American Dexter Cattle Association

ADVERTISING/SPONSORSHIP FUNDS REQUEST

In our ongoing effort to promote Dexter Cattle and the ADCA, the ADCA will sponsor and help promote Dexter Cattle in shows/events utilizing the following guidelines:

1. State Fairs and large regional/national shows are eligible to receive up to $500.00*

2. County Fairs and smaller regional shows are eligible to receive up to $250.00*

3. To receive sponsorship, the ADCA Member must submit the completed form to their Regional Director no later than 30 days before the event. The Regional Director will submit this completed form to the Marketing and Advertising Committee.

4. If the money is to be used for premiums, the recipients of the premium must be a member of the ADCA, and the animal must be registered with the ADCA. If a non-member (adult or child) shows the animal, the owner may choose to share this award.

5. If ADCA Members and/or ADCA Registered Dexters are participating in a show, we encourage you to place an ad in the show catalog or premium book.

6. The ADCA leadership reserves the right to adjust the dollar amounts up or down based on the current financial standing of the Association.

7. Any show/venue that receives sponsorship funds from the ADCA must prominently display available ADCA promotional items, i.e.; the ADCA Banner, brochures, etc.

*Small = 0 to 25 Dexter Cattle entered. *Large = 25 or more Dexter Cattle entered.

ADCA Member requesting funds:_____

Contact Information: Phone_____ E-mail_____

Name of Show/Venue_____

Date of Event :_____ Location of Event:_____

Amount Requested (please refer to #1 and #2 above):_____

Please provide a breakdown of how the funds are to be used (sponsorship, premiums, advertising):_____

_____

Office Use

Received by (name and region) _____

Date Received: _____ Date forwarded to Marketing/Advertising Chairperson:_____

Amount Approved: $_____ Date Approved: _____ Date Funds Sent/Check #:_____

Copies of this completed form to be forwarded to ADCA President & Treasurer.