



ABR Support for member initiatives at county fairs

Purpose	To provide support to ABR farm members using regional venues like county fairs to increase public awareness of alpacas and the alpaca industry through visibility and brand recognition within the geography and the industry.
Summary	ABR will treat requests for support of events like country or county fairs involving animals and/or fiber products as grant requests. ABR farm members seeking support for their participation in these events will have to complete a checklist/questionnaire which a grant committee will review. The grant committee will decide if the request should be recommended or rejected.
Guidelines	<ul style="list-style-type: none"> • Grants will be limited to no more than 50% of the cost of an event booth/space entry fee, not to exceed \$250.00 • Grants will not be used to cover entry fees for individuals attending the event • Grants will be reviewed within 10 days of submission and a decision made and communicated to the submitter at that time • Grants will be reviewed in the order they are submitted and requests for use of the ABR traveling exhibit and marketing literature will be determined on that basis. Major ABR events will get first priority on marketing exhibits and literature. • The grant review committee will consist of 3 people approved by the ABR Board of Directors (BOD) including one BOD member and two other volunteer committee members. The committee will report to the BOD each month on grant applications received, approved and rejected grants, and results from each event. • Farms borrowing the ABR traveling exhibit will be responsible for any damage to the exhibit, in addition to any expenses associated with shipping or pick up and return of the exhibit to the Grants Committee. • At least two-thirds (2/3) the farms involved in a grant request need to be ABR farm members.

<p>Tasks and Time Lines</p>	<ul style="list-style-type: none"> • The ABR Events Grants Form needs to be filled out and submitted for each request at least six (6) weeks prior to the event. No post event submissions will be considered. • For approved grants the submitter will supply the ABR Grant Review Committee with a copy of the space/booth entry fee invoice and will get reimbursed through the normal ABR reimbursement process. • The ABR Events Effectiveness Report will be completed and provided to the grant committee within 14 days of the event completion • A list of contact names (leads) gathered at the event will be provided to the grant committee along with the effectiveness report for the ABR mailing list. The marketing committee will add this leads list to the marketing DB, and the list will become available to all ABR members 45 days after submission. This will allow the list to be used first by the event participants.
<p>Liaison & Oversight Responsibilities</p>	<ul style="list-style-type: none"> • Board of Directors • Grant Review Committee
<p>Updated</p>	<p>December, 2006</p>

ABR Event Grant Form

This form needs to be submitted to the ABR Events Grants Committee at least 6 weeks prior to the start of the event. No post event submissions will be considered. Be sure to read and sign the waiver field.

EVENT INFORMATION	
Event Title:	
Event Start Date:	
Event End Date:	
Event Location (street):	
Event City:	
Event State:	
Event Booth/Space Entry Fee:	
Grant Amount Requested:	
Is the ABR display needed (yes or no)?	
Number of ABR brochures requested?	
GRANT REQUESTOR INFORMATION	
Submitter's Name:	
Farm Name:	
Telephone Number:	
E-mail Address:	
Mailing Address	
BUSINESS JUSTIFICATION and WAIVER	
Reason and benefit of attendance	
Participating farms are responsible for all other fees, taxes due on any sales, and will be solely responsible for any damages or suites resulting from participation in the event.	Signature required:
Grant Committee Use Only – Submitters do not complete	
Date Received:	
Status (Approved/Rejected):	
Reason for rejection:	
Date Approved/Rejected:	
Date ABR display sent out	
Date ABR display returned	
Date Event Effectiveness Report Submitted	
Cost and Carrier Information if display needs mailing	

ABR Event Grant Effectiveness Report

This form needs to be completed and submitted within 14 days of the end of the event.
Send form to the ABR Events Grants Committee.

EVENT INFORMATION	
Event Title:	
Event Start Date:	
Event End Date:	
Estimated Booth Traffic (total visiting public):	
Number of people supplying contact information (leads list):	
Overall Event Evaluation:	
• Will you participate next year?	
• Estimate % the public interested in animal purchase:	
• Estimate % the public interested in product purchase (fiber and/or finished goods):	
Additional Comments:	
GRANT SUBMITTER INFORMATION	
Submitter's Name:	
Telephone Number:	
E-mail Address:	