

The
British
Horse
Society

Pony Stars

Junior Challenge Awards

Brand Toolkit

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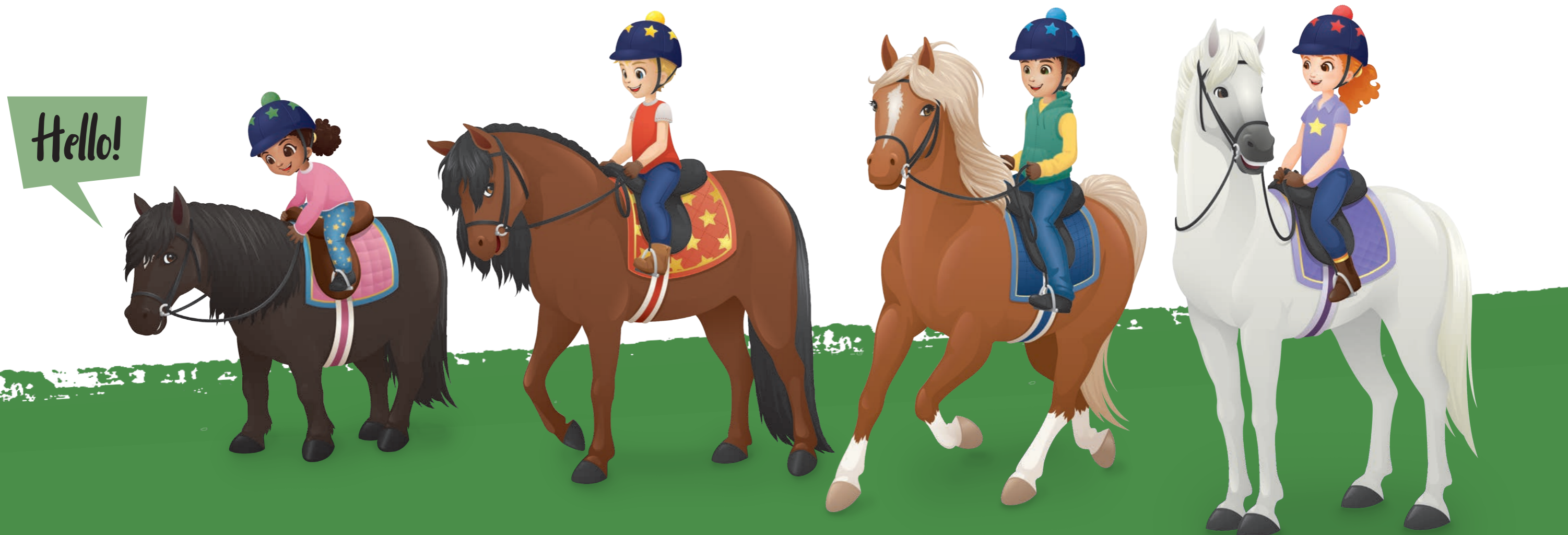
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Welcome to Pony Stars

Pony Stars is our Junior Challenge Awards helping under 12s to discover, develop and nurture their love for ponies and the outdoors. With over 100 topics for children to explore, Pony Stars will ignite a passion for ponies, build knowledge and cement friendships that will last a lifetime.

Pony Stars will cover topics such as grooming, welfare, mucking out and riding skills. It's not just about pony care and riding, the Pony Stars programme includes so much more – covering loads of really practical topics that we think any parent or guardian would value their child learning about, such as the countryside, farm animals, kindness, leadership, conservation, feed the birds, being green and healthy mind.

As part of the programme, each child will receive their very own My Challenge Book to log their achievements. As they progress through the various challenges there will be stickers, badges, and rosettes up for grabs too to keep them engaged and motivated.

There are four key groups, Shetland Striders, Dartmoor Dazzlers, Welshie Wizzers and Connemara Champs. This allows for long-term progression with a range of activities that will develop knowledge, skills, and self-confidence.



Logos

Logos

All logos use the four-star motif to represent the levels of the Junior Challenge Awards in the corresponding colours. On the level-specific logos, the colour of the stars change and our illustrated characters are introduced along with the level name. Breakdowns of these colours can be found on Page 9.

The primary logo is to be used wherever possible.

There are alternative colour options of the primary logo, as well as the secondary logo, on the next page depending on your artwork medium or background colours.

The stacked secondary logo is to be used when width is limited.

