

**2011 KENT COUNTY  
4-H FUND RAISER  
HORSE SHOW ADVERTISING**

Each year the Kent County 4-H Leaders Association and the Junior Council sponsor an Eastern Shore Western Horse Show. Most of the profits come from selling ads to local business and community supporters for a show booklet. **Even though the advertisements are solicited for the county horse show, the profits from the show help support many 4-H programs and activities throughout the year in Kent County.** For this reason, many businesses are willing to purchase an ad since the funds support 4-H youth in many aspects.

This year's show will be held in June (date TBD). We would like your assistance with this project. Your role will be to ask businesses in your town and community, as well as family and friends, to purchase ad space in our booklet. Please follow these steps and procedures in soliciting these ads:

1. Dress Neatly.
2. Tell them who you are and the name of your 4-H Club.
3. Ask to speak to the owner or manager of the business.
4. Ask if the business will help support the young people in Kent County by buying an advertisement in the Kent County 4-H Horse Show program book.
5. Tell them the profits are used to support the many 4-H activities that are held throughout the year for all 4-H members in Kent County.
6. Carefully fill out the ad form, collect the money and the business card or other form of advertisement, and always remember to say "Thank You" for their support of 4-H.

**4-H members are asked to visit advertisers listed in the previous show booklet and also to visit NEW advertisers or patrons not listed. Any old or new ad may be solicited by anyone.** We challenge all 4-H members to go out and find new advertisers and patrons. Advertisements are available at the following rates:

Full Page Ad	\$ 60.00
One Half (1/2) Page Ad	\$ 30.00
One Third (1/3) Page Ad	\$ 20.00

If someone does not wish to take out an ad, but is willing to donate to 4-H, they could be listed as a patron for \$5, \$10, or \$15. We will accept whatever they feel is appropriate.

Advertisers may use a business card or submit whatever they would like to print. It is important that they are satisfied with what we print. Collect payment for the ad when you collect the information. The tax ID# for Kent County 4-H is 51-0274651. Some businesses might want this number for tax purposes. **Checks (payable to the Kent County 4-H Leaders Association) and ads should be received by June 8<sup>th</sup>** at the following address:

4-H Horse Show  
Kent County Cooperative Extension Office  
69 Transportation Circle  
Dover, DE 19901

Ads and money may be submitted to the 4-H Office, as they are collected. **YOU DO NOT NEED TO WAIT UNTIL THE AD DEADLINE TO SUBMIT YOUR ADS.** This will assist in allowing the necessary time to prepare the ads for the printer.

If you have any questions, please contact Heather Crouse (398-8846) or the Kent County 4-H Office (730-4000).

**THANKS FOR SELLING AND SUPPORTING THE KENT COUNTY 4-H PROGRAM!!**

FOR: AD IN THE KENT COUNTY 4-H HORSE SHOW PROGRAM BOOKLET

BUSINESS NAME \_\_\_\_\_

AMOUNT \_\_\_\_\_

SOLD BY \_\_\_\_\_

CLUB \_\_\_\_\_

TAX ID # 51-0274651

DATE \_\_\_\_\_

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