

VERSA Promotion Funding Process

Role of Promotion Funding Sub-Committee

Ensure VERSA provides funds to support its Mission of promoting opportunities for Saddlebreds to compete in diverse disciplines and educating the public about the versatility of Saddlebreds.

Promotion Funding Sub-Committee Process

- 1) The Promotion Fund Sub-Committee appoints an individual to receive funding requests from applicants and present these requests to the Sub-Committee and Board throughout the year. (note: The Application for Funding will need to be continuously updated with this individual's contact information. Melanie Sloyer will serve as the contact on the promotion fund application for 2020).
- 2) Funding requests will be considered for applications submitted with the Application for Funding form available on the VERSA website.
- 3) Each member of the Promotion Fund Sub-Committee reviews each funding request to determine adherence to VERSA Promotion Fund Policy and promotion fund *Guiding Principles* (see below). Each member will communicate his/her vote to other members of the Sub-Committee.
- 4) If the majority members of the Sub-Committee vote to approve a request over \$250, the appointed presenter will present the recommendation to the Board via email. If the majority Sub-Committee members vote to decline the request, the proposal will not be presented to the Board. The Sub-Committee will present its recommendation on funding requests within one week after the funding request is originally received. Board members will submit their votes via email within one week after submission from the Sub -Committee. Grants under \$250 do not require Board review.
- 5) The Promotion Fund Sub-Committee will draft a letter to the fund requestor within one week of finalizing the funding decision. Communications for approved fund requests will include a congratulatory letter. The Sub-Committee will submit each letter to the Board Chair.
- 6) The Board Chair will review and approve fund decision letters.
- 7) In cases of funding denial, the Sub-Committee will send the letter to the requestor within one week of Sub Committee and Board (if applicable) decision.
- 8) In cases of funding approval, the Board Chair will forward the final communication letter onto the VERSA Treasurer within 3 business days of receipt, who will submit a VERSA promotional fund check with the letter to the requestor, within one week of receiving the approval from the Board Chair.

Promotion Fund Guiding Principles:

- 1) Funds are granted with a bias toward reaching large and diverse audiences. Examples of these audiences include participants in national and international equestrian sports, such as jumping, dressage, eventing, driving, endurance, and vaulting. The Promotion Sub-Committee will aim to provide funds that publicize Saddlebred talent at large events involving these sports.
- 2) Funds are granted to support activities and promotion materials that will directly and immediately impact availability of versatile classes for Saddlebreds. Examples include adding hunter/western pleasure and dressage suitability classes to established Saddlebred horse shows.
- 3) VERSA membership is not a prerequisite for requesting and receiving promotion funds.