

## 2012 FAIRFIELD COUNTY 4-H SPRING HORSE SHOW AD CAMPAIGN

### WHAT IS IT? and WHY SHOULD I CARE?

Although Fairfield County 4-H is part of UConn, each county is responsible for raising money that support all their county programs and activities - the Fair, Recognition Night, Washington Focus, Teen Connection, public speaking, volunteer dinner, ribbons, awards, the web page, facility rentals, and Science Day activities are just some of the things that we must fund. The County does not charge membership fees, so all the money that we need must be raised. We have made progress in securing corporate sponsorships- in fact- 50% of our budget is now funded that way.

Our major fundraiser is the 4-H Spring Horse Show Ad Campaign and the Spring Horse Show. Why a horseshow? Over the years, the horse show has been the most effective way to raise the amount of money we need. The sponsorships and ads sold are listed in the horse show program. This program is then sent to over 500 riders who will use the information listed in the program to register for classes at the Horse Show. The \$\$'s raised with the ad campaign and the horse show support all of 4-H - your projects, your activities and your fun!

We are counting on your support. With the help of EVERY 4-Her, selling at least \$50 in advertising or support, Fairfield County will be able to conduct all our activities and events.

### 2012 FAIRFIELD COUNTY 4-H SPRING HORSE SHOW AD CAMPAIGN GENERAL INFORMATION 4-H MEMBERS' GOAL is \$5,000

**Start Date** - December 15, 2011

**End Date** - February 14, 2012

1. All checks should be made payable to Fairfield County 4-H.
2. Ads, sponsorships and forms received after the deadline will not count towards youth or club awards.
3. Forms received by the due date, but not complete (ie, money missing) will not count towards any awards.
4. Read the Ad Campaign brochure to become familiar with the "types of support".
5. Try to get "camera ready copy" for ads so that it will be exactly what the advertiser wants. Advertisers can also e-mail their ad to [edith.valiquette@uconn.edu](mailto:edith.valiquette@uconn.edu). HOWEVER, for you to get credit, you must still attach a copy of the ad to the AD CAMPAIGN FORM.
6. Do not send cash in the mail. Do not send any forms to the 4-H office.
7. The 4-H Benefit Horse Show will be held on June 3, 2012.

### FORMS

1. Make sure your name is written in the box on the every brochure and your summary sheets.
2. Ads, brochure information and 4-Her summary sheets must be printed legibly and completely.
3. Everyone who buys an *Ad*, or is a SPECIAL Division Sponsor , Division Sponsor, Blue Ribbon Sponsor, Red Ribbon Sponsor, Patron, or Vendor must complete a Horse Show brochure. Paperclip ads to the brochure.
4. Fill out 1 brochure for each type of contribution (ad, sponsors, etc.) to avoid confusion. This means that if a business buys an ad and is also a 4-H supporter, complete two brochures- one for the ad and one for the 4-H supporter donation.

### RETURN YOUR BROCHURES WITH ADS, SPONSORSHIPS, AND YOUR SUMMARY SHEET

All contributions must be **postmarked** by Feb 14. Send **EVERYTHING** to Carol Maida, 153 Cardinal St., Fairfield, CT 06825 (203) 333-8764. Call Carol if you have any questions. Deadlines are firm.

### When you send your packet you must include the:

Completed 4-Her Summary Sheet;

Ads with completed brochures or just brochures for other types of sponsorship (including vendors)

## QUESTIONS about the FAIRFIELD COUNTY 4-H BENEFIT SPRING HORSE SHOW AD CAMPAIGN

Contact Ede- [edith.valiquette@uconn.edu](mailto:edith.valiquette@uconn.edu) or 203-207-3264 or Carol Maida, (203) 333-8764

**What is a Horse Show Program?** - A Horse show program is a booklet that lists ads, sponsorships and all the horseback riding classes we are offering at our show. This is mailed to over 500 riders. The riders read the book and register for the classes they want to enter at our horse show.

### **Types of Donations to the 4-H Spring Benefit Horse Show Ad Campaign.**

- Ads - Full page ad cost \$125      ½ page ad - \$65      1/4page ad - \$35
- SPECIAL Horse Show Division Sponsor - \$75; sponsor a specific division (3 or 4 classes). The winner of that division will receive a special award with your sponsorship noted. (special award provided by 4-H)
- Horse Show Division Sponsor - \$65; Your business or name will be printed in the show book as sponsor of a division (3 or 4 classes)
- Blue Ribbon 4-H Sponsor -\$50; 2 lines of text – 60 characters/line (includes spaces) - will be listed under the Blue Ribbon page of the 4-H Horse Show Program
- Red Ribbon 4-H Sponsor - \$35; your name/town will be listed on under the Red Ribbon page of the 4-H Horse Show Program
- 4-H Patron - \$25 Names of Patrons are listed on the Patron page of the 4-H Horse Show Program
- **Other types of support** -4-H Horse Show Vendor- \$50; 10 x 10 space; ¼ ad in 4-H Horse Show Program. Vendors are in a covered, open sided building.

### **What is the Fairfield County 4-H Horse Show Ad Campaign Summary Sheet?**

This sheet summarize the donations a 4-Her has received according to Ads, Sponsors, Patrons, and Vendors. This sheet is used to determine awards.

### **Youth Awards (to be given out at Recognition night) must be postmarked by Feb 14<sup>th</sup>.**

- The highest seller will receive a trophy. Other high sellers will receive honorable mention trophies or extra effort ribbons.
- The highest selling clover (7 and 8 yr old) will receive a trophy.
- **Club Awards** - Clubs having 100% participation will receive 10% of their fundraising efforts. To be
- 100% each member must sell \$35 worth of ads and sponsorships.

**Don't Know WHO to Ask for Ads or Sponsorships??** Ask friends, neighbors, relatives and businesses you frequent like your dentist, your favorite eating place, bakery, grocery store. Plan and start NOW- talk to you friends and relatives over the holidays. Go to places where your family spends money. *Do not go to Benedict's Agway, Fairfield Equine, All the Kings Horses, Bit of Tack or Beval's Saddlery.*

**Don't Know HOW to Ask??**- review **4-H Talking Points**, remember most people want to help you . . .

**Suggestions** - GO EARLY! You may have to return to a business to pick up the ad and money. You won't get credit for the donation if the donor says that they will mail it and it is received late, or it gets lost or they forget to mail it.

**Need More Brochures??** - Contact Ede- [edith.valiquette@uconn.edu](mailto:edith.valiquette@uconn.edu) or 203-207-3264. Check the website for forms- [www.fairfieldcounty4h.org](http://www.fairfieldcounty4h.org)