



From the Horse's Mouth

A Guide to Virtual BreyerFest® from the Planning Team



A Horse Of My Very Own™



Welcome to BreyerFest®!

We are so excited for you to join us at Virtual BreyerFest, which is unlike any online event you've ever been to – we promise!

Because there are so many parts to BreyerFest, from the live equine demonstrations to the shopping, we've put together this handy guide to make sure all our online guests are as informed as possible before logging on BreyerFest weekend.

Whether this is your first BreyerFest or you've been online with us since 2020, we highly recommend guests take the time to read through this guide in advance of BreyerFest weekend. Our aim is to have all of your questions answered before you log in!

No matter how you're attending, we suggest you follow along on the BreyerFest Blog and on Breyer Model Horses and BreyerFest social media for important updates throughout the year.

www.BreyerHorses.com

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A Horse Of My Very Own

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What to Expect

Even if you've previously joined us virtually as a BreyerFest attendee, we strive to make updates and upgrades each year to our virtual platform to make sure the user experience is as seamless and intuitive as possible. If you're new to BreyerFest, here is a great list of tips to make sure you have the best weekend ever!

- Most importantly, be sure that the first thing you do is log into your BreyerHorses.com account to access BreyerFest. This is the same account you purchased your tickets with.
- Once you're logged in, click the BreyerFest banner to "enter" BreyerFest!
- The BreyerFest Home Page will be divided into many areas, from our live broadcast to the online store. You can click on the horizontal "First Time at BreyerFest?" banner on the Home Page for a summary of all these areas and to learn more about each part of BreyerFest.
- The online version of BreyerFest offers a combination of livestreamed experiences and pre-recorded videos. The great news is, if you miss one of our live streams, all of them will be recorded and saved for you to catch up with on your own time.
- The BreyerFest store is where to do all your shopping during the weekend if you're looking for Limited Edition models, event swag, grab bags, and more. If you're an Online Traditional Access ticket holder looking to purchase your Special Run models, these will be assigned to your account and you'll see this selection BreyerFest weekend.
- Relax and enjoy your weekend!

YOUR TICKETS ARE DIGITAL!
Simply log into your account
BreyerFest weekend to experience
all the fun of BreyerFest!



Planning Your BreyerFest Weekend

Plan ahead things

(REGISTRATION OR PREP REQUIRED)

In addition to the interviews, demonstrations, and behind-the-scenes footage aired during BreyerFest, there are many other activities to participate in – some of these, however, require a bit of advanced planning or registration and you must be an Online Traditional Access ticket holder to participate in these online activities.

Workshops

BreyerFest offers more than a dozen workshops online that are open to VIP, All-Access, and Online Traditional Access ticket holders. These are pre-recorded sessions that you must purchase the supplies for, but there is no charge to view the sessions. Workshops are offered on a variety of topics and range in difficulty from beginner to advanced. Supply lists for each of these sessions will be posted in advance of BreyerFest weekend to ensure all participants have plenty of time to get the materials together.

Model Horse Shows

BreyerFest is home to some of the most fun model horse photo shows around – these shows are where you show your model horses as if they were real horses! All of the following are open to all, whether or not you are a ticket holder.

If you're an adult or teen new to the world of showing your models, novice showers can participate in **Breyer Boot Camp** online in the spring. This show is open to participants who are over 16 and have shown in fewer than 5 model horse shows. Overall Champions and Reserve Champions from this show will also be offered the opportunity to participate in the BreyerFest Open Show, if they will be attending BreyerFest in person with a VIP or All-Access ticket.

More experienced model horse showers have to wait until after BreyerFest to show their models online, but BOO! the Breyer Online Open Photo Show will be returning to PonyBytes in the Fall! You do not need to be a BreyerFest ticket holder to participate in either BOO! or Breyer Boot Camp.

For rules and information, especially if you are a first-time shower or are coming back after a hiatus, please visit the BreyerFest Model Horse Shows page on www.breyerhorses.com. Class lists and other important documents can be found here. You may also reach out to the Events Team at BreyerFest@reevesintl.com for specific questions.

