

Announcing the **2022 BreyerFest Best Customs Contest!** This Contest will honor the best in Breyer model horse customizing - re-making and re-sculpting the model itself, awesome finish work, and even possibly mohair and superb tack (not required). Prizes include a Traditional scale Exclusive Special Breyer model (see below for details) and rosette to first place winners and a unique Stablemates model plus rosette for second and third place for winners in each Division. **The first, second, and third place winners in each division will be announced and prizes awarded in-person during BreyerFest weekend July 15-17, 2022 at approximately 10 pm EDT on Saturday July 16, 2022 at the Clarion Hotel in Lexington, Kentucky.** Winning entries may be featured on BreyerHorses.com.

The 2022 BreyerFest Best Customs Contest is open exclusively to BreyerFest 2022 VIP Access and All-Access ticket holders where allowed** (see How to Enter and Official Rules below). Many will enter, but only fifteen (15) will win (one (1) first place, one (1) second place, and one (1) third place winner in each of five (5) divisions)! See below and Official Rules for details.

2022 BreyerFest Best Customs Contest Divisions:

- **Excellence in Finish Work**

Excellence in final paint decoration, including, without limitation, a high level of detail work, smoothness of paint, and a glowing, flawless finish. Judging is on paint work, detail work, and realism. Customizing enhancements or embellishments (e.g., halters, re-sculpting, etc.) are NOT permitted. Only standard prep work is permitted (e.g., cleaning, sanding of seams, etc.). Realistic equines only, no fantasy entries.

- **Fantasy**

Use a Breyer model as your blank canvas, and let your imagination run wild! Judging is on creativity of concept and execution. A crowd favorite! Any scale Breyer model welcome. This is the only Division for non-realistic entries.

- **Most Extreme Custom**

Extensive custom with little evidence of original model or models used underneath. Judging is on the quality of the extent of re-working of conformation, finish work, and realism. Realistic equines only, no fantasy entries.

- **Performance Excellence (shown with Tack or Tack and Rider)**

For the Performance Excellence Division, tack and/or rider figure does not have to be created or customized by entrant. If you choose to use a rider figure, it must be a Breyer figure. Other non-Breyer props and accessories are acceptable as long as Breyer models (and Breyer figures, if applicable) are used in the Performance Excellence Division. Dioramas and accessories are welcome and encouraged, as they make an exciting display, however the judging will be on the model and tack, or model, tack and rider, only. This is a great opportunity for you to introduce kids and those new to model horse collecting to the artistry of Performance showing. You must include a brief description with your entry detailing the discipline and class being performed. Judging is on customization of the model and the tack, or tack and rider, presentation. Realistic equines only, no fantasy entries.

- **Theme Class**

This division features a new theme each year. This year's theme is **Make It Work**, where each competitor must use the same mold, the Standing Stock Horse/Geronimo (#733), and customize it any way they want. Entrants can currently find this mold in Breyer's regular line as the #1836 The Ideal

Series – Palomino model. Entries may feature extreme changes, or only minor customizing. Judging is on workmanship, creativity, conformation and accuracy/realism, and presentation. Creative concepts and attractive presentations (e.g., bases, etc.) are welcome and encouraged. The creation must begin with the Breyer Standing Stock Horse/Geronimo mold (#733), no other molds allowed. Realistic equines only, no fantasy entries.

HOW TO ENTER:

