

## GENERAL INFORMATION

1. Start Date-October 15, 2007                      End Date-January 15, 2008

**2. Our total goal is \$10,000. 4-H MEMBERS' GOAL is \$5,000.**

**3. All checks should be made payable to Fairfield County 4-H.**

4. The 4-H Benefit Horse Show will be held on May 18, 2008.
5. It is the major fundraiser for ALL 4-H programs in Fairfield County. The sale of sponsorships and advertisements in the show program are a major source of those funds. WE NEED YOUR HELP!
6. Read the "types of donations" page to understand what the person gets when they sponsor a class or buy an ad. Please read the packet carefully.
7. For ads to look good in our prize book, the copy you get should be black and white with no shading.

## RULES

1. All contributions must be postmarked by January 15. Send *EVERYTHING* to Carol Maida, 153 Cardinal St., Fairfield, CT 06825 (203) 333-8764. DO NOT SEND TO THE 4-H OFFICE. Call Carol if you have any questions. If everyone sold \$50 worth of ads or sponsorships, we would reach our goal. Deadlines are firm.
2. Ads, sponsorships and forms received after the deadline will not count towards youth or club awards.
3. Records are kept for each individual 4-H member; therefore make sure your name is on all Ads, Sponsor Sheets and 4-Her summary sheets. These records are used to determine awards.
4. Forms received by the due date, but not complete (ie, money missing) will not count towards youth or club awards.
5. Ads, sponsor sheets and 4-Her summary sheets must be printed legibly and completely. All the information is needed when the book is assembled.
6. Fill out 1 form for each type of contribution (ad, sponsors, etc.) to avoid confusion. This means that if a business buys an ad and a class sponsorship, you need to fill out two ad/sponsorship forms- one for the ad and one for the sponsorship.
7. DO NOT SEND CASH IN THE MAIL. Deliver the cash personally to Carol or have your parents write a check for the amount of cash you collect.
8. Try to get "camera ready copy" for ads so that it will be exactly what the advertiser wants. This year you can

also have advertisers e-mail their ad to edith.valiquette@uconn.edu. HOWEVER for you to get credit, you must still attach a copy of the ad to the AD CAMPAIGN FORM.

9. To be eligible for awards, you must complete the enclosed AD CAMPAIGN AWARDS for 4-Hers and THEIR CLUB and return it by January 15, 2008 to Carol Maida, 153 Cardinal St., Fairfield, CT 06825 (203) 333-8764. All awards will be given at Recognition Night in June.

## FAIRFIELD COUNTY 4-H HORSE SHOW AD CAMPAIGN SUMMARY SHEETS

RETURN these sheets with all Forms 1 and 2. This sheet must be filled out (printed) completely. Please list the dollar amounts in each category! Send to Carol Maida, 153 Cardinal St., Fairfield 06825 by January 15. Questions? Contact Ede- edith.valiquette@uconn.edu or 203-207-3264 or Carol Maida, (203) 333-8764.

4-Her's Name \_\_\_\_\_ Phone (a must) \_\_\_\_\_

Club Name \_\_\_\_\_ Age (as of 1/1/08) \_\_\_\_\_ email \_\_\_\_\_

### ADS

| Name of Advertiser or Company | Size of Ad | Cash | Check | \$ Amount |
|-------------------------------|------------|------|-------|-----------|
|                               |            |      |       |           |
|                               |            |      |       |           |
|                               |            |      |       |           |
|                               |            |      |       |           |
|                               |            |      |       |           |
|                               |            |      |       |           |
|                               |            |      |       |           |
|                               |            |      |       |           |
|                               |            |      |       |           |

**SUBTOTAL** \_\_\_\_\_

### PATRONS

| Name | Cash | Check | \$ Amount |
|------|------|-------|-----------|
|      |      |       |           |

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|  |  |  |  |

**SUBTOTAL** \_\_\_\_\_

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Page1

## 4-H HORSE SHOW AD CAMPAIGN SUMMARY SHEETS

### DIVISION SPONSORS

| Name | Cash | Check | \$ Amount |
|------|------|-------|-----------|
|      |      |       |           |
|      |      |       |           |
|      |      |       |           |
|      |      |       |           |
|      |      |       |           |
|      |      |       |           |

**SUBTOTAL** \_\_\_\_\_

### CLASS SPONSORS

| Name | Cash | Check | \$ Amount |
|------|------|-------|-----------|
|      |      |       |           |
|      |      |       |           |
|      |      |       |           |
|      |      |       |           |

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**SUBTOTAL** \_\_\_\_\_

**Subtotal ADS** \$ \_\_\_\_\_  
**Subtotal DIVISION SPONSORS** \$ \_\_\_\_\_  
**Subtotal CLASS SPONSORS** \$ \_\_\_\_\_  
**Subtotal PATRONS** \$ \_\_\_\_\_

**GRAND TOTAL COLLECTED \$** \_\_\_\_\_