Hosting the European Championship for Portuguese Horses

1. Executive Summary:

The Lusitano Association Netherlands (LVN) has been presented with a prestigious opportunity to host the European championship for Portuguese horses. This event promises not only to elevate the association's reputation but also to promote Portuguese horses on a European scale.

2. The “Why” Behind the Project:

By hosting the championship, LVN will:

Gain significant visibility in the European equestrian community.

Foster a deeper appreciation for Portuguese horses in the Netherlands.

Strengthen international collaborations with other European associations and the Portuguese studbook.

3. Project Description:

LVN aims to organize a grand championship event over several days, encompassing various horse-related competitions, ceremonies, and networking events.

4. Scope:

Inclusions: Event organization, logistics, marketing, financial management, and risk management.

Exclusions: Non-championship related activities.

5. Stakeholders:

LVN Executive board.

LVN Members.

European participants.

Potential sponsors and partners.

6. Timeline:

Start Date: Immediately upon approval.

End Date: Championship's conclusion, two years from now.

7. Budget:

Considering the financial overview of LVN:

Available Funds: €18,653 (Equity)

Estimated Budget: Between €50k to €100k, based on previous championships.

Potential Sources of Income: Sponsorships, ticket sales, and a portion of LVN's funds.

8. Risks and Challenges:

Unexpected expenses.

Logistical issues.

External factors such as weather.

Mitigation: Establishing a contingency fund, securing event insurance, and forming a risk management team.

9. Benefits:

Enhanced reputation for LVN.

Increased membership and engagement.

Networking opportunities with international stakeholders.

Promotion of Portuguese horses in the Netherlands.

10. Compliance and Legal Considerations:

All activities will be in compliance with Dutch law, especially concerning board responsibilities and joint and several liability in an association. Legal consultations will be arranged as necessary.

11. Promotion and Marketing:

The championship will be promoted through various channels, including digital marketing, media coverage, and collaborations with European associations.

12. Conclusion and Call to Action:

Hosting the European championship is a golden opportunity for LVN. With the association's strong financial position and the potential benefits of the event, we seek the members' approval to proceed with this initiative.