



AMERICAN CONNEMARA PONY SOCIETY

Document Number: PROMO PO 2

Document Name: Policy and Procedure for Support of Horse Expositions

I. Purpose:

The American Connemara Pony Society wishes to encourage and support the endeavors of its members on a regional level to educate horse enthusiasts and the general public about the history of the Connemara Pony and the attributes of the Connemara Pony as we know and use them today

The primary purpose of national support of this program is as follows:

- To assist the membership at a regional level to promote the Connemara pony.
- To educate the membership, horse enthusiasts and the general public as to Connemara breed type and the performance abilities of both purebreds and halfbreds.
- To provide an educational resource in the promotion of breeding, registration, training, exhibition and the general use of the Connemara for pleasure, sport, equestrian competitions and therapeutic horsemanship in North America
- To improve all cooperation and communication within the horse world

II. Definition of Horse Exposition:

Horse expositions shall be defined as events running over several days in which education about the Connemara is presented to spectators ranging from 20 to a thousand or more people. The event should include demonstration and display exhibitions of ponies with a booth available for information.

III. Approved Horse Exposition Status:

1. Application: in order to be recognized as an "Approved Horse Exposition" a letter of application will need to be completed. (See Sec. IV-New Applications)
2. Approved Horse Exposition Status: Once "Approved Status" is granted, re-application for status will not be required, unless requested by the executive board.
3. Currently Approved Expositions
 - Equitana
 - Equine Affaire (California/Ohio/Massachusetts)
 - West Coast Horse Fair
 - NC Horse Extravaganza

IV. New Applications:

In order to achieve APPROVED HORSE EXPO STATUS the following materials must be submitted to the Promotions Committee Chairman by July 1st of the previous year

1. Program from the Previous year
2. Full description of the event (#of days, etc)
3. Number of ACPS members to be involved
4. Number of demonstrations and Connemaras to be presented.
5. The size and the focus of the audience to be addressed
6. The approved applicant will be notified by August 1st in order to submit an application following the procedure of an Approved Status Applicant.

V. Procedure to Apply for funding of Approved Horse Expo Applications:

1. Submit the following by September 1st of the previous year to the Chairman Promotions Committee:
 - Letter of Intent
 - Application Form
2. The application will be reviewed by the Promotions Committee.
3. All attempts will be made to proportion funding to the east, west and middle of the country.
4. Funding requests will be included in the Promotions Committee budget request for the upcoming year.
5. The Applicant will receive a response within 30 days of budget approval in order to plan for the Horse Exposition the following year

VI. Breed Ambassadors:

1. Ponies will be selected by the individual exposition committees and the Regional chairman.
2. Connemaras will be asked to represent the American Connemara Pony Society on an invitation basis.
3. Additional applications to be a breed representative will be submitted to the Horse Exposition chairman of each event.
4. Selection of the individual ponies will be based on recognition as to breed type and performance. Owners must understand that being part of the exposition can be a very stressful situation for many animals. Every attempt is made to rotate the display horses every few hours to lessen the stress of being in the display stall.

VII. Follow up Reporting:

In order to maintain an eligible status for financial support each approved and funded Horse Fair must submit a follow up and financial report (within 30 days) to the Promotion Committee Chair. This information may also be used as press releases and reports to the society and also to other equine publications and journals.

Revision History

Date	Changes	Author
8/00	Policy Drafted	Liz Platais
9/03	Revised Template	Charlie Morgan
10/08	Updated	Nicole Haas Perin