



February 2010

Hello Amateurs!

The Amateur Board is energized to start the show season and we have been hard at work planning the Memorial Day Amateur show. We have two major fundraisers planned and we need the participation of **every amateur member** to help with the fundraising efforts that will support our show. We are planning to have **money added NSBA Dual Approved classes** that will run concurrently with its corresponding AQHA class. I will have more information about the money added classes shortly.

To raise money for the show, the amateurs are selling ads for a program book. **We need every amateur to sell ads.** We'd like for everyone to strive to sell at least 3 pages of ads. All ads except the front and back covers and inside covers will be black and white. The prices are as follows:

Full page	\$100	Inside covers	\$500
½ page	\$75	Back cover	\$750
¼ page	\$50		
Business Card	\$35		

All ads need to be camera ready and should be sent to Monia Bos by April 1, 2010. If you have any questions, email me (rcopper@uab.edu) or Monia Bos (MBos@SummitAmerica.com). We have included an advertising contract. Print this form and use it for each ad you sell. The form contains Monia's address to send in the money. Print off the advertising form and **start selling now!!** April 1st is the deadline for all ads and money to be turned in. We have already had a GREAT response and have sold a few hundred dollars worth just by the board members who knew the ad sales campaign was about to start. We believe this major fundraising effort will go along way to help make the Amateur show better and better. Did you get a new truck this year?? Hit that dealership!! Do you have an accountant preparing your taxes?? Hit them up as well!! Leave no stone unturned!! Everyone needs to sell at least 3 pages of ads.

We will also continue our tradition to hold a Silent Auction at the show. **Wendy Boynton** is the Silent Auction Chairperson this year. We need contributions for the auction!! We have had great donations in the past and we need to continue finding great donations for the auction. The donations can be brought to the show and Wendy and her committee will organize the auction.

Thanks in advance for your participation in these fundraising efforts!! Use the following form for the ad sales, and bring other donations to Montgomery in May. Our goals are ambitious, but together we can accomplish them. As always, please let me know if you have any questions.

Good Luck!!!

Rachel

April 1 Goal

- \$10,000
- \$9,500
- \$9,000
- \$8,500
- \$8,000
- \$7,500
- \$7,000
- \$6,500
- \$6,000
- \$5,500
- \$5,000
- \$4,500
- \$4,000
- \$3,500
- \$3,000
- \$2,500
- \$2,000
- \$1,500
- \$1,000
- \$500



**START
FEBRUARY**

Advertising Contract

ALABAMA AMATEUR QUARTER HORSE ASSOCIATION

Printed Program Book

Show dates: May 28, 29 & 30, 2010

Payment & copy deadline - April 1, 2010

Please print or type

Advertiser: _____
 Contact Person: _____
 Address: _____
 City/State/Zip: _____
 Phone: _____ Email: _____

Please check size of advertisement desired below:

_____ Full Page - \$ 100	_____ Inside front/back cover - \$500 4 color
_____ 1/2 Page - \$ 75	_____ Back cover - \$750
_____ 1/4 Page - \$ 50	_____ Center fold (2 pages) \$500
_____ Business Card - \$35	

Extra charges: 30% surcharge per spot color *Ad design quotes available on request.

For the best print quality, copy should be presented flat, without staples and should be printed in black on white – no color ink OR camera ready art provided by graphic artist. If you do not have camera ready art and would like a quote on designing your ad, please email, mbos@summitamerica.com, and provide photos or logos as a jpg.

Special instructions:

Payment of _____ attached.

Payment and copy must be received by April 1, 2010.

Date: _____

Advertising Copy: To be mailed: _____ Attached _____

Mail this contract with copy and payment to: **Monia Bos, 771 Cherokee Trail, Tallassee, AL 36078**

Make Checks out to: **ALAQHA**

Questions: Call: cell: 334-399-3144, office:334-954-4459

or email: mbos@summitamerica.com

Date signed: _____ Advertiser or representative: _____

Date signed: _____ ALAQHA Representative: _____

