

1. MARKETING GRANTS AVAILABLE FOR NON-AQHA ORGANIZATIONS AND NON-AQHA EVENTS

1. Provide up to \$1,500 for AQHA/CQHA Sponsorship of activities produced by Non-AQHA Organizations (maximum budget for 2020 is \$7,000.00 total) to promote AQHA member/horse participation.

Category 2: Marketing Competition/Use

- AQHA member/AQHA horse classes or classes within classes offered at Non AQHA Approved Shows
- Funds to serve as prize or jackpot for AQHA Horses only

Examples:

- Cutting, Barrel Racing, Team Roping, Reining, Team Penning, etc. AQHA member/horse only class,

2. Provide up to \$250.00 for Trade Fair, Booths or event presence at Non AQHA events (CQHA maximum budget for 2020 is \$2,000.00 total) to promote AQHA and CQHA membership, registrations, transfers and awareness.

Category 3: Marketing and membership Outreach

- Marketing and promotional materials purchases.
- Booths, events/fairs designed to engage members and participants
- Promotion of AQHA/CQHA services and activities

Examples:

- Costs for booth rental, promotional material, raffles, etc.

CONDITIONS FOR RECEIVING MARKETING GRANT FUNDING:

- 1) For the current grant period, Marketing Grant Application fund requests should be submitted **by March 31, 2020. It is strongly recommended that applicants submit their request as soon as possible, due to limited funding in this category.**
- 2) The maximum amount allotted to each event will be \$1,500 for sponsorship of activities produced by Non-AQHA Organizations (maximum budget for 2020 \$7,000.00) to promote AQHA member/horse participation in Category 2.
- 3) Provide up to \$250.00 for Trade Fair, Booths or event presence at Non AQHA events (CQHA maximum budget for 2020 \$2,000.00) to promote AQHA/CQHA membership, registrations, transfers and awareness; Applications should be submitted by **March 31, 2020. First come first served allocation of funds**
- 4) Funding proposals must be submitted in electronic format (MS Word document and/or PDF files on the forms available on the CQHA website) to the current CQHA Grant Chairperson. Approved proposals will be confirmed by CQHA.
- 5) Grant Applicants must also submit a receipt for funding cheques received from CQHA prior to their event (e.g. jackpot funds for AQHA owner/rider classes). This reimbursement receipt must be submitted within 14 days post event.
- 6) Grant applicants approved for grants through the CQHA must agree to recognize the AQHA/CQHA's contribution to the success of their activities or programs by identifying the AQHA/CQHA in a prominent position on their website(s) and publication(s), both prior to and following the activity or program. This includes AQHA and CQHA logos and links to website. The CQHA will promote all coming events, activities or programs on its website, if provided by the applicant, and CQHA will post digital photos taken during events, if provided by the affiliate.
- 7) Grant applicants who request funding should identify the anticipated outcomes and indicate how they may be inter-related to CQHA's own outcomes, as stated in the "Guidelines" (page 1) of this document. The current grant period application form is attached and available on the CQHA website.
- 8) Grant applicants must also submit one financial post-event report (copy attached) to complete their claim for reimbursement. The claim for reimbursement should include receipts of expenditures, for all grant period events/projects applied for by the Affiliate. This reimbursement request must be submitted within 14 days post event.
- 9) Grant applicants must also submit a written post event report to report the outcome of the events(s) as outlined in the Guidelines.
 - a) Post event financial reimbursement claims may be supported by photocopies of actual expenses. However, original invoices of expenses are to be kept on file by the affiliate for least seven years, and made available to the CQHA, should it be audited by AQHA or Revenue Canada. This is important to avoid any issues with admissibility of expenses.

- b) Reimbursement cheques are targeted to be issued in the first quarter following the grant period (Oct 1, 2019-Sept 30, 2020) made payable to the submitting AQHA Affiliate or Organization and mailed to the contact person listed on the CQHA reimbursement request form.

**CQHA/AQHA MARKETING GRANT FUNDING APPLICATION
FORM**

OCT. 1, 2019 – SEPT 30, 2020 (Grant Period)

Please submit by March 31, 2020

Submitted by: _____
(Marketing Host Organization)

Contact person: _____ representing above affiliate
Host Organization President email contact: _____

Mailing address for reimbursement: _____
Postal Code _____

Telephone contact: _____

Email: _____

Host Organization: _____

Event Name: _____

Location: _____

Date: _____

Identification of proposed strategic outcomes: _____

Estimated Budget: \$_____ (for this project/event)

Amount Requested from CQHA: \$_____

AQHA, CQHA and MBNA financial contributions will be promoted by our
Affiliate/Organization as follows:

Acknowledgements on our Grant Applicants website:

- Logos and website links are featured on Affiliate/Event Organization homepage as well as the sponsorship page. _____
- Links to AQHA, CQHA and MBNA websites from our affiliate website: _____
- AQHA, CQHA & MBNA signage and/or promotional materials displayed: _____
- Digital or print photos will be taken and supplied to CQHA: _____

Submit this application form to:

Gayle Pawley-Wilson, CQHA Grant Committee Chair

Email: gaylepw@hotmail.com

CQHA/AQHA Affiliate Post Event Reports (Financial)

Deadline to submit: 14 days Post Event

Event Budget Form		
Applicant Name: _____		
Date Submitted: _____		
Activity Name/Date	Grant Amount Budget	Actual Amount Spent
Total Receipts Received		

* Attachments required: photocopies of receipts for above expenditures

Certified correct and submitted by: _____
(Organization Name on Application.)

Contact person: _____ representing above affiliate

Mailing Address for reimbursement: _____

City/Town _____ Province _____ Postal Code: _____

Telephone: _____ Fax: _____

Email: _____

Or Cash receipt for AQHA rider /owner classes

CASH RECEIPT	
	Date
	Amount \$
Organization _____	
Event Date _____	
Received by _____	
CQHA Approval _____	

Submit Post Reports **for 2019-2020 CQHA Grants** to:

Gayle Pawley-Wilson, CQHA Grant Committee Chair

Email: grants@cqha.ca or gaylepw@hotmail.com

**CQHA/AQHA FUNDING POST EVENT REPORT
(NARRATIVE/DESCRIPTIVE)**

OCT. 1, 2019 – SEPT 30, 2020 (Grant Period)

**Deadline to submit: within 14 days following each event or a
Summary Report by Sept 10, 2020**

Submitted by: _____
(Non-AQHA Host Organization)

Contact person: _____ representing above affiliate

Name of Event: _____ Date: _____

Email: _____

Please provide a summary of the purpose/goals of this event.

How large was the event? Approximately how many and what kind of people attended the event?

What disciplines were taught/performed at the event?

Are you satisfied with the outcome of the event? If yes, why? If not, why?

Did you enroll any new AQHA and CQHA members, or AQHA horse registrations at the event? _____

Number of new AQHA and CQHA members _____

Number of AQHA horse registrations _____

What did you learn? Do you have any recommendations or suggestions?

Actual # of participants: _____ **# spectators:** _____ **Proposed
strategic outcomes achieved:** _____

Please supply this narrative content, and/or the event's official post event press release and digital photos (with persons in photos identified) to the CQHA webmaster: Gayle Pawley-Wilson by email: gaylepw@hotmail.com