Diorama Contest

BreyerFest VIP, All-Access, and Online Traditional Access ticket holders are invited to participate in our online, themed diorama contest! Images of your diorama must be emailed to Breyer for judging and will be posted online in our Diorama Contes gallery on BreyerHorses.com during BreyerFest weekend for everyone to see! See complete rules and information on www.BreyerHorses.com.



Ticket Information

Your “tickets” to BreyerFest are digital – once you’ve logged into your account and made your purchase, your account is tagged with an access level associated with the ticket type you’ve purchased.

Each **Online Traditional Access ticket holder** will receive or have access to the following:

- Access to BreyerFest on BreyerHorses.com all weekend long, which includes the BreyerFest Live Stream from the Kentucky Horse Park.
- One (1) Celebration Horse model, which will be shipped to the address associated with the account you purchased your ticket on.
- The ability to purchase up to two (2) Special Run models from a selection of this year’s Special Runs, which will be shipped to the account you purchased your ticket on.
- Access to the BreyerFest Store on BreyerHorses.com, including Limited Edition models and exclusive event merchandise, which will be shipped to you.

- The ability to participate in our online Diorama contest.
- Access to pre-recorded content, including BreyerFest workshops.
- Access to BreyerFest Seminars, online Artisans’ Gallery and Marketplace sellers, contest galleries and more!

Each **Online Stablemates Access ticket holder** will receive or have access to the following:

- Access to BreyerFest on BreyerHorses.com all weekend long, which includes the BreyerFest Live Stream from the Kentucky Horse Park.
- One (1) randomly-selected BreyerFest Event Stablemates model, which will be shipped to the address associated with the account you purchased your ticket on.
- Access to the BreyerFest Store on BreyerHorses.com, including Limited Edition models and exclusive event merchandise, which will be shipped to you.
- Access to BreyerFest Seminars, online Artisans’ Gallery and Marketplace sellers, contest galleries and more.

Navigating BreyerFest on BreyerHorses.com

Live-streamed content

All weekend long, BreyerFest will be live streaming from the Kentucky Horse Park so our fans joining us online can feel immersed in all the action. With so much content to absorb, all our live streams are open to both Online Traditional Access ticket holders and Online Stablemates Access ticket holders and will be recorded and posted on BreyerHorses.com after their airtimes so you can catch up on your own time!

Our live streams will include:

- Daily broadcast with host Kimber, which includes interviews with guest horse owners, BreyerFest guest speakers, BreyerFest fans, and more!
- Our all-breed Equine Demonstrations from the Covered Arena at the KHP
- The Celebration of Horses evening show, featuring Sylvia Zerbin
- BreyerFest Seminar series, with presenters covering both real horse topics and model horse topics
- Check ins with our around-the-park reporter!

Pre-recorded Content

In addition to the recordings of the live stream, we have also assembled a library of pre-recorded content that Online Traditional Access ticket holders will have access to, including more than a dozen workshops. Access to these recordings will be free, but participants will have to purchase all their own supplies. Supply lists for workshops will be posted on BreyerHorses.com in the spring so you’ll have plenty of time to assemble your materials.

In addition to this, any guest performers or entertainers that are not able to join us in-person at BreyerFest will provide video content that will be made available online during BreyerFest weekend.

Virtual Galleries

You won’t miss a minute of the model horse artistry as an online attendee! Spend your day perusing any of the online galleries BreyerFest has to offer, from the Best Customs Contest entries to our Diorama Contest! You can bet you will be awestruck by the incredible works presented by BreyerFest attendees – including your creation, if you enter!

Shopping

BreyerFest offers attendees a variety of ways to shop throughout the weekend.

If you’re looking for BreyerFest Limited Editions, Regular Line product, event merchandise, or grab bags, look no further than the BreyerFest Store! Special Run models will be assigned to individual accounts and will not be available in the online store.

If you’re looking to shop with some of our retail partners or individual online seller our Virtual Marketplace is the shop for you. From vintage model horses to tack, accessories, housewares, and apparel, the BreyerFest Virtual Marketplace is a taste of the Covered Arena shopping experience or the BreyerFest Swap Meet at your fingertips.

