



Marketing and Event Support Request Form

Name of Organization/ Affiliate: _____ FHANA#: _____

Contact Information of Organization: _____

Contact Person Name: _____ Contact #: _____

Event Name: _____ Date of Event: _____

Event Information Link: _____

(Social Media or Website or Other) – Please add additional informational material as needed

Brief Event Description: _____

Are you requesting use of the FHANA LOGO? Please check one: YES _____ NO _____

If YES, how specifically do you plan to use the FHANA LOGO? Please include a detailed description of the intended use. _____

Are you requesting the FHANA Booth? Please check one: YES _____ NO _____

Please be advised a deposit of \$400 is required to utilize the FHANA booth and shipping is \$175

FHANA will do everything in its power to support the events it has agreed upon to the best of its ability and in a timely manner. Packages must be requested yearly and are subject to time constraints. For maximum assistance, please apply early.

Pick a level when requesting FHANA's support of an event.

Sponsorship and Marketing Packages:

1. "Model" Package

- FHANA **attended** (volunteers or staff) and authorized event

- Monetary support of _____ requested to cover the cost of _____
- Provide FHANA related materials
- Use of logo within branding parameters (completed logo/marketing paperwork required)
- Full marketing support to the best of FHANA's ability via social media, website, newsletter, etc. Marketing varies on timelines, size of event, etc.

2. "Kroon" Package -

- FHANA authorized event including sponsorship of booth. Does NOT include personnel.
- Monetary support of _____ requested to cover the cost of _____
- Provide FHANA related materials
- Use of logo within branding parameters (completed logo/marketing paperwork required)
- Full marketing support to the best of FHANA's ability via social media, website, newsletter, etc. Marketing varies on timelines, size of event, etc.

3. "Ster" Package –

- FHANA authorized event. Does NOT include personnel.
- Provide FHANA related materials
- Use of logo within branding parameters (completed logo/marketing paperwork required)
- Full marketing support to the best of FHANA's ability via social media, website, newsletter, etc. Marketing varies on timelines, size of event, etc.

4. "Studbook" Package

- FHANA authorized event. Does NOT include personnel.
- Use of logo within branding parameters (completed logo/marketing paperwork required)
- Full marketing support to the best of FHANA's ability via social media, website, newsletter, etc. Marketing varies on timelines, size of event, etc.

5. Additional request options

- Request for a horse to attend the event
- Request for a Speaker to attend the event. Topic requested: _____
(Based on information provided, request may be referred to another FHANA Committee.)

*** If FHANA's name is to be included or named with regards to an event, a pre-approved package MUST be obtained (a license per se to use our name and logo). Non-authorized use other than what is laid out in Chapter Agreements will be subject to legal action. Additional logo/ marketing paperwork may be required based on package selection approval.

Signature of Applicant

Date of Submission

For internal use only:

Date Received: _____ Review Committee: _____

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Decision of Committee: _____ Date of Decision: _____

Follow-Up Action Required: _____

Committee/ Personnel Assigned to Action: _____

Support Committee if needed: _____

Decision Communicated to Applicant: _____

(Attach any pertinent communication, emails or material as needed.)

FHANA Logo Requested: YES NO

FHANA Logo Usage Approved: YES NO N/A

Decision Communicated to Applicant in Regards Logo Usage: YES NO

Booth requested: YES NO

Deposit received for booth: YES NO N/A

Booth returned in good condition: YES NO N/A