a letter from their veterinarian to Project Cowboy Madison by August 15, 2012 as to the reason for medication and the prescribed amount.

6. Travel & Accommodations:

- Contestants are responsible for all arrangements and expenses. Hotel listings and stall information will be available at www.TakingTheReins.net.