Primary logo:



Secondary logos:



Logos – Alternatives

There are 6 versions of the logo:

- ★ Standard – primary logo, to be used where possible
- ★ All black – to be used for non-colour printing on light backgrounds
- ★ Standard with black outlined stars – to be used when placed over light background colours and may clash with, or distort, the colour of the stars
- ★ White text and white outlined stars – to be used on dark backgrounds
- ★ All white – to be used for white-only printing on dark backgrounds
- ★ White text, white outlined stars and white BHS logo – to be used on red backgrounds where the BHS logo may blend into background or be distorted by the colour.

Light backgrounds:



Dark backgrounds:



Logos – Use of logo

When using the BHS Pony Stars logo, it should never be altered or added to. No borders or embellishments added nor should the colours be changed or the BHS element of the logo be removed or tampered with.

The logo can be scaled to size, but only using correct scaling so it doesn't appear elongated or squashed. Please ensure the logo you are using is high resolution enough for what you need it for. You can see clearly that it may be too low in resolution by the fuzzy or pixelated appearance.

When using the logo in full colour, no colour alterations can be made and colours are detailed on Page 9.

Multiple versions of the logo are available – please see previous pages for breakdowns and variations.

Please only use the all black version where the printing of colour is limited.

Recommended places to use the BHS Pony Stars logo: marketing media such as posters, leaflets, banners, websites, professional social media pages.

Correct use:



Incorrect use:

Do not remove the BHS logo



Do not use if distorted or low resolution



Do not squash the logo



Do not elongate the logo



Do not change the colours of the logo



Logos – Approved centres

When using the BHS Pony Stars logo alongside an approved centre logo, please ensure there is enough distance between the two logos so they do not look connected. A distance matching the height of the uppercase 'S' surrounding the logo is recommended.

Again, where possible please use the primary logo unless it features on a compromising background as mentioned on Page 6.

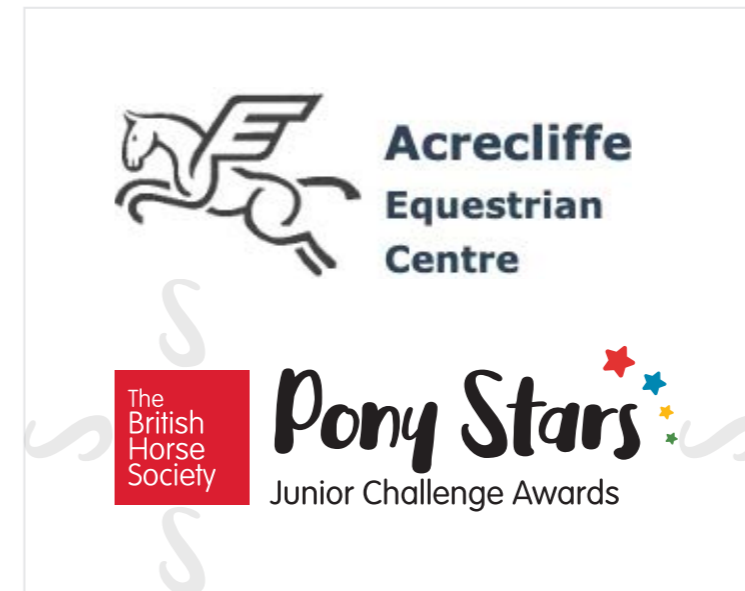
The Pony Stars logo may also be featured on approved centre materials separately from the centre logo, alongside other suitable logos.

The secondary stacked logo may be used if absolutely necessary, but should comply to the same spacial ruling as the primary logo, above.

Example 1:



Example 2:



Example 3:



Colours



Colours – Levels

These are the main colours for each level and are to be used when advertising each group e.g. Shetland Strider = green.

The colours represent the traditional rosette colours used for equestrian competition.

Level 1 – Shetland Striders



C68 M11 Y87 K20
R103 G141 B71
#668c47

Level 2 – Dartmoor Dazzlers



C0 M30 Y100 K0
R234 G184 B24
#eab817

Level 3 – Welshie Wizzers



C88 M29 Y15 K5
R57 G131 B176
#3983af

Level 4 – Connemara Champs



C6 M94 Y89 K0
R189 G45 B42
#bd2d2a

Colours – Tints

Colours can be used as tints in 20% increments to add hierarchy to information and subtlety to creative.

Key info and standalone pieces should be in 100% tint where possible.



Colours – Themes

Alternative colours are used for the badge themes so as not to confuse the reader when shown alongside the level identification.

These colours can be used when referencing an individual theme such as Equine Explorer.

