



REQUEST FOR PROMOTIONAL FUNDING
BREED PROMOTION COMMITTEE

Please print clearly. *Completion of this form in its entirety is required in order to be considered for funding.* Email form and supporting materials to Dan Stevenson at arabhrse@aol.com prior to your event for consideration for matching funds up to \$500 per club.

CONTACT INFORMATION

Contact Name _____ Date of Request _____

Address _____ Email _____

City _____ State _____ Zip _____

Home # _____ Cell# _____ Fax# _____

Member Organization/Club _____

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

ACTIVITY/EVENT/PROGRAM INFORMATION

Name of Promotional Activity/Event/Program _____

Is this (please check one): _____ a new program or _____ existing program

Date of Activity/Event/Program _____

By what date will this funding be required _____ **Please send 30 days prior to your event.**

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. Please send via email or fax.**

Is this project a fundraiser ___ Yes ___ No. If yes, who is the recipient _____

How will the 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 horse.
- 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 how your request supports the Market Development objectives you selected

Please attach additional pages as necessary.