

MFTHBA Affiliate Expo Cost-Share Program

The MFTHBA Affiliate Cost Share Program is designed to assist affiliates in promoting the Missouri Fox Trotting Horse at your local and state events. Affiliates receiving MFTHBA support agree to promote the MFTHBA, its programs, and the Missouri Fox Trotting Horse at the event. The MFTHBA will provide up to \$450 in financial support. For events with an estimated attendance higher than 30,000, additional financial support, not to exceed \$900, may be provided. This funding will cover the costs of the booth, stalls for demo horses, and tickets for volunteers to the event. MFTHBA funding **cannot** cover travel costs for volunteers or demo horses, decorations, or any other expenses for the event. Additional expenses not covered by the MFTHBA are the responsibility of the affiliate or the volunteers attending.

In addition to financial support, the MFTHBA will provide additional assistance to ensure your efforts are successful. **These items may be requested even if an affiliate is not seeking cost-share money.** This support includes:

- Providing a 10X10 booth display for use at the expo (if available). The MFTHBA will pay the initial shipping costs; however, the affiliate is responsible for the return shipping.
- Providing informational brochures, flyers, and other handouts as well as promotional give-away items.

To be eligible for consideration to receive cost-share, the MFTHBA affiliate must complete the MFTHBA Affiliate Expo Cost Share Request form. **This form should be received by the MFTHBA Promotions Committee at least 60 days before the Expo date.** Funding approval is dependent upon available funds within the MFTHBA Promotions Committee budget.

Once approved, the affiliate must submit a copy of the signed contract by all parties for the event, including a paid receipt and copy of the check paid to the event by the affiliate. Once completed, the MFTHBA office will be authorized to reimburse the affiliate for the approved amount.

At least 30 days before the event, the affiliate **must**:

- Provide the MFTHBA Promotions committee a list of all demo horses and exhibitors. You may also be requested to provide a video showing each horse performing the gaits and maneuvers they will perform during the demonstration.
- Provide a copy of the script to be used during the demonstration.
- Schedule a conference call with the MFTHBA office staff or promotions committee staff to review the materials they will be receiving. During this call, volunteers will be able to ask questions about MFTHBA programs. This will assist them in promoting these programs to attendees.

Within 30 days following the expo, the MFTHBA office must receive the following information from the affiliate. Failure to provide the below may result in the affiliate being prohibited from receiving future financial support from the MFTHBA.

1. Video or DVD of the breed demo.
2. Photos of the booth during the event.
3. An article about the event for publication on the MFTHBA website.

If you have any questions, please email the MFTHBA at foxtrot@mfthba.com

MFTHBA AFFILIATE EXPO COST SHARE REQUEST FORM

Affiliate Name: _____ Affiliate Location: _____

Contact Information:

Name _____ Phone: _____

Address _____

City _____ State _____ Zip _____

Email _____

| | | |
|----------------------------|-------------------|----------------------------|
| Name and Location of Expo: | Date(s) of event: | Estimated Expo Attendance: |
|----------------------------|-------------------|----------------------------|

What does the affiliate plan to do at the expo (i.e. booth, demo, etc.)?

Expo Budget:

| | |
|--|--------------------------------------|
| Booth: | Comments (include booth size): |
| Stalls: | Comments (include number of stalls): |
| Admission: | Comments: |
| Other: | Specify: |
| Total Expo Budget: | |
| Requested assistance from MFTHBA: | \$ <input type="text"/> |

Additional comments:

Application packet must include the following items:

- MFTHBA Affiliate Expo Cost Share Program Application
- Copy of Expo information including affiliate contract
- Other documents as appropriate

Please return form and any supporting documents to:

MFTHBA
PO Box 1027, Ava, MO 65608
foxtrot@mftbha.com