Golden Groom



C0 M43 Y92 K15
R217 G124 B17
#d97c11

Pet Protector



C18 M84 Y38 K8
R192 G38 B145
#c02691

Junior Jockey



C83 M87 Y12 K0
R43 G33 B224
#2b21e0

Equine Explorer



C70 M17 Y43 K00
R77 G212 B145
#4dd491

Stable Star



C9 M41 Y51 K44
R130 G84 B70
#825446

Helping Hero



C41 M18 Y95 K13
R131 G182 B11
#83b60b

The background is white with scattered gray stars of various sizes and several gray geometric shapes, including parallelograms and trapezoids, positioned around the edges.

Graphic elements and styles

Badges/headings

Me lacea ut optate volupta siminventis nobiti odicto ren
dam equis nonsed utesciis accabor mosti cusa dip
sus velit et, erchicaepel in net volorrovidus magn.

'Cemara' typeface for badge titles and minimal small headings at the front-end of the booklets – Long headlines become less legible in this font, so we need to keep all headings as short as possible.

Brand 'VAG Rounded' for all other type.



Rough-edge graphic is featured on every page to highlight headings, key info and house photography.

Copy style

Headings, tick-box outlines and 2-star bullets change to the theme colour. Any copy instructing the student to carry out a task within the book is highlighted in 'Bold'.

Challenge titles

Et as dolupis sitate nem voluptatqui conse.

Draw a picture in the space below.

2-star challenges

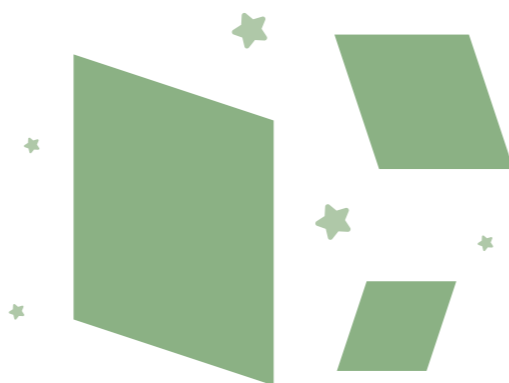
★ Et as dolupis sitate nem voluptatqui cons reict em quaecaesecto omniminimus el.

I've done it!



Challenge identifiers

1-star challenge identifiers to be either white (on the badge intro header) or 40% theme tint.
2-star challenge identifiers to be 80% theme tint. In the instance of 3-stars: 1-star will be 20%, 2-star will be 60% and 3-star will be 80%.



Each pattern will contain a star.

The patterns will be relevant to the content on the activity and front-end pages only, while the challenge pages will have the same cube and star pattern.

As the levels progress, the patterns will reduce on the pages to be more subtle.

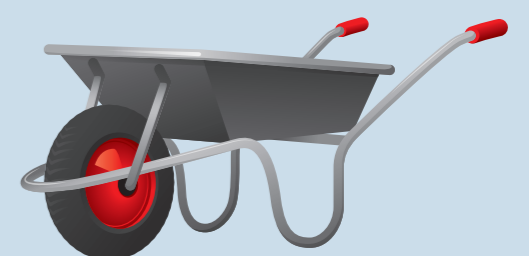
Theme identifiers

Slanted cubes are used top left and right of pages within the 'theme' sections for identification. These and the page number stars change depending on the theme colour.

Sticker circles and challenge boxes have shadows.

Illustration style

The level characters and most illustrations should be our commissioned illustrations. Simple line-based icons are to be used very sparingly, but are to be predominantly used for background patterns. Line-based icons should match the same style as the existing ones created.



Shapes & patterns

Utilised angles for a more dynamic layout through various graphic devices such as speech bubbles, info boxes and slanted cube backgrounds. Slanted cubes increase in size as the levels progress.

Ihil equis derum etur, ut facea vend ipi caeperunt eqq uis derum etur, ut.

Illustration style

The level characters and most illustrations should be our commissioned illustrations.

Simple line-based icons are to be used very sparingly, but are to be predominantly used for background patterns. Line-based icons should match the same style as the existing ones created – See Page 14 for an example.

Illustrations have been created ensuring the programme shows a diverse range of characters.



BHS Pony Stars

Photography

The creative incorporates photography to compliment the pony character illustrations and helps support the specific messages along each step of our child's journey to Pony Stardom.

The creative remains similar between the four levels and photography develops with older models as we progress through the groups.

Frequency of photography increases as the reader progresses through the levels. Approx:

Level 1: 20% photography
80% illustration

Level 2: 40% photography
60% illustration

Level 3: 60% photography
40% illustration

Level 4: 80% photography
20% illustration.

