



KEVIN BABINGTON FOUNDATION

#RideForKevin Guide for Hosting a Speaker Event



We Are All In This Together

KBF Mission

The mission of the Kevin Babington Foundation is to Provide Funding & Support for Show Jumping Athletes Who Sustain Spinal Injuries. Founded in 2019 after the life changing accident of beloved Olympian, Kevin Babington, the foundation has since grown and helped several other show jumping athletes who have sustained spinal injuries. Beyond financial aid, the foundation is also committed to educating riders, trainers, and event coordinators on the latest safety protocols to mitigate the risks of severe injuries while riding.



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#RideForKevin

One of the most impactful ways the Kevin Babington Foundation has been able to incorporate the show jumping community has been through the Babington Benefit Class. Participating horse shows select one jumper class and designate that class as a Babington Benefit Class. All show entries or a portion of those entries are donated in support of the Kevin Babington Foundation. Through this incredible effort, the foundation has been able to sustain an impeccable quality of care for those athletes it supports.

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We Want YOU To Join Us

Why Host a KBC?

Show jumping is a dangerous sport and unfortunately it is not a matter of if but when a member of our community sustains a catastrophic injury. The Kevin Babington Foundation must be ready to respond when that time comes. That's where you come in! We implore you to join us and feature a Babington Benefit Class at your show! Here's how it works...

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What is a KBF Speaker Event

The Equestrian Mental Performance Speaker Event is a relatively new initiative for the Kevin Babington Foundation (KBF). In 2025, a mental performance coach conducted a pilot event during WEF 2025, in collaboration with the horse show.

As part of the partnership, KBF managed ticketing, marketing materials, and event branding, while the horse show provided the venue, seating, audiovisual setup, and light refreshments.

The result? A spectacular event that attracted over 100 ticketed attendees and successfully raised more than \$15,000 in support of the foundation's mission. With such a successful debut, this initiative is set to become a powerful addition to KBF's ongoing efforts in supporting equestrian athletes' well-being.

KBF Speaker Event Structure

The KBF Speaker Event follows a straightforward and engaging format. Held during a selected week of the horse show—typically on a Thursday or Friday—the event kicks off between 5:00 and 6:00 PM depending on horse show schedule. Set date and time will be decided on each individual event basis.

Event Structure:

- **Introduction:** A 15 to 20-minute opening to set the stage.
- **Keynote Speech:** Speaker delivers a powerful 45-minute to 1-hour keynote on equestrian mental performance.
- **Networking & Discussion:** After the speech, attendees have the opportunity to meet the speaker one-on-one, ask questions, and learn more about the Kevin Babington Foundation.

This event is designed to be informative, inspiring, and interactive, creating a meaningful experience for all who attend.



KBF Venue Requests

To successfully host the event, KBF requests the following from the horse show:

- **Venue Space:** A designated area, such as a VIP tent or covered space, that can comfortably accommodate 100 to 300 attendees.
- **Seating:** Enough chairs to provide adequate seating, typically for 100 to 250 guests.
- **Audio-Visual Equipment:** A microphone, speakers, and necessary AV setup to ensure clear sound for the speaker.
- **Lighting:** Good lighting to create a professional and engaging atmosphere.
- **Light Refreshments:** Simple refreshments to enhance the guest experience.

By working together, we can create a seamless and impactful event that benefits both attendees and the Kevin Babington Foundation.

KBF Ticketing and Marketing

KBF's Role in Event Coordination:

- **Ticketing & Guest Check-In:** KBF manages the entire ticketing process, including advance purchases and on-site guest check-in.
- **Marketing & Promotional Materials:** KBF provides comprehensive marketing support both before and during the event. This includes, but is not limited to:
 - Branded writing journals
 - Marketing postcards for future events
 - Other promotional materials to enhance guest engagement
- **Guest List Sharing:** KBF will share the event's guest list with the hosting horse show to ensure seamless coordination.

By handling these key elements, KBF ensures a smooth, well-promoted, and engaging event experience for all attendees.



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**Horse Show Guide to Hosting A
Babington Benefit Class**



Ready to Join the Kevin Babington Foundation?



 SCAN ME

1. Either Scan This QR Code or [Click Here](#)
2. Fill out the form with the necessary information
3. A member of the foundation will reach out to you
4. The foundation will provide you with a program ad
5. Designate a class during your horse show
6. It is not the dollar amount that counts, it is the heart behind supporting our athletes!
7. Make a difference!

