



ADVERTISING AND PROMOTION FOR CR INSTRUCTORS

Advertising and Promotion for CR Instructors

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Promoting Centered Riding

Sally Swift hoped that Centered Riding principles would someday be incorporated into all good teaching of riding. We all want to see Centered Riding and the work of Sally Swift become available to riders, instructors and trainers of all disciplines, around the world. Publicizing Centered Riding not only promotes the Centered Riding organization, but also helps Centered Riding Instructors, clinicians, students and their horses.

Some ways to spread the word about Centered Riding are:

- Centered Riding lessons and good teaching in all disciplines, at all levels.
- Centered Riding clinics, workshops, lectures and demonstrations (when you are qualified to teach them.)
- Encourage riders and students to become CR Members, and to participate in the CR Achievement Awards program.
- Centered Riding presentations at horse expos (when you are qualified to give them) and Centered Riding information booths at expos and other horse events.
- Centered Riding brochures and personal or business brochures of CR Instructors.
- Information about Centered Riding online (on websites, blogs, social media and forums.)
- Articles about Centered Riding in equine and other publications.
- Displaying the Centered Riding logo in advertising, websites, farm signs, clothing and other items.
- Networking with riders, instructors and trainers in various disciplines, and discussing how Centered Riding can benefit teachers, trainers and riders.
- Articles about successful competitors (in all disciplines) who use Centered Riding in their training



The Centered Riding Brochure

The Centered Riding Brochure explains what Centered Riding is, who Sally Swift was, the Basics of Centered Riding, and how Centered Riding can benefit riders, instructors and trainers in all disciplines. It has information on how to become a member of Centered Riding, Inc, and a space for individual CR Instructors to add their own contact information. It is given out by CR Instructors to students, parents and anyone interested at lessons, riding facilities, clinics, tack shops and horse expos. It publicizes both Centered Riding and the individual Centered Riding Instructor.

You can get a copy of the CR Brochure from the CR Office, add your own contact information and print your own CR brochures. The CR Brochure has been translated into German and may be translated into other languages.

You may quote the information from the Centered Riding Brochure on your website and when describing Centered Riding in your advertising.

Advertising and Promoting Yourself as a Centered Riding Instructor

Advertising and promoting yourself as a Centered Riding Instructor can benefit you, your program, and Centered Riding. We want CR Instructors to succeed and to gain students. However, it is important to know what you may and may not say in advertising and promotion. **Please read P&P Section 9 Instructor Privileges and Advertising, especially the section that applies to your level. Also read Section 10 (Centered Riding Advertising Policies.)**

Centered Riding's Trademark and Logo

The name "Centered Riding®" and the Centered Riding Logo (at right) are owned by Centered Riding, Inc. It is trademarked in the USA, Canada, the E.U. and other countries, and may only be used as authorized by Centered Riding, Inc. Centered Riding, Inc. actively protects the use of the name and logo and its trademark rights.



Things to know about the CR Trademark and Logo:

- The Registered Trademark symbol ® should be included the first time the words "Centered Riding®" appear in a document. It is not necessary to repeat the trademark symbol in every subsequent use of the term.
- **All currently certified Centered Riding Instructors** may use the Centered Riding logo in their advertising, according to their level. However, if you allow your membership or CR Instructor certification to lapse, you must immediately stop advertising as a Centered Riding Instructor and you must remove the CR logo from your website.
- The CR Logo may be used on business cards, advertisements (**but not in clinic advertisements unless you are a Level III Clinician or higher**), farm signs, websites, and other promotional materials.
- **You may not modify the CR logo or incorporate it into your own or any other logo design.** Logo designs that too closely resemble the Centered Riding Logo are a violation of our trademark and copyright, and also a violation of CR Policies & Procedures.
- Using the Centered Riding name and trademark correctly is important because it helps us maintain our trademark rights.

(Please refer to P & P Sections 9, 10.1 and 10.2.)