Photography should be chosen ensuring the programme shows a diverse range of children and adults.



The background is white with scattered gray stars and several gray parallelograms of various sizes and orientations. The text 'Terms and conditions' is centered in a bold red font.

Terms and conditions

Terms & conditions

These terms and conditions create a contract between you ('You' or 'Your') and The British Horse Society, a Registered Charity Nos 210504 and SCO38516) whose registered office is at The British Horse Society, Abbey Park, Stareton, Kenilworth, Warwickshire CV8 2XZ ('We' or 'Us').

By clicking to download the BHS Pony Stars Junior Challenge Awards pack, You confirm your understanding of, and agreement to comply with, the terms and conditions set out below.

Please note that these terms and conditions are for organisations or individuals to deliver and support the BHS Pony Stars programme.

BHS Pony Stars can only be delivered within a BHS Approved Riding School or by an APC on a freelance basis. An APC cannot deliver Pony Stars within a Non-BHS Approved Riding School. This also means that any Non-Approved Riding School or a coach not within the APC scheme cannot use the Pony Stars logo, branding or imagery, or imply that they are Approved/ Accredited.

Use of the BHS Pony Stars Junior Challenge Awards logo

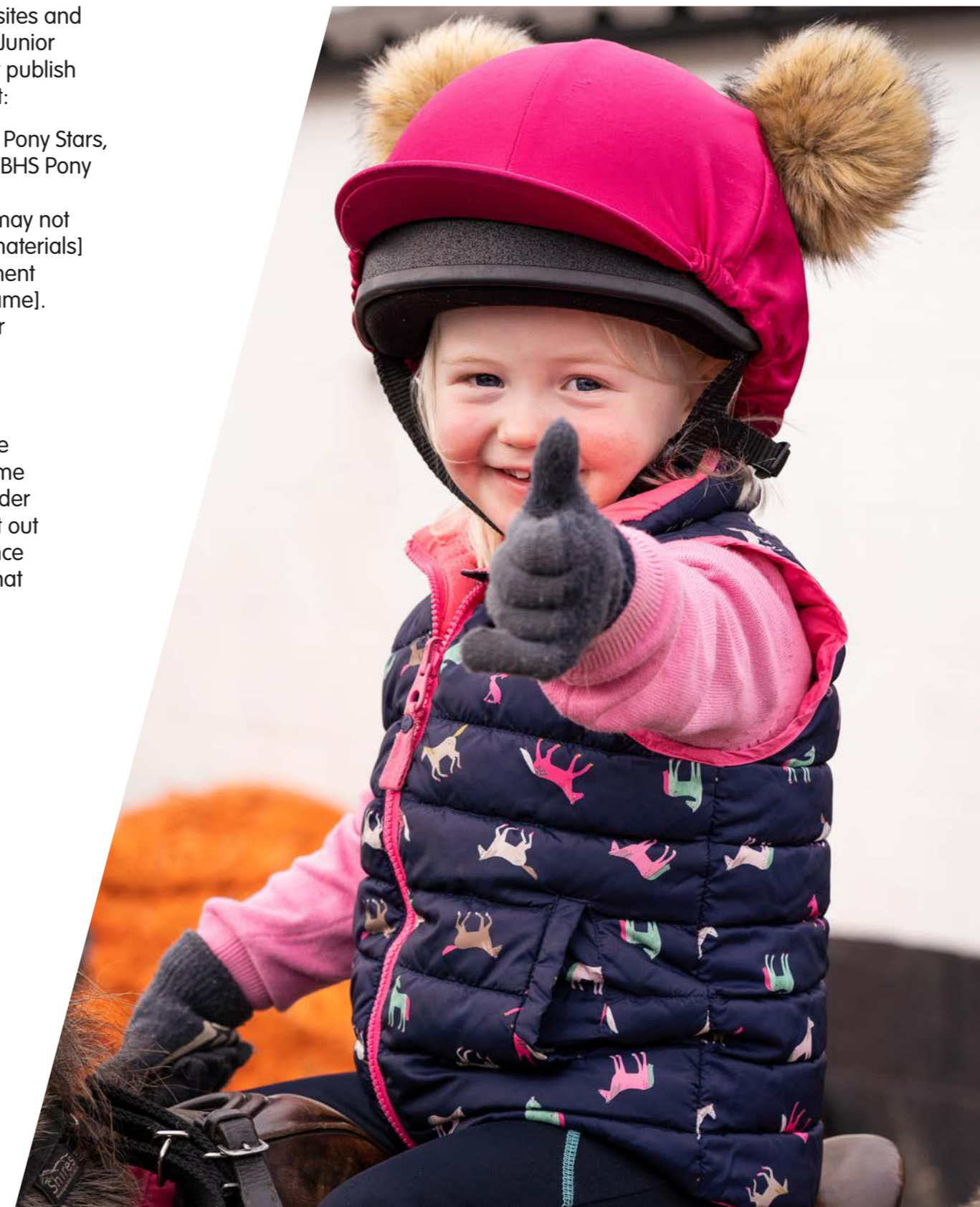
Thank you for delivering the BHS Pony Stars Junior Challenge Awards programme. We hereby grant You a licence to use the BHS Pony Stars Junior Challenge Awards logo for advertising and promotional purposes of the programme:

