

# AMERICAN QUARTER HORSE FOUNDATION AMBASSADORS

## American Quarter Horse Foundation “Booth in a Box” Program

### **What is the AQHF “Booth in a Box” Program?**

The Foundation’s “Booth in a Box” program is designed to provide Foundation Ambassadors the materials and signage necessary to promote the work of the Foundation at their local and regional horse events, fairs, and trade shows.

The AQHF “Booth in a Box” program provides materials that can be set up on a table in a vendor display area. These items can also be consolidated to be provided as enhancement to another vendor’s display. As another alternative, this display can also be used on a counter or table at the end of a stall aisle that has high traffic. (Be sure to acquire permission from grounds personnel.)

### **What’s In AQHF’s Booth in a Box?**

#### **Contents: (Provided by AQHF)**

AQHF Video

America’s Horse Cares promotional video “Because of a Horse”

AQHF banner

Donation envelopes

Donation box with header (collapsible cardboard)

AQHF Brochures

Tabletop sign

*Foundation Quarterly* newsletter

These items do not need to be returned to the Foundation but rather kept and used for future events.

### **Booth Tips/Tricks:**

- When visitors approach your booth, a good way to start conversation is to ask, “Are you familiar with the work of the American Quarter Horse Foundation?” **Be prepared for their response.**
- Make use of provided PSA’s where possible so announcers can help drive traffic to your booth. A sign up for *The American Quarter Horse* book is a great hook for drawing people to your area. Please call Foundation offices to find out more about receiving a copy of the book for your booth.
- Don’t miss the opportunity to tell people about their opportunity to become an AQHF Ambassador themselves.
- Above all, if someone tells you that they give to the Foundation, please thank them and tell them that their gift makes a big difference in the lives of the people and horses served by the Foundation.

### **Donations:**

All fundraising done in the area where the AQHF Booth in a Box is located should benefit the American Quarter Horse Foundation.

All checks should be made out to AQHF. If not otherwise designated, all gifts will go to Area of Greatest Need. Please do not send us cash in the mail. In the event there is cash in a donation envelope, you may write a personal check to cover all cash donations. If you are sending a personal check that covers all donations received, please be sure to include a note indicating what portion of the amount is your personal donation.

In order for the Foundation to provide individual tax receipts for donors, we will need your assistance in collecting the donor's name, address and donation amount. This can be done by recording the donor's information on the donation envelopes provided by the Foundation. If this information is not received, we will record the donation as anonymous.

Please mail donations to:

American Quarter Horse Foundation  
P.O. Box 32111  
Amarillo, TX 79120-9971

### **Follow-Up:**

After working an event, please take a moment to tell us about the successes and challenges you have experienced. This will not only help us understand how the program can be improved but also will allow us to use your success as an example to others. **Remember to take pictures and share them with us digitally as well so we can recognize you for your efforts!**

Send your comments to [amarshall@aqha.org](mailto:amarshall@aqha.org) or fax (806) 376-1005. For any other questions or inquires about the AQHF Booth in a Box program, you may call Amy Marshall at (806) 378-5029.

### **Suggested Materials Provided by Volunteer**

Extension cord and/or power strip  
Table and tablecloth  
Pens to complete donation envelopes  
TV/DVD player if you wish to show the AQHF or "Fly Without Wings" video  
Chairs for the volunteers  
Fan if the weather is hot  
Inexpensive candy  
Water

## Helpful Hints

Try to plan ahead for the event you will be working. Consider the following:

- Ensure there is plenty of time for the Foundation to ship you “Booth in a Box” before you depart for the event.
- Are you required to fill out an application form for a booth?
- Is there a fee to set up a booth?
- Think about the location and traffic flow for your booth. Choose an area near the front, food stands, restrooms, break areas etc. In other words, look for an area with high traffic flow.
- Are there any size restrictions for a booth?
- What size table may you have and will you need to provide that for yourself?
- If you need electricity, are there outlets available and where?
- If you require electricity, can you use your own cord or are you required to use/rent a power cord from the event planners?
- If the event is more than one day, are you allowed to work just one day or do you have to commit to the entire event.

## ***ABOVE ALL~ HAVE FUN***

***As you talk with your friends and colleagues about the good work of  
the  
American Quarter Horse Foundation!***

AMERICAN  
QUARTER  
HORSE  
FOUNDATION