Describing Yourself as a Centered Riding Instructor—What you can and cannot say

When advertising yourself as a Centered Riding Instructor, it's important to know what you can and cannot say. Improper advertising is a violation of CR Policies and Procedures, and it can result in negative consequences such as grievances, reprimands, denial of upgrades or even loss of CR Instructor privileges. You should read and understand the sections of CR P & P that apply to instructor advertising for your level (**Section 9.**) If someone else is advertising for you, always check their advertising to be sure it is correct.

All currently certified Centered Riding Instructors, including Level I's, may use these terms in their advertising:

- Certified Centered Riding® Instructor
- Certified Centered Riding® Instructor, Level I (or II, III, IV, etc.)
- Certified as a Centered Riding® Instructor (Level I (or II, III, IV, etc) on (date.)
- Teaches Centered Riding® lessons or “using Centered Riding® techniques”
- Teaches Centered Riding® as applied to (various disciplines)
- You may list “Certified as a Centered Riding Instructor, Level I (or II, III, IV, etc.) on (date) on your resume, C.V. or list of credentials.

If you wish to explain Centered Riding or the work of Sally Swift, you may quote from the Centered Riding Brochure.

Some things you must not say or do in advertising:

- Call yourself a “Sally Swift” Instructor, or imply a personal endorsement by Sally Swift.
- Register a domain name or name a website, business or social media page including the words “Centered Riding” or “Sally Swift.” These terms may **only** be registered by Centered Riding, Inc.
- Modify the Centered Riding Logo or incorporate it into your own logo design. This violates Centered Riding's trademark and copyright.
- Advertise Centered Riding clinics, courses or workshops or use the words “Centered Riding,” “Centered Riding Instructor” or “Sally Swift” to promote clinics, courses or workshops you teach, **if you are not yet certified as a CR Level III Clinician (or higher.)** (Please see the section on clinics for more information on what you may and may not say in advertising clinics.)
- Advertise your facility as a “Center for Centered Riding” (or similar name) without first obtaining permission from the CR Board of Trustees.
- Continue to advertise using the words “Centered Riding” or the CR Logo after your CR Instructor Certification and/or your CR Membership has lapsed.
- Use copyrighted images or art without permission, including images from the CR website or Sally Swift's books.



Describing What You Teach (as a CR Instructor):

If you are a Level I:

- **You may say** “Centered Riding Instructor,” “Certified Centered Riding Instructor,” or “Certified Level I CR Instructor.”
- **You may say** you teach: “Centered Riding Lessons,” “Centered Riding Techniques,” or “Centered Riding as applied to (various disciplines).”
- **You must not** advertise or imply that you teach Centered Riding Clinics, Workshops, Courses, Demonstrations, Seminars or Lectures, even if you call them by another term. This means you may not use the words “Centered Riding” or “Sally Swift” in the title or description, and you may not advertise yourself as a “Centered Riding Instructor” in connection with a clinic (workshop, etc.) You may list your CR Instructor Certification in your resume, C.V, bio, or list of credentials, but you may not use your Level I certification to advertise or promote clinics, workshops, demonstrations, seminars, or lectures. You may advertise such programs under your own name or that of another organization (for example, “Jane Doe Clinic” or “XYZ Method Workshop.”)
- **You may not** advertise “Jane Doe Clinic, Using Centered Riding Techniques” or “Clinic by Jane Doe, Centered Riding Instructor.”
- **You may not** advertise or present Centered Riding clinics, lectures, demonstrations or presentations to large groups in a formal setting or at horse expos or similar events. You may assist a Level III or IV Instructor/Clinician in such presentations.