- ★ raising awareness of the BHS Pony Stars Junior Challenge Awards programme;
- ★ help to encourage the benefits of horses and the equestrian industry in making a difference to young lives.

All printed and electronic materials (including websites and social media posts) containing the BHS Pony Stars Junior Challenge Awards name or logo that You create or publish should contain a prominently visible statement that:

'[Insert Your name] is [a delivery centre] of the BHS Pony Stars programme. You can find further details about the BHS Pony Stars Junior Challenge Awards programme at: www.bhs.org.uk/ponystars. The views expressed may not necessarily be the views of and nothing [in these materials] / [on this website] should be taken as an endorsement by BHS Pony Stars of the activities of [Insert Your name]. The British Horse Society and BHS Pony Stars Junior Challenge Awards programme accepts no liability for any acts of [Insert Your name].'

This licence is in consideration for You delivering the BHS Pony Stars Junior Challenge Awards programme and subject to You adhering to Your obligations under this agreement including the 'Conditions of use' set out overleaf. We reserve the right to terminate the licence immediately in the event that We become aware that You have broken any of these conditions.



The background is white with scattered gray stars and several gray parallelogram shapes of various sizes and orientations. The text 'Conditions of use' is centered in a bold red font.

Conditions of use

Conditions of use

- ★ You should always use the BHS Pony Stars Junior Challenge Awards name or logo in the form shown in this document and comply with the BHS Pony Stars Junior Challenge Awards brand guidelines. In particular, You should not stretch, condense or rotate the logo, create any form of lock up with other logos or change the colours.
- ★ You should not use the BHS Pony Stars Junior Challenge Awards name or logo in any film (including any documentary).
- ★ You should not (by use of the BHS Pony Stars Junior Challenge Awards name or logo or otherwise) do or say anything that could bring Us or the BHS Pony Stars Junior Challenge Awards programme into disrepute.
- ★ You should endeavour to link the BHS Pony Stars Junior Challenge Awards name or logo used digitally (on website and social media post) to the BHS Pony Stars Junior Challenge Awards website (www.bhs.org.uk/ponystars) or to your own centre/coach website using the website content provided on page 22.
- ★ You should not say or do anything that misrepresents the nature of the relations between You and Us, e.g. You should not indicate that You are Our employee or official partner.
- ★ You should not use the BHS Pony Stars Junior Challenge Awards name or logo other than as allowed by this agreement.
- ★ You recognise that We own all rights in the BHS Pony Stars Junior Challenge Awards name or logo and that You shall acquire no rights in these except those outlined by this document.
- ★ You shall not assign or sub-license the BHS Pony Stars Junior Challenge Awards name or logo.
- ★ You recognise that you are solely responsible for the conduct and operation of any events or activities which you organise, including all health and safety requirements and, where appropriate, for taking out adequate insurance. We are not responsible for such events or activities and accept no liability whatsoever in relation to them.

Termination of the licence

This licence lasts until 30 June 2022 unless We terminate the licence earlier on the terms set out in this document. We reserve the right to terminate the licence immediately in the event that You do not adhere to Your obligations under this agreement. We may also terminate the licence at any time by giving You one month's notice in writing. On termination of this licence for any reason, You agree that You will immediately stop using the BHS Pony Stars Junior Challenge Awards name or logo, and will refrain from such use in the future.

Digital content

Website content – Main text

This copy can be used for your own web pages and can be adapted depending on whether you are a centre, coach or club.

Adventure, fun and friendship starts with ponies

[Insert your organisation's name] are proud to be an official BHS Pony Stars Junior Challenge Awards [Approved Centre / APC / Club]. We deliver The British Horse Society (BHS) programme which aims to help under 12s discover, develop, and nurture their love for ponies and the outdoors. With over 100 topics for children to explore, Pony Stars will ignite a passion for ponies, build knowledge and cement friendships that will last a lifetime.