- To create your BreyerFest 2022 Best Customs Contest (“Contest”) entry, customize a Breyer model in accordance with the 2022 BreyerFest Best Customs Contest Divisions requirements/criteria above. Entry must be original and entirely created by the entrant (except for the tack and/or rider in the Performance Excellence Division as described above). Customs must fit within 24” x 24” (60.96cm x 60.96cm) or 18” x 30” (45.72cm x 76.2cm) footprint on a table, no exceptions. Take digital photographs of your entry and pick the one to five pictures you like the best. At least ONE (1) of your photos of your finished custom entry MUST include a ruler for scale and at ONE (1) photo MUST be an in-progress shot that shows the underlying or original model used. Do NOT watermark your photos.
- Email no more than five (5) digital photographs of your Best Customs entry (JPEG or PNG files no more than 2MB each) to customs@reevesintl.com. All photo entries must be in JPEG or PNG digital form. (All other formats, including but not limited to PDF, PSD, and BMP format will be rejected). Images must be attached to the email and not sent embedded/inline or via a digital link. Digital photographs must be named as follows: [YOUR LAST NAME]_BF22Customs_[DIVISION]_[NUMBER].[JPG/.PNG]. (E.g.: Smith_BF22Customs_FinishWork_1.jpg.) Mail entries will not be accepted.
- Your entry must include the subject line “BF2022 Best Customs Contest” along with your digital photographs, the name of the original/underlying Breyer model used, the name of the Division you are entering, your name, age (at the time of entry), mailing address, telephone number, and email address as well as parent/legal guardian’s email address and statement of parental consent if under age 18 (or under the legal age of majority in the entrant’s state of residence in the U.S.– whichever is greater) at time of entry. Performance Excellence Division entries must also include a brief description detailing the discipline and class being performed. Entry and/or statement of parental consent must be submitted in English. Entries missing any of the above requirements will be immediately disqualified.
- Limit one Contest (1) entry in only one (1) Division per person. Participants may not enter multiple Divisions. Submissions will only be accepted digitally. Contest entry period begins March 8, 2022 at 2:00pm EST and ends on June 10, 2022 at 5:00pm EDT. All entries must be received via email at customs@reevesintl.com by 5:00pm EDT, June 10, 2022. No other method of entry will be accepted.
- If you won first place in the 2021 BreyerFest Best Customs contest in any division other than the Theme Class Division, you are not eligible to enter in the same Division in 2022 – you must enter in a different Division. If you entered the BreyerFest Best Customs contest Theme Class Division in 2021 you may enter the 2022 Best Customs Contest Theme Class Division.

JUDGING:

- Entries will be judged by a qualified, independent judge or judge(s). Each entry will be judged on the following criteria (by Division): (a) Excellence in Finish Work will be judged 50% on overall excellence in final paint decoration, 30% on level of detail work and 20% on realism; (b) Fantasy will be judged 60% on creativity of concept and 40% on execution; (c) Most Extreme Custom will

be judged 40% on extent of re-working of conformation, 40% on finish work and 20% on realism; (d) Best Custom for Performance Excellence (shown with Tack or Tack and Rider) will be judged 80% on the customization of the horse and 20% on the tack (or tack and rider) presentation; and (3) Theme Custom *Make It Work!* will be judged 30% on workmanship, 30% on creativity, 30% on conformation and accuracy/realism, and 10% on presentation (e.g., base). Fifteen (15) winners will be chosen (one (1) first place, one (1) second place, and one (1) third place winner in each of five (5) divisions).

- Sponsor will contact potential finalists in each Division by email on or about July 5, 2022. Selected potential finalists (or parent or legal guardian of potential finalist, where applicable), must confirm receipt of email within three (3) business days, and must bring their custom entry with them to BreyerFest 2022 to the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) on Thursday, July 14, 2022 for presentation and display during BreyerFest weekend (July 15-17, 2022).
- Winners will be announced and prizes awarded in-person at BreyerFest during BreyerFest weekend, July 15-17, 2022 at the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY), at approximately 10 PM EDT on Saturday, July 16, 2022. Custom entries and prizes will be available for pickup at this time.* Winners may be announced online on BreyerHorses.com during BreyerFest weekend, July 15-17, 2022.
- Custom entries not picked up by the close of the Artisans' Gallery in the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) at 11:59 PM EDT on Saturday, July 16, 2022 will not be returned and become the property of Sponsor.

PRIZES:

- One (1) First Place Prize Package consisting of (1) Special Edition BreyerFest Best Customs Traditional scale model "Brandenberg" (Model #711531, Estimated Retail Value (ERV) \$1,000 USD) and one (1) first place rosette (ERV \$10 USD) will be awarded to one (1) first place winner in each of the five (5) Divisions for total of five (5) first place Contest winners.
- One (1) Second Place Prize Package consisting of one (1) Special Edition BreyerFest Best Customs Stablemates scale model "Westphalia" (Model #711532, ERV \$250 USD) and one (1) second place rosette (ERV \$10 USD) will be awarded to one (1) second place winner in each of the five (5) Divisions for a total of five (5) second place Contest winners.
- One (1) Third Place Prize Package consisting of one (1) Special Edition BreyerFest Best Customs Stablemates scale model "Westphalia" (Model #711532, ERV \$250 USD) and one (1) third place rosette (ERV \$10 USD) will be awarded to one (1) third place winner in each of the five (5) Divisions for a total of five (5) third place Contest winners.
- Total ERV of all fifteen (15) Prize Packages is \$7,650 USD.

