

NEDA Outreach Program 2019

Tier I - Advertising Level

Eligibility at this level is to include riding clinics, adult amateur camps, and educational events in the New England region that NEDA is not already directly involved with. Symposiums are NOT eligible (see Partnership Level). Events held on the same day/dates as the NEDA Spring and Fall Symposiums also are not eligible. Hosting groups or farms must be current NEDA members (excluded are non-profits and GMOs). Events must offer a discount to NEDA members equal to, or more than other discounts being offered by the hosting group or farm. NEDA can in no way be mentioned in the title of the program or event, but may be mentioned with the NEDA member discount being offered. It is encouraged that the NEDA Education Outreach logo be used on any event promotions. Approved Education Outreach events will receive the following:

- I. Free Website Listing to include the GMO/Farm/Organization logo on the NEDA Education Outreach Page and/or in the Regional Events Calendar until event date(s) have passed.
- II. Free inclusion in the Online Virtual Calendar (NEDA Education Outreach Website)
- III. Event announcement and updates on the NEDA Education Facebook Page
 - I. Weekly updates posted via the NEDA Education Facebook Page will be the responsibility of the event organizer and will be asked to be sent to Angela which have been proofread and are ready for posting
- IV. TIP of the Hat promotions
 - I. Free Classified Calendar Listing
 - II. Buy one Ad and receiving the same ad of equal or lesser size for free. Or receiving 50% off any one Ad placed. Ads must be received at least one month prior to the event.
- V. Ability to leave Approved Handouts (forms, signups) at any NEDA Event

Tier II - Financial Aid/Grant Level (up to \$500/maximum grant)

Eligibility at this level is to include riding clinics, adult amateur camps, and educational events in the New England region that NEDA is not already directly involved with. Symposiums are NOT eligible (see Tier III Partnership Level). Events held within 7 days or less of a NEDA Symposium also are not eligible. Hosting groups or farms must be current NEDA members (no membership needed for non-profits and GMOs). Events must offer a discount to NEDA members equal to, or more than other discounts being offered by the hosting group or farm. NEDA can in no way be mentioned in the title of the program but you can mention our participation in a statement similar to "This program has been brought to you, in part, through the support of the New England Dressage Association Educational Outreach Program". Please make sure to advertise that a NEDA member discount being offered. It is encouraged that the NEDA Education Outreach logo and Tier II benefits be used for event promotions.

- I. All Tier I benefits plus a financial grant as detailed below. Grants will be awarded on a first come first serve basis within a given calendar year.
- II. Please provide a brief explanation of your program/event and why you would like to receive financial aid
- III. 90 days prior to event - submit a budget and dates for approval
- IV. Agree to event manager/organization to "regift" a portion of funds back to NEDA Outreach Program if their event runs in the black. 50% of your profit, up to the amount granted.**
- V. NEDA volunteers may be able to assist with registration, set-up, parking and event management if requested and if available.
- VI. Final budget sheet to be submitted within 30 days after event
- VII. W-9 to be submitted, if event organization is a business entity.

NOTE: An active NEDA Board member must be involved in the planning, financial management and contract execution.