



6030 Greenwood Plaza Blvd  
Suite 100  
Greenwood Village, CO 80111

ArabianHorses.org  
info.comp@arabianhorses.org  
303.696.4500

AHA 0210(3/24)

## REQUEST FOR PROMOTIONAL FUNDING AHA EXECUTIVE COMMITTEE

**Please print clearly. Completion of this form in its entirety is required for consideration of matching funding up to \$300.  
Please submit request at least 60 days prior to the date of the event to [emily.carpenter@arabianhorses.org](mailto:emily.carpenter@arabianhorses.org) or fax to 303.696.4599.**

### CONTACT INFORMATION

Contact Name: \_\_\_\_\_ Date of Request: \_\_\_\_\_

Address: \_\_\_\_\_ Email: \_\_\_\_\_

City: \_\_\_\_\_ State/Prov: \_\_\_\_\_ Zip/Postal: \_\_\_\_\_

Home #: \_\_\_\_\_ Cell #: \_\_\_\_\_ Work #: \_\_\_\_\_ Fax #: \_\_\_\_\_

What committee(s) and/or other entities/individuals are involved in this activity/event/program: \_\_\_\_\_

### ACTIVITY/EVENT/PROGRAM INFORMATION

Name of Promotional Activity/Event/Program: \_\_\_\_\_

Is this  a new program or  an existing program (check one)

Date of Activity/Event/Program: \_\_\_\_\_ By what date will this funding be required: \_\_\_\_\_

Location of Activity/Event Program: \_\_\_\_\_

What is the dollar amount being requested? \$ \_\_\_\_\_ Please be specific **(A copy of your complete budget for this project must be submitted with this Request for Funding.)**

To whom should the check be made payable? \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Is this project a fundraiser  Yes  No If Yes, who is the recipient? \_\_\_\_\_

How will this project be promoted? \_\_\_\_\_

Describe how this new funding will be used to expand the program, event or activity: \_\_\_\_\_

How will you quantify the success of the promotional activity? \_\_\_\_\_

Which of the following objectives does this request help support (check all that apply):

- Increase public knowledge and interest in Arabian, Half-Arabian and Anglo-Arabians horses.
- Create a larger, more broad-based membership.
- Expand or market share in the horse industry.
- Become a market-driven organization.
- Add value to registered Arabian, Half-Arabian and Anglo-Arabian horses.
- Improve the image of the breed.
- Promote youth involvement with Arabian, Half-Arabian and Anglo-Arabian horses.

**(“Explain on the back of this form how your request supports the objectives you select)**

Explain how your request supports the promotional objectives you selected: \_\_\_\_\_

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**MOTION** by Nancy Harvey:  
Whereas, The Market Development & Promotion Committee historically supported matching funding for local events; and  
Whereas, It is vital to the success of our breed; Therefore, Be It  
Moved, That \$15,000 be budgeted annually for use as matching funds for promotion of programs at the local level up to \$300  
per request beginning in FY 2013.  
Motion Passed Unanimously: (**Motion #26-11/15/11-BOD**)