The BreyerFest Virtual Artisans’ Gallery is the place to find that unique piece you’ve been looking for. Showcasing artists offering custom model horses, resins, flat art, and more, the Virtual Artisans’ Gallery assembles some of the most talented artists in the model horse hobby.

Both the Virtual Marketplace and the Virtual Artisans’ Gallery are easy-to-navigate listings for each individual seller’s e-commerce page. Sales with these sellers are not made through BreyerFest or on BreyerHorses.com.

Special Models

Each year a number of models are produced exclusively for BreyerFest. These models include the Celebration Horse, Event Stablemates, Limited Edition models, and Special Run models.

**\$50
Value**

Celebration Horse

The Celebration Horse is a Traditional scale (1:9) portrait model of our celebrity horse for the year. Online Traditional Access ticket holders will each have this model shipped to them as a part of their ticket purchase. You don't need to do anything to get this model, it is sent automatically after BreyerFest weekend concludes.

Athenian Lady



Event Stablemates

An Event Stablemates model (1:32 scale) is included with each Online Stablemates Access ticket. These models range from beautifully designed realistic patterns, to fantasy colors, to portrait models of real horses, depending on the theme of each year's event – the total number of variations changes from year to year. The models are available as "Gambler's Choice" to Online Stablemates Access ticket holders, meaning each ticket holder will receive one randomly-selected model from the line-up. This model will be shipped to you automatically as a part of your ticket purchase, it will be sent automatically after BreyerFest weekend concludes.

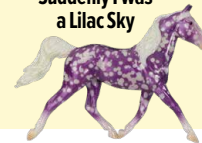
Waiting For That
Green Light



Make it Pop Like
Pink Champagne



Suddenly I was
a Lilac Sky



Blue Jeans, White Shirt



**\$90
Value**

Limited Editions

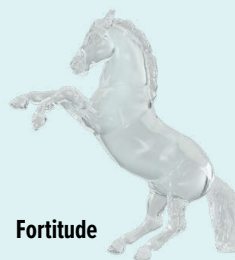
Limited Edition models are open to all guests (virtual and in-person) and are sold in the BreyerFest Store online. The online store will not be replenished throughout the weekend (like the in-person store is), so if these models are high on your list, be sure to shop first thing Friday morning when Virtual BreyerFest "opens."

In addition to Traditional (1:9) scale portrait horses selected exclusively for each year's BreyerFest, the Limited Edition selection also includes other models and souvenirs themed to each year's event. These offerings typically include a 1:12 scale Freedom Series model, a 5" crystal model, a 6" huggable plush, 1:32 scale Stablemates models, and any other fun surprises we might think of!

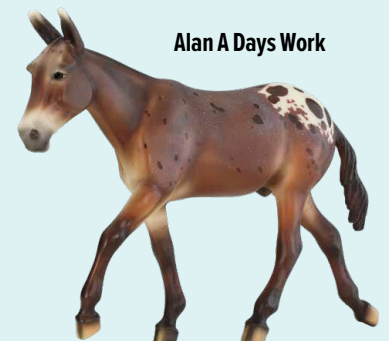
Always Chipper



Fortitude



Alan A Days Work



Gascon



Zeus



Special Run Models

A selection of this year's Special Run models will be made available to Online Traditional Access ticket holders. The total number of models offered varies from year to year, but for 2024 this ticket type will have access to five of the options. Within each option we may or may not have included some surprises - like ½ the run is glossy or the entire model is a Surprise! With the "Surprise" model option you won't know anything about the model you are getting until you receive it in the mail. Special Run models are not included with the cost of your ticket; they must be purchased at an additional cost.

Online Traditional Access ticket holders must pay for these models during BreyerFest weekend. These ticket holders will have the opportunity to submit preference forms for their Special Run models prior to BreyerFest if their tickets were purchased by the reservation deadline in the spring. Models will be assigned to accounts so that ticket holders can complete their purchase BreyerFest weekend. Online Traditional Access ticket holders who do not purchase their tickets prior to the reservation deadline will still have the opportunity to purchase from the selection of Special Run models during BreyerFest, but will not be able to submit preference forms to reserve their models in advance of the event. These ticket holders will have models randomly assigned to their ticket holding accounts.

