

NO STAPLES PLEASE



ARABIAN HORSE ASSOCIATIONSM

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REQUEST FOR PROMOTIONAL FUNDING
MARKET DEVELOPMENT & PROMOTION COMMITTEE

Please print clearly. Completion of this form in its' entirety is required for consideration of funding. Please submit request at least 90 days prior to the date of event to Kate.Cooper@ArabianHorses.org or fax to 303.696.4599.

CONTACT INFORMATION

Contact Name _____ Date of Request _____
Address _____ E-Mail _____
City _____ State/Prov. _____ Zip/Postal _____
Home # _____ 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 Market Development objectives does this request help support (check all that apply):

- [] Increase public knowledge and interest in Arabian, Half-Arabian and Anglo-Arabian horses.
[] Create a larger, more broad-based membership.
[] Expand our 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.

(**Explain on the back of this form how your request supports the Market Development objectives you selected.**)

