

## 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. The MFTHBA will cover 50% of the cost, up to \$500 in financial support. In special situations, additional financial support, not to exceed \$1000, may be provided for events exceeding 25,000 in attendance. In addition, if an affiliate believes there is an event in their area of National significance, they may request full funding from the MFTHBA promotions committee. This funding will cover the costs of the booth, stalls, and tickets to the event. It cannot cover travel costs for volunteers and/or demo horses. This additional support will be dependent on MFTHBA Board of Directors approval.

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 prior to the Expo date.** For planning purposes, the MFTHBA Promotions Committee requests forms be submitted by March 1.

Once approved for cost share, the affiliate will provide the MFTHBA Promotions committee a list of all demo horses and exhibitors, a video showing each horse performing the gaits and/or maneuvers they will be asked to perform during the demonstration and a copy of the script for the event. **These items must be received by the Promotions Committee at least 30 days prior to the event.**

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 requesting 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, fliers and other handouts as well as promotional give-away items.
- Assisting in the development of an appropriate demonstration script. The Promotions Committee has examples from other affiliates that we can provide or we would be happy to draft something for you.

**Within 30 days following the expo, the MFTHBA office must receive the following information for the affiliate to receive your pre-approved cost-share money.**

1. A copy of the signed contract by all parties from the event office where the booth is used.
2. Paid receipt from the event office.
3. Copy of checks paid to the event office by the affiliate.
4. Video or DVD of the breed demo (if applicable).
5. Photos of the booth setting during the event.
6. The cover letter must include the information as to whom and where the cost-share check is to be mailed and made out to.

Again, ALL documents must be submitted within 30 days of the event or cost reimbursement will not be provided.

If you have questions, please contact Amber Wilson, MFTHBA Promotions Committee Chair, at [newsletter@mfthba.com](mailto:newsletter@mfthba.com) or 816-806-9374.

## 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: |
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|-------------------|
| Date(s) of event: |
|-------------------|

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|----------------------------|
| Estimated Expo Attendance: |
|----------------------------|

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| What does the affiliate plan to do at the expo (i.e. booth, demo, etc.)? |
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**Expo Budget:**

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

**Donna Watson**

**PO Box 1027, Ava, MO 65608**

[donnawatson@mftthba.com](mailto:donnawatson@mftthba.com)