



2009 NH 4-H HORSE AD BOOKLET

Dear 4-H Horse Members, Parents and Leaders:

Each year the State 4-H Horse Advisory Council publishes a State 4-H Horse Program Book that is available at the State Show. The book not only lists the show schedule but also features other state 4-H horse activities and state team participants. Ad space is sold in this book to help raise funds to support the various state 4-H horse activities such as Quiz Bowl, Judging, Hipology, Eastern National Horse Roundup, State Show, etc.

We encourage all 4-H Horse members to participate in this ad drive. The continuation of these state activities depends upon the funds raised. Awards will be given to participants of the ad program at the State Horse Show on July 19, 2009.

Here are some helpful hints to make your job easier.

1. Contact friends, neighbors, and businesses in your area. We recommend that you ask them in person if they would like to place an ad in the State 4-H Horse Program Book. This allows you to explain what the money is being raised for, and show them a previous year's book or the sample ads included in this packet. For people who prefer to donate money, without placing an ad, don't forget to tell them that patrons are greatly appreciated. These names are always printed on a patron list in the book.
2. If they are interested, fill out an **Ad Form**. Make sure the information is correct (check all spelling) and complete. The ad copy should be clear and easily understood. If you staple copy to the form, do not staple through any printing or logos. Note that checks should be made out to the 4-H Foundation of New Hampshire, Inc. Fill out a program **donation receipt** (see page of receipts enclosed) and give it to the donor. Be sure to check whether it is a patron donation or a program book display, sign the receipt and thank them for their support.
3. When you get home, fill out two **Ad Summary Forms**. Keep one summary form for yourself and mail or give the other to your county coordinator with your ads and money. All ads and money must be turned in by April 25, 2009.
4. If you have any questions or problems, contact your county ad coordinator or the Extension Office. **Good luck on your ad drive!**



AD PROGRAM INCENTIVE AWARDS

| <u>\$ AMOUNT RAISED</u> | <u>INCENTIVE</u> |
|-------------------------|--|
| UP TO \$99 | Participation Ribbon |
| \$100 | State Horse Show Shirt |
| \$150 | State Horse Show Shirt State Show Entry <u>OR</u> Embroidered Sweatshirt |
| \$250 | State Horse Show Shirt State Show Entry Fee <u>OR</u> Sweatshirt 10% to County Horse Assoc. to disburse as they see fit |
| \$500 | State Horse Show Shirt State Show Entry Fee <u>OR</u> Sweatshirt 10% to County Horse Assoc. to disburse as they see fit Director's Chair |

All awards to be presented at State Horse Show.

Full
Page

1/2
Page

1/4
Page

Business
Card Size



NH State 4-H Horse Program Ad Form

| Ad Type | Cost per Ad | | Amount Enclosed | Check Number |
|---------------|--------------|----------------|-----------------|--------------|
| Business Card | \$15.00 | (Camera Ready) | \$ | |
| 1/4 Page | \$30.00 | | \$ | |
| 1/2 Page | \$50.00 | | \$ | |
| Full Page | \$75.00 | | \$ | |
| Inside Covers | \$100.00 | | \$ | |
| Center Spread | \$175.00 | | \$ | |
| Patron | Any Donation | | \$ | |
| | | Total | \$ | |

Business Card or Ad attached with paper clip (NO STAPLES). _____

Patron Listing as it is to appear in program. _____

Make Checks Payable To: 4-H FOUNDATION OF NH INC.

Contact Name _____

Business Name _____

Address _____

Phone _____

Member/Leader collecting donation:

Name _____

Club _____

County _____

Do not keep checks more than one week.
Submit promptly to your County Coordinator.

★★★★*Inside covers (\$100) and center spread (\$175) are available on a first received basis. Check for availability with State 4-H office (telephone 862-2188).*

NH STATE 4-H HORSE PROGRAM RECEIPT



(Check One) Patron Donation _____ Program Book Display _____

Received From _____ Amount \$ _____

Date _____ Signed _____

Thank you for supporting the University of New Hampshire Cooperative Extension 4-H Horse Program. 4-H is the youth education program of the UNH Cooperative Extension. Program Book Display space listings are not tax deductible. Patron donations are deductible from Federal Income Tax to the extent your personal situation allows.

Visit our website: ceinfo.unh.edu
UNH Cooperative Extension is an equal opportunity educator and employer,
UNH, U.S. Dept. of Agriculture and NH counties cooperating.

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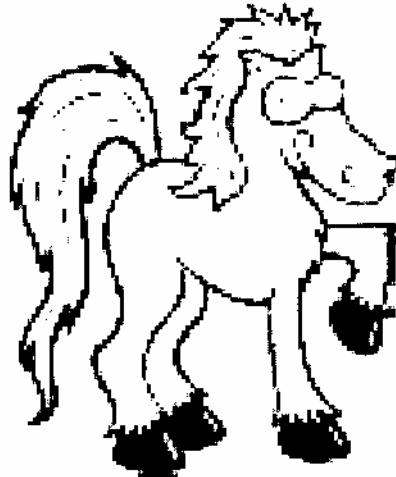
Received From _____ Amount \$ _____

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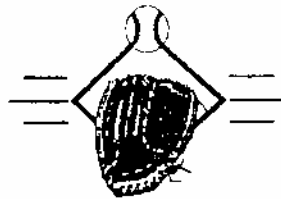
**Best of Luck
To The Carroll County
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From the McBride Family

Good Luck Belknap County Exhibitors

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