If you are a Level II:

- **You may say** “Centered Riding Instructor,” “Certified Centered Riding Instructor,” or “Certified Level II CR Instructor.”
- **You may say** you teach: “Centered Riding Lessons,” “Centered Riding Techniques,” or “Centered Riding as applied to (various disciplines).”
- **You may teach and advertise** CR lessons, give small-group CR lectures and demonstrations, and can present CR Basics and concepts clearly to a group, including educated horsemen in an informal setting (such as 4-H horse clubs, Pony Clubs, local horse clubs) to a limited size group (about 20 people.)
- **You must not** advertise or imply that you teach Centered Riding Clinics, Workshops, Courses, or Seminars, even if you call them by another term. This means you may not use the words “Centered Riding” or “Sally Swift” in the title or description, and you may not advertise yourself as a “Centered Riding Instructor” in connection with a clinic (workshop, etc.) You may list your CR Instructor Certification in your resume, C.V, bio, or list of credentials, but you may not use your Level II certification to advertise or promote any clinics, workshops, demonstrations, seminars, or lectures you teach. You may advertise such programs under your own name or that of another organization (“Jane Doe Clinic” or “XYZ Method Workshop.”)
- **You may not** advertise “Jane Doe Clinic, Using Centered Riding Techniques” or “Clinic by Jane Doe, Centered Riding Instructor.”
- **You may not** advertise or present Centered Riding clinics, lectures, demonstrations or presentations to large groups in a formal setting or at horse expos or similar events. You may assist a Level III or IV Instructor/Clinician in such presentations.



If you are a Level III Clinician:

- **You may say** “Centered Riding Instructor,” “Certified Centered Riding Instructor,” or “Certified Level III CR Instructor.
- **You may say** you teach: “Centered Riding Lessons,” “Centered Riding Techniques,” or “Centered Riding as applied to (various disciplines).
- **You may teach and advertise** Centered Riding Open Clinics, Workshops, or Seminars of any length and give CR lectures and Demonstrations.
- **You must not teach or advertise** Centered Riding Instructor Courses, Instructor Update clinics or Centered Riding Advanced Clinics.
- **You may not** take CR Level IV Apprentices.

If you are a Level IV Apprentice:

- You have the same advertising rights and responsibilities as a Level III Clinician (see above.)

If you are a Level IV Clinician:

- **You may teach and advertise** that you are certified as a Level IV (Advanced) Centered Riding Clinician and that you teach Centered Riding and Centered Riding Open and Advanced Clinics of any length.
- **You may teach and advertise** Centered Riding Instructor Courses and Instructor Update Clinics
- **You may** take CR Level IV Apprentices.

Advertising and Promotional Opportunities

Here are some advertising and promotional opportunities for Centered Riding Instructors:

- Post information and photos of your Centered Riding teaching and activities on your own website, Facebook page and/or other social media. Ask satisfied students for permission to post a quote, a photo or a brief “success story” on your website.
- Post information about upcoming events or your experiences at CR Clinics on the Centered Riding Facebook page.
- Create business cards and a brochure for your facility and teaching business. You may use the Centered Riding brochure and add your own name and contact information—this explains what Centered is and the benefits of Centered Riding, and advertises both Centered Riding and your teaching business. Have CR brochures and your program information displayed and available for visitors to your facility.
- Hold an Open House at your facility; give riding demonstrations, invite visitors to tour the facility, and hand out information on your program.
- Advertise in the Centered Riding Quarterly Newsletter or the CR E-Bulletin. CR Instructors who offer discounts or value added services to CR Rider members receive free advertising in the CR E-Bulletin. For more information on advertising in Centered Riding publications, please contact the Centered Riding office.
- Leave a supply of Centered Riding brochures (with your contact information) at local tack shops, feed stores, veterinarians’ offices, and at horse shows, clinics, and other events.



Advertising and Promotional Opportunities (continued)

- Other places to advertise or post upcoming events are local and regional publications, especially equine publications, websites, Facebook and other social media, online forums and newsletters of horse clubs, discipline, breed, and youth organizations.
- Write (or have others write for you) articles about Centered Riding and your success with your horses and students for local and regional publications.
- Join other CR Instructors to work at a booth at a horse expo or other event, and hand out your brochures and information.
- Your achievements and your students' success are newsworthy events. When you are certified as a CR Instructor, upgrade to a higher level, or you or your students achieve success, this can be written up as a news article for local media and local, regional, and other horse publications. It can also be posted on your website, your Facebook page, blog or other social media. Photos are always good!