

Announcing the **2025 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 superb tack. Prizes include an Exclusive Breyer Traditional scale special model and rosette to first place winners and a unique Stablemates model plus rosette for second and third place for winners in each Division (details below). The first, second, and third place winners in each division will be announced and prizes awarded in-person during BreyerFest weekend at approximately 9 pm EDT on Saturday July 12, 2025 at the Clarion Hotel in Lexington, Kentucky.** Winning entries may be featured on BreyerHorses.com.

Many will enter, but only eighteen (18) will win (one (1) first place, one (1) second place, and one (1) third place winner in each of six (6) divisions)!

See below for eligibility*, details on How to Enter and Official Rules!

2025 BreyerFest Best Customs Contest Divisions:

- **Excellence in Finish Work**

Excellence in final paint decoration on your Breyer model, 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, removal of parts, etc.) are NOT permitted. Only standard prep work is permitted (e.g., cleaning, sanding of seams, slight adjustments to leg positions to ensure the model stands, etc.). Realistic equines only, no fantasy entries.

- **Fantasy**

Use a Breyer model(s) 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 but finished entry must be in the same or similar scale as the base model(s) used. You must include a brief description with your entry detailing what you are presenting. This is the only Division for non-realistic entries.

- **Most Extreme Custom**

Extensive custom with little evidence of original base Breyer model(s) used. Judging is on the quality of the extent of re-working of conformation, finish work, and realism. Realistic equines only, no fantasy entries. Finished entry must be in the same or similar scale as the base model(s) used. An image of the original base Breyer model(s) used must be included with your entry for judges to review.

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

Performance Excellence showcases a snapshot of a real horse event. From a sliding stop in reining to that mid-air moment over the jump in eventing, your Performance entry should capture a moment in time. For the Performance Excellence Division, tack and/or rider figure does not have to be customized by entrant, only the Breyer model horse. Tack, and rider figure if you choose to use a rider figure, must either be Breyer accessories and rider figures or created entirely by you, the entrant. Dioramas and other non-Breyer 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. 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.

- **Excellence in Tack Making**

Show us your best custom tack on any Original Finish Breyer model of any scale. English, Western, Regalia, Harness – all types of realistic horse tack may enter. The only customizing allowed on the model horse is sanding down the mane to allow a bridle or saddle to fit more easily, if necessary. Custom rider figures, carts, or other props are accepted only if they are entirely created by the entrant. No riders mounted on horses, as they may hide saddle details, but rider figures may be presented as part of the entry on a separate mannequin horse (of the same mold) or on a doll stand next to the tack. No realistic "scene" bases; this is not a Performance class, it is the judging of miniature tack only, as fine art. Mirrored bases, raised bases, or rotating displays are welcome as these may make it easier to view the entry from all angles, but emphasis should be entirely on tack, as the tack will be the sole component judged. Tack will be judged on detail, fit, accuracy, creativity, and workmanship.

• **Model Glow Ups**

This division will showcase customizations made to a model where the judges are able to clearly recognize the original or underlying model or mold used, and the "glow up" is just a refinement or improvement of the original mold used (see reference images for examples). Judging will be on the quality of the refinement of the model's original conformation (do not alter the model's original position); head, mane and/or tail re-sculpting (if necessary, but not required; for example, adjustment of the tail if originally attached to the back leg) and finish work. Realistic equines only, no fantasy entries. Finished entry must be in the same or similar scale as the base model used. An image of the original model you are "glowing up" must be included with your entry for judges to review.

**Contest is open to legal residents of the U.S (excluding AZ, CO, CT, MD, NE, ND and VT) ages 14 and up with 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.*

HOW TO ENTER:

- To create your BreyerFest 2025 Best Customs Contest ("Contest") entry, customize a Breyer model in accordance with the requirements/criteria for one (1) of the 2025 BreyerFest Best Customs Contest Divisions above. Entry must be original and entirely created by the entrant (except for the tack and/or rider figure, if entering the Performance Excellence Division as described above). Customs must fit within a 24" x 24" (60.96cm x 60.96cm) or 18" x 30" (45.72cm x 76.2cm) footprint on a table, no exceptions, and entries cannot be taller than 30" (76.20cm).
- Take digital photographs of your completed entry and pick the five (5) pictures that best show your entry. ONE (1) of your photos of your completed custom entry **MUST** include a ruler for scale and ONE (1) photo **MUST** be an in-progress shot from early in your customization process of your entry that clearly shows the underlying or original model used. For the Extreme Customs and Model Glow Ups category, one of the photos must include original model/mold used before it was altered. Do NOT watermark your photos.
- Email five (5) digital photographs of your Best Customs entry (JPEG or PNG files between 500kb and 2MB each, but not 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. Please ensure your images are attached and formatted correctly). 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]_BF25Customs_[DIVISION]_[NUMBER].[JPG/.PNG].
(E.g.: Smith_BF25Customs_FinishWork_1.jpg.) Mail entries will not be accepted.

