

ADCA REQUEST FOR 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, the ADCA Member must **submit this completed form 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 items i.e. The ADCA banner, brochures, etc.
- G. 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: _____

Person submitting application: _____ **Member #** _____

Email address: _____ Phone: _____

Check is to be made out to: _____ **Region #:** _____

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

Mailing Address: _____ **State:** _____ **Zip Code:** _____

OFFICE USE:

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