

2009 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, introduce yourself and tell them the name of your 4-H Club.
2. Ask to speak to the owner or manager of the business.
3. Tell them the profits are used to support the many annual Kent County 4-H activities.
4. Carefully fill out the ad form, collect the money and the advertisement to be used.
5. Always remember to say “Thank You” for their support of 4-H.

4-H members are asked to visit NEW as well as previous advertisers listed in the previous show booklet. Advertisements are available at the following rates:

*Full Page Ad	\$ 60.00	*1/2 Page Ad	\$ 30.00
*1/3 Page Ad	\$ 20.00	*Patron Ad	\$ 5.00 to \$15.00

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. **Checks (payable to the Kent County 4-H Leaders Association) and ads should be submitted by received by June 8th** to the 4-H Office. A sample receipt can be found below to be used for any ad sold. Feel free to make additional copies. If you have any questions, please contact Ad Chairperson Linda Sullivan (398-9091) or the Kent County 4-H Office (730-4000). **THANKS FOR SELLING ADS TO HELP SUPPORT THE KENT COUNTY 4-H PROGRAM!!**

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

BUSINESS NAME _____

AMOUNT _____ DATE _____

SOLD BY _____ CLUB _____

Kent County 4-H TAX ID # 51-0274651