- **Images submitted must include your completed, finished entry. Entries are judged, and winners selected, based on the images submitted.**
- Your entry must include the subject line "BF2025 Best Customs Contest" along with your digital photographs, the name/mold number of the original/underlying Breyer model used, the name of the Division you are entering, the footprint of your entry (24" x 24" or 18" x 30"), 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 include a brief description detailing the discipline and class being performed. Fantasy Division entries must include a brief description of what they are presenting. 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 February 1, 2025 at 2:00pm EST and ends on June 13, 2025 at 5:00pm EDT. All entries must be received via email at customs@reevesintl.com by 5:00pm EDT, June 13, 2025. No other method of entry will be accepted.
- If you won first place in the 2024 BreyerFest Best Customs contest in any division, you are not eligible to enter in the same Division in 2025 – you must enter in a different 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 overall 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) 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; (e) Excellence in Tack Making will be judged 30% on craftsmanship, 30% on creativity, 30% on accuracy/realism, and 10% on presentation, and (f) Model Glow Ups will be judged 50% on refinements/edits made to the original model and 50% on finish work. Eighteen (18) winners will be chosen (one (1) first place, one (1) second place, and one (1) third place winner in each of six (6) divisions).
- Sponsor will contact potential winners in each Division by email on or about June 27, 2025. Selected potential winners (or parent or legal guardian of potential winner, where applicable), must confirm receipt of email within three (3) business days, and must show their custom entry at BreyerFest 2025 in the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) on Friday, July 11, 2025, for presentation and display during BreyerFest weekend (July 11-13, 2025). Potential winners/finalists may show their entries at BreyerFest by proxy.
- Winners will be announced and prizes awarded in-person at BreyerFest during BreyerFest weekend, July 11-13, 2025 at the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY), at approximately 9 PM EDT on Saturday, July 12, 2025. Custom entries and prizes will be available for pickup at this time.** Winners may be announced online on BreyerHorses.com during BreyerFest weekend, July 11-13, 2025.
- 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 12, 2025 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 “Szurkol” (Model #B-EV-10526, 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 six (6) Divisions for total of six (6) first place Contest winners.
- One (1) Second Place Prize Package consisting of one (1) Special Edition BreyerFest Best Customs Stablemates scale model “Skål” (Model #B-EV-10527, 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 six (6) Divisions for a total of six (6) second place Contest winners.
- One (1) Third Place Prize Package consisting of one (1) Special Edition BreyerFest Best Customs Stablemates scale model “Skål” (Model #B-EV-10527, 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 six (6) Divisions for a total of six (6) third place Contest winners.
- Total ERV of all eighteen (18) Prize Packages is \$9,180 USD.

*** If, for any reason, Sponsor is forced to cancel, postpone, or transition BreyerFest 2025 to an entirely virtual (no onsite BreyerFest guest activities) event, images of finalist entries will be displayed and winner announcement will take place online only during BreyerFest weekend (July 11-13, 2025).*

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 2025 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 eighteen (18) will win (one (1) first place, one (1) second place, and one (1) third place winner in each of six (6) divisions as set-out in Rules 13 and 14).
2. Contest is open to legal residents of the U.S. (excluding AZ, CT, CO, MD, NE, ND and VT) ages 14 and up with 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 (and/or parent or legal guardian, as applicable) must bring, or deliver by proxy, their potential winning custom entry 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 14). Void where prohibited or otherwise restricted by law.
3. Contest entry period begins February 1, 2025 at 2:00pm EST and ends on June 13, 2025 at 5:00pm EDT. All entries must be received via email at customs@reevesintl.com by 5:00pm EDT, June 13, 2025. No other method of entry will be accepted.
4. To enter, customize a Breyer model in accordance with the requirements/criteria in one (1) 2025 BreyerFest Best Customs Contest Divisions (as defined above). 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, and entries cannot be taller than 30” (76.20cm). Take digital photographs of your entry and pick the five (5) pictures that best show your entry. ONE (1) of your photos of your finished custom entry MUST include a ruler for scale and ONE (1) photo MUST be an in-progress shot from early in your customization process of your entry that clearly shows the underlying or original model used. If you are entering the Extreme Custom or Model Glow Ups division, one of your photos must include the original model/mold used. Do NOT watermark your photos.