** If, for any reason, Sponsor is forced to cancel, postpone, or transition BreyerFest 2022 to an entirely virtual (no onsite BreyerFest guest activities) event, images of potential finalist entries will be displayed and winner announcement will take place online during BreyerFest weekend (July 15-17, 2022).*

***Contest is open to legal residents of the U.S. (excluding AZ, CO, MD, NE, ND and VT) ages 14 and up with a BreyerFest 2022 VIP Access or BreyerFest All-Access ticket and an email account. If selected as a potential winner, parental consent is required if entrant is under age 18 (or under the legal age of majority in the entrant's state of residence in the U.S. – whichever is greater). Void where prohibited or otherwise restricted by law.*

OFFICIAL RULES

By submitting this entry, you (and your parent or legal guardian on your behalf, as applicable) agree to be bound by the following BreyerFest 2022 Best Customs Contest (“Contest”) rules:

1. This is a skill-based contest and chance plays no part in the determination of the winner. Many will enter, but only fifteen (15) will win (one (1) first place, one (1) second place, and one (1) third place winner in each of five (5) divisions as set-out in Rules 12 and 13).
2. Contest is open to legal residents of the U.S. (excluding AZ, CO, MD, NE, ND and VT) ages 14 and up with a BreyerFest 2022 VIP Access or BreyerFest 2022 All-Access ticket and an email account. If selected as a potential winner, parental consent is required if entrant is under age 18 (or under the legal age of majority in the entrant’s state of residence in the U.S. – whichever is greater). If selected as a potential winner, entrant must bring their potential winning custom entry with them to BreyerFest at the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) in Lexington, Kentucky for display and presentation during BreyerFest, if required, as set-out in Rule 13). Void where prohibited or otherwise restricted by law.
3. Contest entry period begins March 8, 2022 at 3:00pm EST and ends on June 10, 2022 at 5:00pm EDT. All entries must be received via email at customs@reevesintl.com by 5:00pm EDT, June 10, 2022. No other method of entry will be accepted.
4. To create your Contest entry, customize a Breyer model in accordance with the 2022 BreyerFest Best Customs Contest Divisions requirements/criteria found above on pages 1 and 2. Entry must be original and entirely created by the entrant (except for the tack and/or rider in the Performance Division as set-out in Rule 5). Customs must fit within 24” x 24” (60.96cm x 60.96cm) or 18” x 30” (45.72cm x 76.2cm) footprint on a table, no exceptions. Take digital photographs of your entry and pick the one to five pictures you like the best. At least ONE (1) of your photos of your finished custom entry MUST include a ruler for scale and at ONE (1) photo MUST be an in-progress shot that shows the underlying or original model used. Do NOT watermark your photos
5. For the Performance Division, tack and/or rider figure does not have to be created or customized by entrant. If you choose to use a rider figure that you have not created or customized, it must be a Breyer figure. Other non-Breyer props and accessories are acceptable as long as Breyer models (and Breyer figures, if applicable) are used in the Performance Division.
6. Email no more than five (5) digital photographs of your Best Customs entry (JPEG or PNG files no more than 2MB each) to customs@reevesintl.com. All photo entries must be in JPEG or PNG digital form. (All other formats, including but not limited to PDF, PSD, and BMP format will be rejected). Images must be attached to the email and not sent embedded/inline or via a digital link. Digital photographs must be named as follows:
[YOUR LAST NAME]_BF21Customs_[DIVISION]_[NUMBER].[JPG/.PNG]. (E.g.:
Smith_BF21Customs_FinishWork_1.jpg.) Mail entries will not be accepted.
7. Your entry must include the subject line “BF2022 Best Customs Contest” along with your digital photographs, the name of the original/underlying Breyer model used, the name of the Division you are entering, your name, age (at the time of entry), mailing address, telephone number, and email address as well as parent/legal guardian’s email address and statement of parental consent if under age 18 (or under the legal age of majority in the entrant’s state of residence in the U.S. – whichever is greater) at time of entry. Performance Excellence Division entries must also include a brief description detailing the discipline and class being performed. Entry and/or statement of parental consent must be submitted in English. Entry and/or statement of parental

consent must be submitted in English. Entries missing any of the above requirements will be immediately disqualified.