Models are announced on the BreyerFest Blog prior to tickets going on sale and each model notes which ticket types have access to purchase it. Prices and quantities will be listed on the Exclusive Models page on BreyerHorses.com, and generally range from \$60 to \$85 each.



Special Run FAQ

Who can buy Special Run Models?

A limited selection of Special Run Models will be available to Online Traditional Access ticket holders. .

How do I select my models?

Online Traditional Access ticket holders who purchase their tickets prior to the reservation deadline in the spring will complete an online preference form, in advance of BreyerFest. Models will be assigned to these ticket holders based on preference forms and model availability. Once models have been assigned, these Online Traditional Access ticket holders will have models assigned to their accounts, to be purchased BreyerFest weekend.

Online Traditional Access ticket holders who purchase their tickets after the reservation deadline will still have the opportunity to purchase Special Run models, but will not be able to submit preference forms. These ticket holders will have models randomly assigned to their ticket holding accounts, which you can then purchase during BreyerFest weekend.

How many models can I buy?

Each Online Traditional Access ticket allows the ticket holder to purchase up to two (2) Special Run models per ticket, from a limited selection of models.

What if I don't like the models selected for me?

With so many beautiful models each year, there is something for everyone to get excited about!

Can I buy more than one ticket to have access to more Special Run Models?

Guests are welcome to purchase multiple Online Traditional Access tickets on an account to increase their chances of receiving more Special Run Models. However, Breyer reserves the right to limit ticket purchases at our discretion and issue refunds if necessary.

How does model purchase work?

Online traditional Access ticket holders will have models assigned to their accounts, which can be purchased BreyerFest weekend. You won't know which models you've been picked for until BreyerFest weekend in July.

Other Activities at BreyerFest

There is always something exciting happening at BreyerFest!

In addition to the content broadcast from the KHP, there are some BreyerFest activities you can participate in, in real time!

Annual BreyerFest 5K

Run this fun 5K race on your own time, or compete in spirit Sunday morning of BreyerFest weekend!

Online registration opens after BreyerFest tickets go on sale. All runners receive a BreyerFest 5K Finisher's Medal and commemorative t-shirt. Packets will be mailed to our virtual runners that include all these goodies!

Breyer Benefit Live Auction

Saturday, 5:30 pm

Breyer Test Models are on the auction block in this exciting auction. Virtual ticket holders can participate in this thrilling, high-stakes live auction in real time! Online bidding will open prior to the start live bidding. More information will be released closer to BreyerFest.

Celebration of Horses Show

The BreyerFest Celebration of Horses evening show will take place on both Friday and Saturday evenings of BreyerFest weekend. Both performances will be live streamed on BreyerHorses.com for viewing in real time, but will also be recorded and available for on-demand viewing after their initial airing for the remainder of the weekend. This breath-taking show, produced by the legendary Sylvia Zerbini, is included with all virtual tickets, plus VIP and All-Access tickets.

Follow along on our BreyerFest Blog for schedule updates and more detailed information!



2024 COLLECTOR CLUB

Heath

2024 Collector Club Special Run!
Members will have the opportunity
to purchase in early 2024.



Your gateway to exclusive perks for Breyer fans of all ages!

- Access to exclusive models
- Monthly newsletter
- Insider info
- Annual *Just About Horses* magazine
- Exclusive virtual workshops
- Giveaways
- Special members-only offers
- VIP Collector Events
- Specialty Clubs
- BreyerFest perks
- Year-round 10% savings

Deluxe Collector Club exclusive Stablemates model!
Another Traditional favorite joins the
Stablemates lineup. Ships Fall 2024.
Bonus collectible pin with Deluxe membership!

Become a member today!

GO TO WWW.BREYERHORSES.COM FOR DETAILS

Learn More! >>