5. For the Performance Excellence Division, which is a snapshot of a real horse event, tack and/or rider figure does not have to be customized by entrant, only the Breyer model horse. Tack, and rider figure if you choose to use a rider figure, must either be Breyer accessories and rider figures or created entirely by you, the entrant.
6. Email five (5) digital photographs of your Best Customs entry (JPEG or PNG files between 500kb and 2MB each, but not 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 so please double check your images are attached and formatted correctly). 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]_BF25Customs_[DIVISION]_[NUMBER].[JPG/.PNG]. (E.g.:
Smith_BF25Customs_FinishWork_1.jpg.) Mail entries will not be accepted.
7. **Images submitted must include your completed, finished entry.** Entries are judged, and winners selected, based on the images submitted.
8. Your emailed entry must include the subject line "BF2025 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, the footprint of your entry (24" x 24" or 18" x 30"), 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. Fantasy Division entries must also include a brief description of what they are presenting. Entry and/or statement of parental consent must be submitted in English. Entries missing any of the above requirements will be immediately disqualified.
9. Contact and personal 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.
10. Limit one Contest (1) entry in only one (1) Division per person. Participants may not enter multiple Divisions.
11. If you won first place in the 2024 BreyerFest Best Customs contest in any division, you are not eligible to enter in the same Division in 2025, you must enter in a different Division.
12. 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) 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; (e) Excellence in Tack Making will be judged 30% on craftsmanship, 30% on creativity, 30% on accuracy/realism, and 10% on presentation, and (f) Model Glow Ups will be judged 50% on refinements/edits made to the original model and 50% on finish work.
13. 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) on or about June 27, 2025. Potential winners 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. 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 June 27, 2025 to notify them they are a potential winner and provide a Prize Winner Affidavit of Eligibility and

Liability/Publicity Release. Selected potential winners must confirm receipt of email, verify contact information to Sponsor, and sign and return the executed Prize Winner Affidavit of Eligibility and Liability/Publicity Release by email (email instructions 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. **Finalists agree not to publicly disclose they are finalists until Sponsor announcement of winners.**

14. Selected potential winners (and/or parent or legal guardian if applicable) must bring, or deliver by proxy, their custom entry to BreyerFest 2025 to the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) on Friday, July 11, 2025 for presentation and display during BreyerFest weekend (July 11-13, 2025). Winners will be announced and prizes awarded in-person at BreyerFest at the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) at approximately 9 PM EDT on Saturday, July 12, 2025. 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 12, 2025 will not be returned and become the sole property of Sponsor.
15. 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 11-13, 2025.
16. If, for any reason, Sponsor is forced to cancel, postpone, or transition BreyerFest 2025 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 11-13, 2025).
17. 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 the U.S. – whichever is greater).
18. Prize: One (1) First Place Prize Package consisting of (1) Special Edition BreyerFest Best Customs Traditional scale model "Szurkol" (Model #B-EV-10526, 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 six (6) Divisions for total of six (6) first place Contest winners. One (1) Second Place Prize Package consisting of one (1) Special Edition BreyerFest Best Customs Stablemates scale model "Skål" (Model #B-EV-10527, 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 six (6) Divisions for a total of six (6) second place Contest winners. One (1) Third Place Prize Package consisting of one (1) Special Edition BreyerFest Best Customs Stablemates scale model "Skål" (Model #B-EV-10527, 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 six (6) Divisions for a total of six (6) third place Contest winners. Winner is responsible for all taxes on his/her Prize. Total ERV of all eighteen (18) Prizes is \$9,180.00 USD.
19. 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.
20. Sponsor may substitute prizes of equal or greater value.
21. 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.
22. In the event a potential winner forfeits the prize or is disqualified, an alternate potential winner will be chosen. For example, 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. Sponsor reserves the right to extend or modify the announcement schedule as necessary to select alternative potential winner(s)/finalist(s).
23. Prize must be picked up on site at the Clarion Hotel Ballroom (1950 Newtown Pike, Lexington, KY) at approximately 9 PM EDT on Saturday July 12, 2025 by the entrant or their proxy. No prizes or rosettes will be shipped to winners or finalists, unless Sponsor is forced to cancel,

postpone, or transition BreyerFest 2025 to an entirely virtual (no onsite BreyerFest guest activities) event, prize will ship on or around August 1, 2025 at no charge to winner. In such case, estimated ship time would be approximately 1-2 weeks depending on destination.

24. 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.
25. All entries 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).
26. 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).
27. 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.
28. 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.
29. Sponsor reserves the right to modify or cancel the Contest in the event it is not capable of running as planned, and/or of a malfunction or force majeure event beyond Sponsor's control.
30. 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, Connecticut, Maryland, Nebraska, North Dakota, Vermont and where prohibited or restricted by law.
31. California residents: this program may constitute a financial incentive under California law. For more information, please see our [privacy policy financial incentives notice](#).

32. Sponsor is: Reeves International, Inc., 14 Industrial Rd, Pequannock, NJ 07440. Breyer Animal Creations is a division of Reeves International, Inc.
33. 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: BF2025 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 "BF2025 Best Customs Contest request." Please specify which item you are requesting.