



ARABIAN HORSE ASSOCIATIONSM

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AHA 0210 (1/12)

**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 _____

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)**