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 event to joleen.white@arabianhorses.org or fax to 303.696.6411.

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 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.
☐ 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 selected.**)
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 #26-11/16/11-BOD)