

MFTHBA Clinic Cost Share Program

The MFTHBA understands the value of providing educational opportunities. Through the Clinic Cost Share Program, the MFTHBA supports affiliates in conducting Missouri Fox Trotting Horse gait education clinics within their area. Working with the affiliate, the MFTHBA will supply and cover the expenses for a clinician to attend the event. The affiliate is responsible for all other costs for the clinic. The MFTHBA Promotions Committee hopes that this program, in addition to providing valuable education to Missouri Fox Trotting Horse owners, this program will help affiliates gain members and be a financial fundraiser to support other activities.

Funding approval is dependent upon available funds within the MFTHBA Promotions Committee budget and approval from the MFTHBA Board of Directors.



MFTHBA Responsibilities

- The MFTHBA will be responsible for assigning the clinician. Recommendations from the affiliate will be considered; however, since the clinician will be working on behalf of the MFTHBA, the selection is the sole responsibility of the MFTHBA.
- The MFTHBA will directly pay the clinician for his/her travel costs and the clinician fee. If possible, the MFTHBA requests that the affiliate provide free accommodations (i.e., staying with an affiliate member). If this is not possible, the MFTHBA will assist the clinician in covering housing expenses.
- The MFTHBA promotions committee will assist the Affiliate with the development of a press release for the event and in identifying regional contacts for distribution. The MFTHBA will promote the clinic through social media, email newsletters, and other forms of advertising, as needed.
- The MFTHBA will provide promotional materials for distribution at the event.
- The MFTHBA will distribute the affiliate-developed clinic promotional materials.
- The MFTHBA will create an event for the clinic on the MFTHBA Facebook page and include the clinic on the online calendar.
- The MFTHBA will provide the event organizers evaluations to utilize at the clinic. The evaluation packet will include separate evaluations for the event organizer, clinician, and participants. Printed versions of the participant evaluations will be mailed with the promotional materials.

Affiliate Responsibilities

- Submit the Affiliate Clinic Request Form at least 90 days before the event. The application must include:
 - A description of the facility, including location and attendance capacity.
 - Pictures of the proposed venue.
 - An estimated budget for the event including expected expenses (excluding clinician costs) and income.
 - Projected fees to attend the clinic.
 - A potential marketing plan for the clinic.
 - Description of how the clinic will assist the affiliate in growing its membership.
 - Acknowledgment that the affiliate agrees that no horses are to be bought or sold during the clinic.
 - Acknowledgment that the affiliate agrees to promote the MFTHBA and Missouri Fox Trotting Horse positively and to distribute MFTHBA promotional materials to attendees.

Following clinic approval, the affiliate will:

- Work with the MFTHBA promotions committee to develop a joint press release to be shared on the MFTHBA website.
- Market the event within their area. Marketing may include local media, print advertisements, distribution of posters to feedstores and other avenues. All advertisements must include the MFTHBA logo and be approved by the promotions committee before distribution.
- Coordinate with the assigned clinician.

Within 15 days of the clinic being held, the affiliate will

- Submit all evaluations from the clinic to the MFTHBA office. This may be done electronically or by mail. The clinician will not be paid until these evaluations are received.
- Submit a short article about the clinic, including pictures, for inclusion on the MFTHBA website.

MFTHBA AFFILIATE CLINIC REQUEST FORM

Affiliate Name: _____ Affiliate Location: _____

Contact Information:

Name _____ Phone: _____
Address _____
City _____ State _____ Zip _____
Email _____

Type of event requested: 	Proposed date of event: 	Number of people expected:
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Describe the facility - send photos if possible.

Describe the goals for your event including the primary interest of expected attendees (i.e. performance, versatility, trail riding):

Marketing plan for the event:

Description of how the clinic will assist the affiliate in growing its membership:

Acknowledgements:

The affiliate acknowledges that that no horses are to be bought or sold during the clinic.
The affiliate will promote the MFTHBA and Missouri Fox Trotting Horse in a positive manner and to distribute MFTHBA promotional materials to attendees
The affiliate agrees to meet all Clinic Cost Share program requirements and guidelines.

Signature of Affiliate Officer:

Please attach additional information including facility photos and event budget

**Please return form and any supporting documents to:
MFTHBA Promotions Committee
PO Box 1027, Ava, MO 65608 Or by email to foxtrot@mftthba.com**