

# THE EQUESTRIANS

**WITHIN EACH OF US IS THE QUEST.**

Be a featured brand. Here's the outline for all eight episodes.

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### **EPISODE ONE: DANCE FOR YOUR LIFE**

- 1) A dressage rider speaks before a show about the origins of dressage and ties to the cavalry.
- 2) Well-known paintings of history's significant wars that feature horses in battle.
- 3) A reenactment expert plays George Washington's aide-de-camp, and explains how horsemanship changed history.
- 4) Experts discuss how great horsemen make great leaders.
- 5) Celebrities highlight all of the quintessential American we wouldn't have if we'd lost the war for American Independence.
- 6) Recent news clips showing violence around the world.
- 7) A brief history of The Four Horseman Of The Apocalypse, connecting to modern strife.
- 8) A brief history of the U.S. Cavalry, including today's version.
- 9) How General Patton and the U.S. Army helped saved Lipizzan horses in Austria near the end of World War Two.
- 10) A tribute to The Spanish Riding School.
- 11) Noted riders and trainers talk about natural horsemanship.
- 12) A brief history of the Comanches.

SPONSOR OPPORTUNITIES: Americana, history, military, apparel, airline, food and beverage, media, equestrian centers.



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## EPISODE TWO: SO YOU WANNA BUY A HORSE?

- 1) The wife of a wealthy philanderer is unfazed by his shameless infidelity. Because he bought her a polo team.
- 2) In a three-part story, an empty nest couple, a family with teens, and a young engaged couple, find connection at equestrian resorts.
- 3) The empty nest couple set out to buy an equestrian property, revealing all of the products and services needed to own horses.
- 4) Grooms, farriers, horse dentists, and equine massage therapists show off their work.
- 5) As its nervous owners look on, a horse undergoes abdominal surgery for colic at a noted equine medical facility.
- 6) A new foal is born at a breeding farm.
- 7) A look at the fascinating science of cloning polo ponies.
- 8) A look at horse rescue, horse auctions, and adoption.
- 9) A tribute to the most important man in the horse world: the hay farmer.
- 10) A look at the technology behind electronic horse betting.
- 11) A day in the life of a jockey.
- 12) A poor man in Almoloya de Juarez, Mexico, heads to his dreary job at a slaughterhouse.

SPONSOR OPPORTUNITIES: Real estate, equestrian resorts and communities, horse care products, feed, supplements, tack, barns, stables, training, apparel, farm equipment, luxury goods, private jets, wine, champagne, spirits, jewelry, watches, décor.



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### **EPISODE THREE: EVERYBODY LOOKS GOOD IN BRITCHES**

- 1) Heartthrob riders are mobbed by adoring fans.
- 2) An homage to derrieres in breeches.
- 3) Celebrities and star riders share their attraction to horses.
- 4) Scenes from movies and pop culture featuring horses and their famous riders.
- 5) The Pinterest pages of equestrian décor and apparel fans are turned into a music video.
- 6) Miss Rodeo America, Miss Rodeo USA, and AQHYA contestants apply makeup and sport western wear.
- 7) Cosplay riders frolic for fantasy and photo-shoots on their regal mounts.
- 8) Lady Godiva makes her historic ride through town.
- 9) At Halloween, a great rider plays Ichabod Crane, who eludes The Headless Horseman.
- 10) A great musical performer shows off his horse estate in Las Vegas.
- 11) A fox hunt in Middleburg, VA, turns into a playful love story with a surprise twist.
- 12) After performances at muddy equestrian events and locations, riders do their laundry.

SPONSOR OPPORTUNITIES: Apparel, auto, airline, luggage, hotels, fashion, luxury goods, private jets, chocolate, candy, jewelry and watches, real estate, specialty breeds, entertainment and media.



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#### **EPISODE FOUR: SHOW ME**

- 1) Elite show horses are flown overseas.
- 2) Notable people from around the world talk about going to a major international horse show.
- 3) Course designers, event planners, photographers, magazine editors, and vendors show how much work it takes to put on a show.
- 4) The spectacle of a horse show in California.
- 5) A major rodeo in Texas.
- 6) Welcome to Wellyworld. The zaniness of Wellington, Florida, when birds and horses fly south for the winter.
- 7) A major Midwest equestrian center brings back the magic of old horse shows.
- 8) Kentucky shows why it is the epicenter of the horse world in America.
- 9) A colorful video about the quest for prize ribbons.
- 10) The Professional Indian Horse Racing Association Championship in Billings, MT.
- 11) The diverse equestrian world of Aiken, South Carolina.
- 12) Horse trailers on the way to the next show with the most scenic places in America as a backdrop.

SPONSOR OPPORTUNITIES: Horse shows, its cottage industry of suppliers, RVs, transport, packaged goods such as toiletries, pain relievers and detergent, snacks, restaurants, hotels, beer, wine, Americana, apparel, boots, trucks.



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### **EPISODE FIVE: THE POWER TO MOVE US**

- 1) The Ebony Horsewomen Junior Mounted Patrol helps young African-American males become leaders of their communities.
- 2) Therapy horses help victims of domestic abuse.
- 3) Pure Thoughts Horse Rescue in Loxahatchee, Florida, rescues horses and rehabilitates substance abusers with equine therapy.
- 4) An equine ministry helps teens with depression.
- 5) A therapeutic riding center provides equine therapy to war veterans and families who have lost loved ones in war.
- 6) A correctional facility uses horses to help inmates reintegrate back into society.
- 7) Deaf and blind children experience joy through horses.
- 8) Vinceremos Therapeutic Riding Center in Loxahatchee, Florida, shows the work they do for people with learning disabilities.
- 9) An exploration of the connection between neonatal maladjustment syndrome in foals and autism in children.
- 10) Equine assisted therapy helps war veterans cope with Post Traumatic Stress Disorder.
- 11) Parents, volunteers, and kids share their experiences at Save The Horses in Cumming, Georgia.
- 12) An introduction of Horsehuggers, a partnership between merchants and equine therapy organizations.