As part of the programme, each child will receive their very own My Challenge Book to log their achievements. As they progress through the various challenges there will be stickers, badges, and rosettes up for grabs too to keep them engaged and motivated.

With four key groups, Pony Stars enables long-term progression with a range of activities that will develop knowledge, skills, and self-confidence. In each group your child will work through sets of challenges that make up topics within set themes.

To download the full syllabus for each group visit bhs.org.uk/ponystars

How to get involved

There are two ways for your child to join in the fun with Pony Stars and begin their adventure.

1. Children can attend a BHS Approved Riding Centre. Your child will make new friends and join in with group activities within our friendly centres. Have the reassurance that all our BHS Approved Riding Centres meet high standards of horse welfare and coaching.

Contact your nearest centre and register your interest.

2. If you have your own pony then a BHS Accredited Professional Coach can come to you, you can travel to them or you can set up your own group with friends on your yard or nearby yards and enjoy the activities together. Our Accredited Professional Coaches hold coaching qualifications in addition to regularly attending first aid and safeguarding courses to ensure they can provide safe, high quality delivery for your child.

Get in touch with an Accredited Professional Coach and talk to them about how to get involved.



Website content – Additional text

Shetland Striders

Shetland Striders are courageous and bold; just like Shetland ponies themselves. They will try anything and enjoy getting hands-on and can turn their hand (or hoof) to almost anything.

They will work towards badges that will develop their passion for caring for all animals, wildlife, people and the environment. Shetland Striders will develop core skills like handling ponies and riding through regular lessons which build confidence and commitment.

Shetland Striders will work through topics within six themes which can be completed in any order to suit their individual preferences:

Golden Groom

Breeds
Colours and Markings
Handling Ponies
Pony or Horse

Pet Protector

Animal Lover
Pet Care
Animal Welfare
If My Pony Could Talk

Junior Jockey

My Riding Kit
Getting On
Dismount
Riding Skills 1

Equine Explorer

Countryside
Farm Animals
Be Nice, Say Hi
Explore

Stable Star

Kindness
Yard Smart
Stay Safe
What to Wear

Helping Hero

Grow Your Own
Clean Up
First Aid 1
Feed the Birds

Dartmoor Dazzlers

Dartmoor Dazzlers are kind, reliable and gentle and will enjoy having fun with their friends and socialising as they begin to be more adventurous. They are inquisitive and will enjoy taking on new challenges and learning more about the world around them.

They will try new things as they learn about how to look after ponies and have a deeper understanding of animal welfare and responsibility. Their riding will progress in leaps and bounds as they begin to discover how much more fun there is to be had with their riding as they explore the outdoors. Dartmoor Dazzlers will also be considerate to those around them and how they can play their part in promoting kindness and respect at the yard and everywhere else.

Dartmoor Dazzlers will work through topics within six themes which can be completed in any order to suit their individual preferences:

Golden Groom

Grooming
Anatomy 1
Leading Ponies
Feeding Ponies

Pet Protector

Pony Behaviour
Five Freedoms
Animal Champions
Pony Passport

Junior Jockey

Riding Skills 2
Riding Right
Arena Awareness
Saddle and Boots

Equine Explorer

Trees and Plants
Navigation 1
Be Safe, Be Seen
Hacking

Stable Star

On the Yard
Be Secure
Spring Clean
Work Smart

Helping Hero

Being Green
Equestrian Access Groups
Horse Incidents
Conservation

Website content – Additional text

Welshie Wizzers

Welshie Wizzers are spirited and tough cookies. They have a playful character and will enjoy the variety of different topics and activities and will excel as they challenge themselves and develop new skills. Welshie Wizzers are trustworthy and are often looked upon as dependable members of the community.

They will understand the responsibility in caring for horses and ponies all year round – ensuring happy, healthy ponies. They will also begin to explore issues they really care about and know how to use their voice and actions to make a real difference. They will also share their skills with others as they look at leadership and campaigning. Their riding skills will continue to develop and they will begin to consider the health and wellbeing benefits that come with a love for ponies.

