

STATE/PROVINCIAL AFFILIATE PRIVILEGES

AFFILIATE SPONSORS:

- ❖ Bank of America®
 - Bank of America® Affiliate Grant Program – AQHA Affiliates are entitled to apply annually for grants up to \$4,000 for program development and/or enhancement.
- ❖ Tex Tan® & Collegiate®
 - Novice AIM® Awards – Ten AQHA Affiliates are annually awarded Tex Tan® western saddles and Collegiate® english saddles as part of an incentive to advance the entry numbers and overall number of novice shows conducted by their affiliate.
- ❖ Professional's Choice®
 - GRASP – Professional's Choice® has implemented a new rewards based sponsorship program to encourage membership within AQHA Affiliates. AQHA Affiliate members receive cash back on product purchases and the affiliate accumulates dollar values toward future product purchases for awards, etc.

AFFILIATE BENEFITS & SERVICES:

- ❖ AQHA Affiliate Council
 - Serve in an advisory role to AQHA on affiliate programs and policies.
- ❖ Affiliate Management Workshop
 - Each February, AQHA pays for selected representatives from each AQHA Affiliate to attend a special training session in Amarillo.
 - Information presented ranges from association and volunteer management to membership recruitment/retention and grassroots lobbying.
- ❖ Take AIM®
 - Only AQHA Affiliates can utilize this association management tool. AIM® is an annual planning document to help focus affiliate work efforts on targeted goals.
- ❖ Board Self-Assessment Tool
 - This association governance tool is only available to AQHA Affiliates. Improve board member performance and effectiveness while furthering the mission of your affiliate.
- ❖ Affiliate Guidebook
 - A Comprehensive resource for affiliate management. Only available to AQHA Affiliates.
- ❖ Strategic Planning
 - AQHA staff will periodically conduct an in-depth strategic planning session to assist with outlining goals and objectives for the affiliate.
 - A survey of AQHA Members in your state/province will provide useful information for future planning.
- ❖ New AQHA Member List
 - AQHA receives over 1,000 new Members every week. Each affiliate that submits a new member marketing plan is entitled receive the list of new AQHA Members on a quarterly basis.
 - AQHA Affiliates are expected to use the list for program promotion and membership recruitment.
- ❖ Public Policy
 - AQHA staff will assist in data collection (i.e. economic impact), direct contacts with legislatures, mailings and political action letters.

- ❖ AQHA All-Novice Shows
 - Only AQHA Affiliates are entitled to host all-novice horse shows. This is a great tool for encouraging growth and bringing new members into the affiliate.
- ❖ Usage of AQHA Promotional Booth
 - AQHA Affiliates are entitled to use the AQHA promotional booth at various events to promote AQHA/Affiliate programs and benefits.
- ❖ Promotional Material
 - AQHA has a variety of promotional/educational material available to AQHA Affiliates.
- ❖ Mailing Services
 - Using AQHA's extensive shipping/receiving department, affiliates can send promotional mailings to various segments within their state/province.
- ❖ Affiliate Shell Brochures
 - AQHA Affiliates are entitled to use the shells to print a personalized promotional brochure for their association. These can be mailed or made available at various events to attract new members.
- ❖ Logo Usage & Development
 - AQHA Affiliates are entitled to utilize the AQHA logo style for their own logos
- ❖ Speakers for Affiliate Events
 - AQHA Affiliates are entitled to request AQHA representatives for various affiliate events.
- ❖ Special Publicity
 - Each AQHA Affiliate is listed in or on:
 - The AQHA Official Handbook
 - Showtime Booklet – informational booklet on AQHA shows available at all AQHA events.
 - All AQHA Web Properties
- ❖ AQHA Trail Rides
 - Only AQHA Affiliates are entitled to host these special rides.
 - Affiliates do have the opportunity to host third-party trail rides.
 - All AQHA Affiliates receive advertising and other media services on all AQHA Web properties and the Outdoor Life Network.
- ❖ 4aHORSE Test Rides
 - Only AQHA Affiliates are entitled to host these events.
 - A comprehensive guide, the 4aHORSE Test Ride Production Manual, is available only to AQHA Affiliates as a special resource.
 - Depending on the specific event an Affiliate is capable of receiving grants to host Test Rides (see production manual for information).

