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 kaitlyn.mcgarry or fax to 303-696-4500.

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, wo 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: ____________________________

______________________________________________________________________________________________________________________
______________________________________________________________________________________________________________________
______________________________________________________________________________________________________________________
______________________________________________________________________________________________________________________
______________________________________________________________________________________________________________________
______________________________________________________________________________________________________________________
______________________________________________________________________________________________________________________
______________________________________________________________________________________________________________________
______________________________________________________________________________________________________________________

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 $1,5000 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)