

**2016 KENT COUNTY  
4-H FUNDRAISER  
HORSE SHOW ADVERTISING Show Date: June 12th  
Location: Delaware State Fairgrounds  
AD DEADLINE: Early Submissions May 2nd,  
Final Submissions May 26th**

Each year the Kent County 4-H Leaders Association and the Junior Council sponsor an Eastern Shore Western Horse Show. Most of the profits come from selling ads to local business and community supporters for a show booklet. **Even though the advertisements are solicited for the county horse show, the profits from the show help support many 4-H programs and activities throughout the year in Kent County.** For this reason, many businesses are willing to purchase an ad since the funds support 4-H youth in many aspects.

We would like your assistance with this project. Your role will be to ask businesses in your town and community, as well as family and friends, to purchase ad space in our booklet. Please follow these steps and procedures in soliciting these ads:

1. Dress Neatly.
2. Tell them who you are and the name of your 4-H Club.
3. Ask to speak to the owner or manager of the business.
4. Ask if the business will help support the young people in Kent County by buying an advertisement in the Kent County 4-H Horse Show program book.
5. Tell them the profits are used to support the many 4-H activities that are held throughout the year for all 4-H members in Kent County.
6. Carefully fill out the ad form, collect the money and the business card or other form of advertisement, and always remember to say "Thank You" for their support of 4-H.

**4-H members are asked to visit advertisers listed in the previous show booklet and also to visit NEW advertisers or patrons not listed. Any old or new ad may be solicited by anyone.** We challenge all 4-H members to go out and find new advertisers and patrons. Advertisements are available at the following rates:

<u>Description</u>	<u>Ad Size</u>	<u>Ad Price</u>
Full Page Ad	7 1/2" x 4 1/2"	\$ 60.00
One Half (1/2) Page Ad	3 1/2" x 4 1/2"	\$ 30.00
One Third (1/3) Page Ad	2 1/2" x 4 1/2"	\$ 20.00

If someone does not wish to take out an ad, but is willing to donate to 4-H, they could be listed as a patron for \$5, \$10, or \$15. We will accept whatever they feel is appropriate.

Advertisers may use a business card or submit whatever they would like to print. It is important that they are satisfied with what we print. Collect payment for the ad when you collect the information. The tax ID# for Kent County 4-H is 45-5577151. Some businesses might want this number for tax purposes. **Make checks payable to the Kent County 4-H Leaders Association and ads returned to:**

4-H Horse Show  
Kent County Cooperative Extension Office  
69 Transportation Circle  
Dover, DE 19901

Ads and money may be submitted to the 4-H Office, as they are collected. **YOU DO NOT NEED TO WAIT UNTIL THE AD DEADLINE TO SUBMIT YOUR ADS.** This will assist in allowing the necessary time to prepare the ads for the printer.

If you have any questions, please contact Heather Crouse (398-8846) or the Kent County 4-H Office (730-4000).

**THANKS FOR SELLING AND SUPPORTING THE KENT COUNTY 4-H PROGRAM!!**

**SPECIAL NOTES:**

**Kent County 4-H always contacts those advertisers who appear on the insider front cover, insider back cover, and outside back cover to see if they wish to renew. These ads are sold at a much higher premium rate and these advertisers are given the first option to purchase them. Therefore, 4-H members SHOULD NOT visit these advertisers or attempt to solicit these ads.**

**In addition, as the printer of the program book, Chicks, always purchases an ad in our program book and offsets the cost of the ad against our printing bill. Therefore, the ad for Chicks SHOULD NOT be solicited for an ad.**

FOR: AD IN THE KENT COUNTY 4-H HORSE SHOW PROGRAM BOOKLET

BUSINESS NAME \_\_\_\_\_

AMOUNT \_\_\_\_\_

SOLD BY \_\_\_\_\_

CLUB \_\_\_\_\_

TAX ID # 45-5577151

DATE \_\_\_\_\_

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FOR: AD IN THE KENT COUNTY 4-H HORSE SHOW PROGRAM BOOKLET

BUSINESS NAME \_\_\_\_\_

AMOUNT \_\_\_\_\_

SOLD BY \_\_\_\_\_

CLUB \_\_\_\_\_

TAX ID # 45-5577151

DATE \_\_\_\_\_

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FOR: AD IN THE KENT COUNTY 4-H HORSE SHOW PROGRAM BOOKLET

BUSINESS NAME \_\_\_\_\_

AMOUNT \_\_\_\_\_

SOLD BY \_\_\_\_\_

CLUB \_\_\_\_\_

TAX ID # 45-5577151

DATE \_\_\_\_\_

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FOR: AD IN THE KENT COUNTY 4-H HORSE SHOW PROGRAM BOOKLET

BUSINESS NAME \_\_\_\_\_

AMOUNT \_\_\_\_\_

SOLD BY \_\_\_\_\_

CLUB \_\_\_\_\_

TAX ID # 45-5577151

DATE \_\_\_\_\_

## Good Luck 4-H'ers



**The Ivory Family**  
**Matt, Stephanie & Mckenzie**



*Sam & Lisa Berry 2140 Jebb Road 697-7576*

*Complete Line of Horse Feeds*

*Straw, Shavings & Hay*

*Complete Line of Safe-Fence Supplies*

*Installation Available*

Good Luck to Everyone in the 2015 Horse Show  
from

## Kalmar Farm

*Seasonal produce for your family from ours*

### The Eliason Family

*A farming tradition for five generations*

4351 Canterbury Road  
Harrington, DE 19952  
[www.kalmarfarm.com](http://www.kalmarfarm.com)

**302-222-0386**

**302-335-5343**

Facebook Us at  
Kalmar Farm



*Good Luck  
to All!*



*Compliments of*

**Doug, Karen, Heather & Jennifer Crouse**



*Where Winners Play!*

**Harrington Raceway & Casino is the perfect destination for every kind of action!**

- Over 1800 of the Hottest Slots
- Live table games including Poker, Blackjack, Roulette and more
- Professional football betting and racing action at Murphy's Race/Sportsbook & Grill
- Great dining options including the #1 Rated Buffet, Cafe, Grab n' Go and Bonz upscale dining
- Show-stopping fun with live weekly entertainment at Bonz lounge
- Live Online Poker & Casino - play Blackjack, Roulette, Slots and Poker wherever, whenever, at harringtonraceway.com

**EXCITEMENT at every turn**  
with **LIVE Harness Racing!**  
Post Time 5:30 p.m.

**August 24 - Sept. 2**  
Monday through Wednesday  
**Sept 7 - October 22**  
Monday through Thursday

Make the most out of every visit by signing up for a **FREE Players Club card** and start earning amazing rewards instantly!



1-800-887-5687  
harringtonraceway.com

**WHERE WINNERS PLAY!**



Harrington Raceway and Casino reserves the right to cancel or change any event without notice. All games are controlled by the Delaware State Lottery. You must be 21 to play. Play responsibly. If you or someone you know has a gambling problem, call the Delaware Gambling Help Line: 1-888-850-8888.

# KENT COUNTY



**4-H**

## HORSE SHOW

Sunday, June 14, 2015

Delaware State Fairgrounds  
Harrington, Delaware