8. Contact and shipping information collected will be used by Sponsor for the purposes of administering this Contest and awarding the prizes only and will not be used for marketing or other purposes.
9. Limit one Contest (1) entry in only one (1) Division per person (entrant must be a BreyerFest 2022 VIP Access or BreyerFest All-Access ticket holder). Entrant may not enter multiple Divisions.
10. If you won first place in the 2021 BreyerFest Best Customs contest in any division other than the Theme Class Division you are not eligible to enter in the same Division in 2022, you must enter in a different Division. If you entered the BreyerFest Best Customs contest Theme Class Division in 2021 you may enter the 2022 Best Customs Contest Theme Class Division.
11. Entries will be judged by a qualified, independent judge or judge(s). Each entry will be judged on the following criteria (by Division): (a) Excellence in Finish Work will be judged 50% on overall excellence in final paint decoration, 30% on level of detail work and 20% on realism; (b) Fantasy will be judged 60% on creativity of concept and 40% on execution; (c) Most Extreme Custom will be judged 40% on extent of re-working of conformation, 40% on finish work and 20% on realism; (d) Best Custom for Performance Excellence (shown with Tack or Tack and Rider) will be judged 80% on the customization of the horse and 20% on the tack (or tack and rider) presentation; and (3) Theme Custom *Make it Work!* will be judged 30% on workmanship, 30% on creativity, 30% on conformation and accuracy/realism, and 10% on presentation (e.g., base). Three (3) potential winners will be chosen in each Division (one (1) potential first place, one (1) potential second place winner, and one (1) potential third place winner) will be determined by the judge(s) in their sole discretion. The decisions of the judge(s) will be final and binding in all respects.
12. Three (3) potential winners (one (1) first place, one (1) second place, and one (1) third place potential winner) in each Division will be selected on or about July 1, 2022. We will contact the potential winners (or their parent/legal guardian if under age 18 or under the legal age of majority in the state of residence in the U.S. – whichever is greater) by email on or about July 5, 2022 to confirm shipping address and provide a Prize Winner Affidavit of Eligibility and Liability/Publicity Release. Selected potential winners must confirm receipt of email, verify valid contact and shipping information to Sponsor, and sign and return the executed Prize Winner Affidavit of Eligibility and Liability/Publicity Release by email (email address will be provided to potential winner in notification email) within three (3) business days or such potential winner will forfeit the prize and an alternate potential winner will be selected. Should the first place potential winner forfeit the prize in a Division the second place potential winner will automatically become the first place potential winner, and so on.
13. Selected potential winners must bring their custom entry with them to BreyerFest 2022 to the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) on Thursday, July 14, 2022 for presentation and display during BreyerFest weekend (July 15-17, 2022). Winners will be announced and prizes awarded in-person at BreyerFest at the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) at approximately 10 PM EDT on Saturday, July 16, 2022. Custom entries and prizes will be available for pickup at this time. Custom entries not picked up by 11:59 PM EDT on Saturday July 16, 2022 will not be returned and become the sole property of Sponsor. The winning entries and first name, first letter of last name, and state/province/territory/county and country of the winners from each age group may be posted on the Sponsor website (www.BreyerHorses.com) during BreyerFest weekend, July 15-17, 2022. If, for any reason, Sponsor is forced to cancel, postpone, or transition BreyerFest 2022 to an

entirely virtual (no onsite BreyerFest guest activities) event, images of finalist entries will be displayed and winner announcement will take place online on BreyerHorses.com during BreyerFest weekend (July 15-17, 2022). Winners agree not to publicly disclose they are winners until Sponsor announcement of winners.

