**Application for Use of the Dales Pony Conservancy of North America Logo, Event, or Advertisement**

Please note that applications are time sensitive and will be reviewed by the DPCNA board within 30 days of receipt.

**Promotional Material** DPCNA promotional materials are available for use and reprint. Collateral material provided by DPCNA members may also be provided for your event. The purpose of member collateral is to assist DPCNA members in the promotion of their individual businesses in connection with the DPCNA.

**Visitor Data** In order to promote the association and aid in welcoming potential new members, DPCNA requests exhibitors to gather contact information for booth visitors. This information will be added to our database. Exhibitors are encouraged to use their creativity to inspire visitor interest in providing their information to DPCNA. Such methods may include contests or giveaways of items. Exhibiting a poster hashtag linked to a giveaway and DPCNA website is encouraged.

**Event Photos and Video** Upon conclusion of the event, the Event Coordinator will be asked to provide DPCNA with photos and/or video of the event including booth display, breed demos and visitor interactions and a write up for the DPCNA website. These photos and videos will be used on DPCNA website and Facebook page to promote the association and breed.

**DPCNA Exhibitor Guidelines** The privilege of exhibitorship is extended to DPCNA members and regions in order to promote the association and to facilitate the public’s introduction to the Dales Pony. For many visitors, this will be the first time they see a Dales Pony in person, and it will likely be their first impression of DPCNA. Your event also provides an opportunity for the association to establish a connection with potential future members and future owners of Dales Ponies. Exhibitors should adhere to the following guidelines:

1. Items that directly benefit DPCNA may be sold in the DPCNA booth with proceeds sent to DPCNA treasurer. Collateral items may be sold as well with a percentage approved donation to DPCNA. This percentage will be determined by individual case.
2. DPCNA strongly encourages booths include exhibit stall where available, with each pony’s details available on stall as well as breed display boards and DPCNA banners. Video loops are an engaging way to inform, DPCNA will have one on offer to use.
3. Exhibitors are asked to use materials in demos and exhibits which have been created or approved by DPCNA for accuracy including narration and video (which are also available as stock items from DPCNA).
4. The DPCNA booth will be occupied by a representative at all times as arranged by the Coordinator.

**Please record sales and promptly send itemized receipt with raised funds to treasurer DPCNA.**

|  |  |
| --- | --- |
| Date of submission |  |
| Submitted by |  |
| Region |  |
| **EVENT INFORMATION** | |
| Date(s) of event |  |
| Event name |  |
| Event address |  |
| Number of attendees |  |
| Number/names DPCNA members who will be present to support the event |  |
| Number/names of Dales Ponies exhibiting |  |
| Has DPCNA officially participated in this event in the past? |  |
| How will this benefit, promote, or educate the goals of DPCNA? |  |
| What specific financial or material support are you requesting? |  |
| How much is the total cost of the event? |  |
| What other financial or material support will you be receiving? |  |
| What other organizations or businesses are involved? |  |
| How will you share this event (media etc.)? |  |
| What DPCNA promotional materials and sales items will be on offer at the booth? |  |

**Event Coordinator Signature**

I agree to the guidelines above.  
I understand failure to provide visitor data or event photos/video upon the conclusion of the event will potentially affect future DPCNA exhibitor requests.

Event Coordinator’s Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_

**Thank you for your work and effort to promote and educate the Dales Pony and DPCNA.**

**Please Return this completed form to DPCNA along with any existing event promotional material(s) and the event registration form(s) to**

[**dalesponycna@gmail.com**](mailto:dalesponycna@gmail.com)