Welshie Wizzers will work through topics within six themes which can be completed in any order to suit their individual preferences:

Golden Groom

Rugs
Mane and Tail
Hoofcare
Farriery

Junior Jockey

Riding Skills 3
Warm up, Cool down
Live Well
Bridle and Bits
Pony Fitness

Stable Star

Fire Safety
Leadership
Record Maintenance
Customer Service

Pet Protector

Pony Health
Happy Ponies
Winter Care
Summer Care

Equine Explorer

Road Awareness
Exploring Off Road
Navigation 2
Beach Riding

Helping Hero

Recycling
Campaigning
Climate Campaigner
Make a Difference

Connemara Champs

Connemara Champs are the consistent and trustworthy members of the group. They are confident to have a go at activities and give it their all. They are kind to everyone they meet and are excellent role models admired by all.

They will be able to take an active role in looking after ponies and understanding what makes them tick. They will be more independent with their ability to ride, handle and work around ponies. They will have developed a range of riding skills through fun activities and be considerate to their pony's comfort by learning about tack fit and care. Connemara Champs will learn how to prepare for riding in different environments and look after their pony when out and about. They will be able to help around the yard and look out for those that may need help and support.

Connemara Champs will work through topics within six themes which can be completed in any order to suit their individual preferences:

Golden Groom

Rules of Feeding
Bandaging
Plaiting
Bathing
Anatomy 2

Junior Jockey

Riding Skills 4
Tack Care
Handy Pony
Tack Fit
Ready to Ride

Stable Star

Stables
Paddocks
Fence Building
Biosecurity

Pet Protector

Poisonous Plants
Disease Prevention
Worm Control
Condition Scoring
First Aid for Ponies

Equine Explorer

Highway Code
Travelling
Be Prepared
Gates

Helping Hero

Events
Healthy Mind
Yard Helper
First Aid 2

Social media

Facebook posts

Please remember to tag The British Horse Society in your Facebook posts. We'll receive a notification that you've published a Facebook post about the BHS Pony Stars Junior Challenge Awards and will support where possible.

Example 1.

The pony fun is starting this summer! [Insert your organisation's name] are proud to be an official [Approved Centre / APC / Club] of the brand-new BHS Pony Stars Junior Challenge Awards.

With over 100 topics for children under 12 to explore, Pony Stars is set to ignite a passion for ponies, as well as build knowledge and cement friendships that will last a lifetime.

Find out more about the programme and join in the Pony Stars fun by getting in touch with us today [Insert your contact details e.g., web address, phone number]

Example 2.

Is your son or daughter completely pony mad? We have the perfect programme for them! We are very excited to be offering the new BHS Junior Challenge Awards perfect for nurturing children's love for ponies and developing their confidence when exploring the great outdoors.

Approved Centre call to action – Join one of our Pony Stars coaching groups today. Your child will make new friends and join in with group activities within our friendly centre. Spaces limited, get involved today [Insert your contact details e.g., web address, phone number]

Accredited Professional Coach call to action – If you have your own pony then I can come to you to deliver Pony Stars activities / you can travel to [xxxx] to take part in Pony Stars activities. You could also set up your own group with friends on a local yard. As an Accredited Professional Coach I hold professional coaching qualifications and regularly attend first aid and safeguarding courses to ensure I can provide safe, high quality coaching for your child. [Insert your contact details e.g., web address, phone number]

Example 3. Centres only.

Four new ponies have joined us at [Insert your organisation's name] and we can't wait for you to meet them! Say 'Hello' to Strider, Dazzle, Wizz and Champ your new Pony Stars Pals. Join them for a summer of fun, friendship and adventure and explore over 100 topics in the new BHS Junior Challenge Awards. Our first Pony Stars club is now open for bookings, get in touch today for more information and to secure your place. [Insert your contact details e.g., web address, phone number]

Example 4.

Junior jockeys can not only expand their riding skills with the BHS Pony Stars Junior Challenge Awards, but with over 100 topics to explore it's not just about pony care and riding, the Pony Stars programme includes so much more – covering loads of really practical topics that we think any parent or guardian would value their child learning about, such as the countryside, farm animals, kindness, leadership, conservation, feed the birds, being green and healthy mind.

As part of the programme each child will receive their very own My Challenge Book to log their achievements. As they progress through the various challenges there will be stickers, badges, and rosettes up for grabs too to keep them engaged and motivated.

Find out how to become a Pony Star today [Insert your contact details e.g., web address, phone number]

Example 5.

Adventure, fun and friendship starts with ponies, and the new BHS Junior Challenge Awards will certainly make us all wish we were children again! Junior Jockeys will also become Golden Grooms, Pet Protectors, Equine Explorers, Stable Stars and Helping Heroes. Everyone learns differently, together with your coach the Pony Stars pals will help guide you through each challenge book! Complete your challenges in almost any way you like, some can be done at the yard and others can be done at home, providing hours of fun learning for under 12's.