14. Prize will be awarded in the name of the parent if the winner is under age 18 (or under the legal age of majority in the entrant's jurisdiction of residence in – whichever is greater).
15. Prize: One (1) First Place Prize Package consisting of (1) Special Edition BreyerFest Best Customs Traditional scale model "Brandenburg" (Model #711531, Estimated Retail Value (ERV) \$1,000 USD) and one (1) first place rosette (ERV \$10 USD) will be awarded to one (1) first place winner in each of the five (5) Divisions for total of five (5) first place Contest winners. One (1) Second Place Prize Package consisting of one (1) Special Edition BreyerFest Best Customs Stablemates scale model "Westphalia" (Model #711532, ERV \$250 USD) and one (1) second place rosette (ERV \$10 USD) will be awarded to one (1) second place winner in each of the five (5) Divisions for a total of five (5) second place Contest winners. One (1) Third Place Prize Package consisting of one (1) Special Edition BreyerFest Best Customs Stablemates scale model "Westphalia" (Model #711532, ERV \$250 USD) and one (1) third place rosette (ERV \$10 USD) will be awarded to one (1) third place winner in each of the five (5) Divisions for a total of five (5) third place Contest winners. Winner is responsible for all taxes on his/her Prize. Total ERV of all fifteen (15) Prizes is \$7,650 USD.
16. Noncompliance or return of potential winner notification as undeliverable, whether by email or telephone, may result in disqualification and selection of an alternative potential winner.
17. Sponsor may substitute prizes of equal or greater value.
18. In the event of insufficient eligible entries for in a particular Division (i.e., less than 3), remaining prizes will be awarded to the Division with the most eligible entries.
19. Prize must be picked up on site at the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) at approximately 10 PM EDT on Saturday July 16, 2022. If, for any reason, Sponsor is forced to cancel, postpone, or transition BreyerFest 2022 to an entirely virtual (no onsite BreyerFest guest activities) event, prize will ship on or around August 1, 2022 at no charge to winner. Estimated ship time approximately 1-2 weeks depending on destination.
20. Sponsor and Sponsor's employees, retailers, and their immediate family members (i.e., spouse, parent, child, sibling, grandparent, and/or stepchild, wherever they may live), and anyone else professionally connected with the Contest, are not eligible to enter.
21. All digital photos submitted become the sole property of Sponsor (to the maximum extent permitted by law) and may be used or reproduced in any manner and for any purpose by Sponsor without additional consent or compensation, including without limitation for commercial purposes, and will not be acknowledged or returned. By entering, you (and your parent or legal guardian on your behalf, as applicable): (i) grant to the Sponsor, in perpetuity, a non-exclusive, royalty-free license to publish, display, reproduce, modify, edit or otherwise use your entry/works submitted, in whole or in part, for advertising or promoting the Contest or for any other reason; and (ii) waives all moral rights in and to your entry in favor of the Sponsor (and anyone authorized by the Sponsor to use the entry).
22. By participating, Contest entrants (and their parent or legal guardian on their behalf, as applicable): (1) represent that they have complied with these Official Rules; (2) grant Sponsor the right to use entrant's name (first name and first letter of last name), city, state, and country; (3) to the maximum extent permitted by law, release Sponsor from any and all liability in connection with this Contest, and (4) agree to execute an affidavit of eligibility/prize acceptance form and publicity release if requested to do so, all without further compensation. Entry into the Contest constitutes complete permission for Sponsor to use, edit, or modify all submissions for

all purposes including without limitation advertising and trade in any manner or medium whatsoever. To the maximum extent permitted by law, entrants over the age of 18 and the parents or legal guardians of entrants under age 18 (or under the legal age of majority in the entrant's state of residence in the U.S.– whichever is greater) agree to defend, indemnify and hold harmless Sponsor, its officers, directors, agents, subsidiaries, and affiliates, wherever situated, against claims, losses, penalties, causes of action, damages, liability, costs, expenses (including but not limited to reasonable attorneys' fees) or claims caused by or resulting indirectly from entrants participation in the Contest, without limitation or exception, including entrant's violation of any third-party's rights, including without limitation, infringement of any copyright, trademark, service mark, trade secret, right of privacy or publicity or any other third party right).

23. Sponsor is not responsible for lost, late or misdirected entries, or incomplete/incorrect submissions and/or entries, or any internet, hardware, or software computer malfunction.
24. Sponsor reserves the right to disqualify anyone who attempts to tamper or otherwise interfere with the proper functioning of the promotion and/or its website.
25. Sponsor reserves the right to modify or cancel the Contest in the event of a malfunction or force majeure event beyond Sponsor's control.
26. All entries must be original and entirely created by the entrant (except where expressly stated to the contrary in Rule 5 for the tack and rider figures in the Performance Excellence Division) must not violate the trademark, copyright, or privacy/publicity rights of any third party, and must not violate any applicable local, federal, state/provincial/territorial, and/or international laws and regulations. Void in Arizona, Colorado, Maryland, Nebraska, North Dakota, Vermont and where prohibited or restricted by law.
27. Sponsor is: Reeves International, Inc., 14 Industrial Rd, Pequannock, NJ 07440. Breyer Animal Creations is a division of Reeves International, Inc.
28. For a copy of these Official Rules or the Winners List (which shall include the first name, first letter of last name, and city, state, and country of the winner, send a stamped, self-addressed envelope to Sponsor at the above-address; Attn: BF2022 Best Customs Contest. Please specify which item you are requesting. Residents of Vermont may omit return postage. You may also obtain a copy of these Official Rules or the Winners List by sending an email (with your email address) to: customs@reevesintl.com with the subject line "BF2022 Best Customs Contest request." Please specify which item you are requesting.