**SPONSOR OPPORTUNITIES:** Horse shows, its vast network of suppliers and vendors, and any equestrian business.



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### **EPISODE SIX: YOUTH MUST BE SERVED**

- 1) On Christmas morning, ecstatic young girls across America receive and play with their new toy ponies.
- 2) Inner city kids in Hartford, CT, interact with horses for the first time in their lives.
- 3) Interscholastic Equestrian Association, Intercollegiate Horse Show Association, and National Collegiate Equestrian Association events.
- 4) Before a horse event in China, a Mom prepares dumplings for her young riders.
- 5) The equestrian program at Kent School in Connecticut.
- 6) Higher education meets equestrian training at a Christian university.
- 7) An AQHYA Champion talks about bullying and kids being judgmental.
- 8) As a popular young professional woman equestrian goes about her day, her adoring fans tweet her every movement.
- 9) The Extreme Mustang Makeover program.
- 10) The Time to Ride program by the American Horse Council.
- 11) Introduction of "The Equestrians" animated series, about five young riders from the Americas, Europe, Africa, Asia, and the Middle East, who save the world through horsemanship, cooperation, and compassion.

SPONSOR OPPORTUNITIES: Horse shows, colleges and universities, school supplies, consumer electronics, backpacks, music, apparel, financial services, insurance, healthcare, cosmetics, snacks, non-alcoholic beverages, fashion.



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### **EPISODE SEVEN: FREEDOM IS THE ULTIMATE LUXURY**

- 1) The story of a Paralympic Dressage rider with cerebral palsy.
- 2) A look at the popularity and growth of equestrian sports and lifestyle in China.
- 3) A tribute to a black female polo player from Africa who is using her influence to help high-impact noble start-up companies.
- 4) A hoped-for feature on Al Shaqab Equestrian Center in Doha, Qatar.
- 5) A tribute to the dedication and hard work of the 90% of equestrian riders who are not professionals — women.
- 6) A look at the Gay Polo League.
- 7) A modest Latino groom explains how working with horse makes him a rich man.
- 8) A historic tribute to black equestrians.
- 9) The story of the Buffalo Soldiers.
- 10) The Bill Pickett Invitational Rodeo.
- 11) In the style of the Spanish Riding School, international riders representing all disciplines and origins assemble in formation.

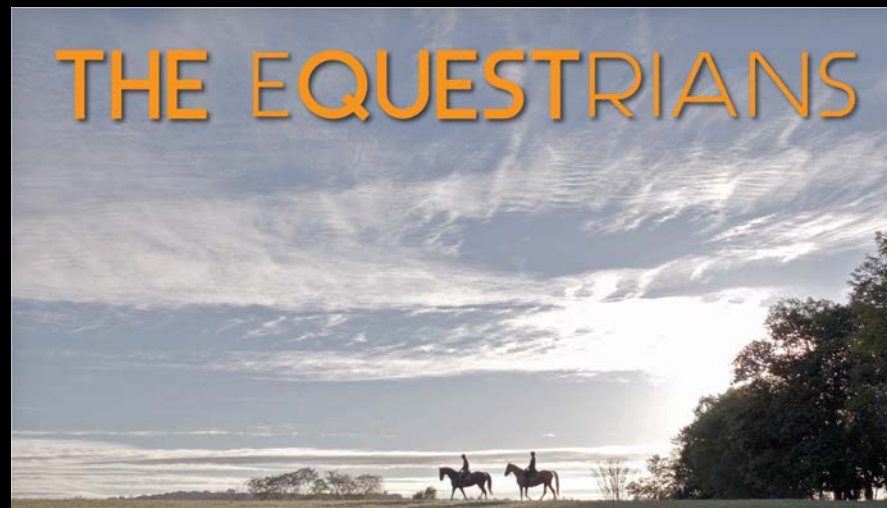
SPONSOR OPPORTUNITIES: Horse shows, equestrian tours and destinations, airlines, hotels, fashion, food and beverage, cosmetics, music, consumer electronics.



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### **EPISODE EIGHT: A MATCH MADE IN HEAVEN**

- 1) A montage reveals all of the deeds and accomplishments of EQUESTRIANS in their collective QUEST for equality, freedom, purpose, meaning, redemption, glory, fame, power, atonement, connection, honor, respect, serenity, harmony, peace, beauty, justice, and love.
- 2) An unlikely celebrity pair go horseback riding together, then have a casual backyard dinner party with friends.
- 3) A look at equine ministries.
- 4) A woman executive leaves the stress of work on a Friday afternoon for a revitalizing sunset ride with her trainer.
- 5) Celebrities, star riders, and everyday people share the spiritual connection they have when they ride.
- 6) The harmony and unity between horse and rider serves as a message to coexist as people. Very unique pairings of well-known people are brought together through a mutual love of horses: Democrat and Republican, conservatives and liberals, cops and Black Lives Matter, Jew and Arab, young and old, gay and straight, etc.
- 7) Celebrities and everyday people of faith ride their horses in majestic settings.
- 8) A message about the equilibrium we all need between our own self-interests, and those with a higher purpose.
- 9) Through urban decay, neon, shopping malls, poverty, excess, strife, and human detachment, THE EQUESTRIANS ride their horses as reminders of an important partnership we've had for centuries, and may now need more than ever.



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