Become a Pony Star today [Insert your contact details e.g., web address, phone number]

Example 6.

[Insert your organisations name] are proud to be an official [Approved Centre / APC / Club] of the brand-new BHS Pony Stars Junior Challenge Awards for under 12's.

Have you got what it takes to become a Shetland Strider?

Shetland Striders are courageous and bold; just like Shetland ponies themselves. They will try anything and enjoy getting hands-on and can turn their hand (or hoof) to almost anything. They will work towards badges that will develop their passion for caring for all animals, wildlife, people, and the environment. Shetland Striders will develop core skills like handling ponies and riding through regular lessons which build confidence and commitment.

Find out how your child can become a Shetland Strider today [Insert your contact details e.g., web address, phone number]

Example 7.

[Insert your organisations name] are proud to be an official [Approved Centre / APC / Club] of the brand-new BHS Pony Stars Junior Challenge Awards for under 12's.

Have you got what it takes to become a Dartmoor Dazzler?

Dartmoor Dazzlers are kind, reliable and gentle and will enjoy having fun with their friends and socialising as they begin to be more adventurous. They are inquisitive and will enjoy taking on new challenges and learning more about the world around them. They will try new things as they learn about how to look after ponies and have a deeper understanding of animal welfare and responsibility. Their riding will progress in leaps and bounds as they begin to discover how much more fun there is to be had with their riding as they explore the outdoors. Dartmoor Dazzlers will also be considerate to those around them and how they can play their part in promoting kindness and respect at the yard and everywhere else.

Find out how your child can become a Dartmoor Dazzler today [Insert your contact details e.g., web address, phone number]

Social media

Example 8.

[Insert your organisations name] are proud to be an official [Approved Centre / APC / Club] of the brand-new BHS Pony Stars Junior Challenge Awards for under 12's.

Have you got what it takes to become a Welshie Wizzer?

Welshie Wizzers are spirited and tough cookies. They have a playful character and will enjoy the variety of different topics and activities, and will excel as they challenge themselves and develop new skills. Welshie Wizzers are trustworthy and are often looked upon as dependable members of the community. They will understand the responsibility in caring for horses and ponies all year round – ensuring happy, healthy ponies. They will also begin to explore issues they really care about and know how to use their voice and actions to make a real difference. They will also share their skills with others as they look at leadership and campaigning. Their riding skills will continue to develop and they will begin to consider the health and wellbeing benefits that come with a love for ponies.

Find out how your child can become a Welshie Wizzer today
[Insert your contact details e.g., web address, phone number]

Example 9.

[Insert your organisations name] are proud to be an official [Approved Centre / APC / Club] of the brand-new BHS Pony Stars Junior Challenge Awards for under 12's.

Have you got what it takes to become a Connemara Champ?

Connemara Champs are the consistent and trustworthy members of the group. They are confident to have a go at activities and give it their all. They are kind to everyone they meet and are excellent role models admired by all. They will be able to take an active role in looking after ponies and understanding what makes them tick. They will be more independent with their ability to ride, handle and work around ponies. They will have developed a range of riding skills through fun activities and be considerate to their pony's comfort by learning about tack fit and care. Connemara Champs will learn how to prepare for riding in different environments and look after their pony when out and about. They will be able to help around the yard and look out for those that may need help and support.

Find out how your child can become a Connemara Champ today
[Insert your contact details e.g., web address, phone number]

Example 10.

Hi, my name is Strider and I'm a Shetland pony. Would you like to join me and my pony pals on an adventure? You'll learn lots of fun facts and get to spend loads of time with us!

Together with your coach I will help guide you through your challenge books to complete the BHS Pony Stars Junior Challenge Awards.

Once you become a Shetland Strider my friends Dazzle, Wizz and Champ will have loads more to teach you!

Find out how to join us today [Insert your contact details e.g., web address, phone number]

Example 11.

[Insert your organisations name] are proud to be an official [Approved Centre / APC / Club] of the brand-new BHS Pony Stars Junior Challenge Awards.

With over 100 topics for children under 12 to explore, Pony Stars is set to ignite a passion for ponies, as well as build knowledge and cement friendships that will last a lifetime.

Find out everything your child will learn by downloading the full syllabus at bhs.org.uk/ponystars

Images

A selection of approved imagery and logos can be requested via the contact details at the back of this document.



Contact Us

If you have any questions about The BHS Pony Stars Junior Challenge Awards,
please contact us on 02476 840508 or education@bhs.org.uk