

Guidelines for Management Council Promotional Allocation Funding

Promotional Allocation – Aims

Promotional Allocation funding is designed to support Management Councils who provide sponsorship for Australian Stock Horses and ASHS Members competing in non-ASHS events within the Management Council area.

The aim is to raise the profile and awareness of the breed, and the Society, and to support competition eligible, registered Australian Stock Horses and Members performing outside the ASHS competitions.

By supporting Members who compete outside the ASHS realm it gives people more reasons to join and register their horses and to retain their membership.

Criteria

Management Councils are entitled to claim a Promotional Allocation each year.

Promotional Allocation (PA) is based on dollars spent to promote and support ASHS Members and registered, competition eligible Australian Stock Horses at external, non-ASHS Events.

All funding, trophies or prizes must be awarded to competition eligible Australian Stock Horses and riders. Head office can help the organising committees of supported events with checking the status of horses and riders if required.

All Promotional Allocation funding requests are to be submitted to Head Office on the State Management Council – Promotional Allocation Schedule, which is available on the ASHS Website, together with supporting documents in the way of receipts / proof of payment details.

Once PA schedules are received and checked by Head Office and approved for payment based on dollars spent and eligibility, they will be passed to the Accounts Department. Payment will be made directly to the Management Council's bank account and usually occurs within a month. Management Councils will be notified by email when payment has been made.

- A base rate of \$700 will be paid to Management Councils who submit a MC Promotional Allocation Schedule with supporting documentation, proving the MC has provided support for some external events throughout the calendar year. If dollars spent on supporting external events is less than the Base Rate, the rebate back to the MC is paid out at the Base Rate only.
- MC Promotional Allocations are capped at a maximum of \$3,000, per Management Council, per annum.
- Where MCs have spent over the base rate on approved expenditure, the rebate will be dollar for dollar.
- Rebate payments from the ASHS will not exceed the capped amount.
- Promotional Allocation funding **base rate** and **capped amount** is determined by the Board and reviewed annually.
- Management Councils that cover more than one state: SEAMC & NAMC are entitled to submit a Promotional Allocation Schedule for each state under their MC. The base rate for these Management Councils is \$500 per state.

Youth Component 20%

All rebates paid to Management Councils require 20% of the total rebate to be allocated to supporting Youth.

Lodging a Promotional Allocation Schedule

Promotional Allocation Schedules must be submitted with proof of all payments being claimed to Head Office within **4 months** of the end of the calendar year. This allows for reimbursement payments to be processed within the Society's next Financial Year to come in line with ASHS audit requirements.

Late submissions will not be accepted, and rebates will not be paid on late submissions.

State Management Council Promotional Allocation Schedules for the 2024 calendar year are to be submitted by no later than: 30 April 2025

Examples of eligible support provided to external Events

Prize or monetary support of a high-profile event may include but are not limited to:

- Working Equitation Championships
- Interschools
- High profile Campdrafts
- Club, Zone or State Polocrosse Carnival
- Stockman's Challenge events
- Dressage Championships

Examples exempt from claiming for MC Promotional Allocation Rebate

The ASHS will only provide Promotional Allocation rebate based on MC spending that supports external events and meets the criteria.

- MC Donations to the ASHS National Championships or national Campdraft Championships is not claimable.
- Donations to ASHS Branch events or activities are not eligible to be claimed.
- Purchase of ribbons, trophies or prizes for Branch, Management Council or ASHS events are ineligible.

Spreading the support across disciplines helps everyone

Head Office receives requests for sponsorship weekly and from time to time will pass these requests on to Branches or Management Councils.

Branches can help to assist at local and zone level while Management Councils are encouraged to assist events in their Management Council areas and at State Level.

All requests for sponsorship that fall outside traditional ASH events are worth considering as the breed is renowned for its versatility. It is worth remembering that the more support for Members and registered Australian Stock Horses across multiple disciplines the better as this will help create a broader, more engaged, and valued community and will assist with raising the profile of the breed, our Branches and Management Councils and the Society.

Together we can build and grow.