

Thank you for considering donating to the Monroe County 4-H Horse Project!

4-H is a non-profit group, so all donations that we receive stay in the project to benefit the youth. Members participate in various clinics, workshops, mounted practices, hippology, and a variety of other educational activities. Youth participating in the Monroe County Fair Junior Horse Show are eligible to attend the Western District Horse Show and the Wisconsin State Horse Expo. The following is a partial list of what sponsorship funds are used for:

- Expenses for the Jr. Horse Show
- Trophies and awards given at the Jr. Horse Show
- Horse project learning kits for educating our members
- Fees for youth to exhibit at District and State shows
- Projects to improve the horse arena at the fair grounds
- Expenses for various clinics and workshop events

For your sponsorship, we will acknowledge your donation at our Jr. Horse Show by including your name and/or business in our show program, announce your name and/or business during the show, and post any additional advertising that you would like to provide for us.

We'd love to see you at our Jr. Horse Show, and you're welcome to come and present an award during the show.

Please detach and return the form below with your donation. You can mail it to the Monroe County Extension Office, 14345 Co., Hwy B, Rm 1, Sparta, WI 54656 or return it with a 4-H Horse Project member.

Office Use Only

Name or Business: _____

Address: _____

Phone: _____

Donation Amount: \$20 \$40 \$60 \$80 Other _____

Best of Show Award: \$50

4-H Member who helped with donation: _____

Special request for advertising day of show: _____

SPONSORSHIP TIPS

Know the project

What do you enjoy most about the Monroe County 4-H Horse and Pony Project? What have you learned during your time with the project? What are you looking forward to doing or learning? Be able to talk about these things with your potential sponsor. Your potential sponsor may also want to know: What will the money be used for? (see list at top of sponsorship form) How many youth are in the project? How long have you been involved? The more prepared you are with information to give, the better off you'll be!

Know the customer

Who can you go to as a potential sponsor for the Monroe County 4-H Horse and Pony Project? Make a list of businesses and individuals, some you may be more familiar with than others. Think about why these individuals or businesses would be interested in supporting the project. Be able to talk with the customer about why it will be a benefit to support the program. (see the front side)

Know how to sell

Practice with a partner what you will say to the potential sponsor. Refer to the top portion of the sponsorship form for information to give the potential sponsor. Be able to talk about the project, why you're interested in participating in the project, and why you're asked to find sponsors. If you don't know the answer to a question, tell the sponsor you will find out and get back to them. Then be sure to get their phone number and name and get back to them!

Know yourself

When do you feel confident? What are you really good at? Think of these things and list examples. As you start approaching potential sponsors, remember that confidence and know that you will get better at it each time you try!

GOOD LUCK!