

**ADCA Promotional Funds Guidelines and Application**



Section 22 (ADCA Standard Operating Procedures):

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

- A. State Fairs and large regional/national shows are eligible to receive up to \$1000.
- B. County Fairs and smaller regional shows are eligible to receive up to \$500.
- C. To receive sponsorship, with ADCA Member must submit this completed for to their Regional Director (scan and email is acceptable) no later than 30 days before the event. The Regional Director will submit the completed form to the Marketing and Advertising Committee.
- D. If the money is used for premiums, the recipients of the premium must be members of the ADCA and the animals must be registered with the ADCA. If a non-member (adult or child) shows the animal, the owner may choose to share this award.
- E. 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.
- F. Any show/venue that receives sponsorship funds from the ADCA must prominently display available ADCA promotional item i.e. The ADCA banner, brochures, etc.
- G. Documentation of the use of the received funds is required. Examples of this documentation include a. Photograph of the ADCA banner display. b. Receipts from the show/venue showing us of funds. c. Receipts from any product purchase, ribbons, trophies, etc. Please forward this documentation within 30 days after the event to:

Roberta Wieringa, Treasurer  
5260 N Whitneyville Rd.  
Middleville, MI 49333

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

Name of Show/Venue: \_\_\_\_\_

Date/Location of Event: \_\_\_\_\_

Amount of Money Requested (refer to A and B above): \_\_\_\_\_

Please provide a breakdown of how the funds are to be used:

\_\_\_\_\_  
\_\_\_\_\_

Check is to be made out to: \_\_\_\_\_

*This can be assigned directly to the venue if request received AT LEAST 30 days prior to allow for delivery.*

**Office Use**

Received by (name): \_\_\_\_\_ Region: \_\_\_\_\_

Date Received: \_\_\_\_\_ Date Forwarded to Marketing & Advertising: \_\_\_\_\_

Amount Approved: \$ \_\_\_\_\_ Date Approved: \_\_\_\_\_ Date Funds Sent / Check #: \_\_\_\_\_

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