



AMERICAN SADDLEBRED BREED AMBASSADOR PROGRAM

CHARTER CLUBS

Name of Charter Club	ASHA Member #	Phone #	E-mail
Region #	Charter Club collecting data (see Charter Clubs by Region)	Signature	Date
PLEASE ATTACH DETAILS, COUNTING BY # OF INDIVIDUAL EVENTS, NOT BY THE # DAYS IN THE EVENT			
PROMOTIONAL ACTIVITY	POINTS	NUMBER OF OCCURRENCES	TOTAL
Published a list of open-breed (non-ASB) shows and got Saddlebred owners to attend	20		
Club mails out a listing of local American Saddlebred shows and events	15		
Organized members to take ASB's to an all-breed event, like an organized (named/hosted) trail ride, fox hunt, etc.	20		
As a club, took one or more Saddlebreds to an expo, public promotional event, parade, community event	25		
Club inspired a write-up in a print/on-line publication (non-equine, or equine publication not catering to ASB industry)	20		
Club advertised in a print or on-line publication (non-equine, or equine publication not catering to ASB industry)	15		
Club participated as a club in a school-, club-, troop-, or any public seminar (not listed elsewhere)	25		
OFF-SITE with an ASB	20		
ON-SITE with a Saddlebred	20		
Club members went as speakers only	15		
Had a club activity to volunteer or raise funds for ASB-featuring non-profit other than club or show (rescue, therapy, etc.)	15		
Club took an American Saddlebred to, or arranged for video exposure (earned at initial air-date)	20		
-For a national network or movie	40		
(National broadcast/news coverage of any of the listed activities does count)	30		
-For a local network or cable/internet program	20		
Club held camp open to public (count per each camp, not per days of camp)	20		
Club hosted clinic	20		
Club hosted a riding challenge	20		
Club hosted a schooling show	20		
Club hosted a full horse show with performance and academy classes	35		
Club organized a barn tour and encouraged members to invite non-ASB friends	20		
Charter Club has a website	20		
Charter Club has a Social Media page, ex: FB or Instagram	20		
Collected data for the ASHA Ambassador Program	25		
Club hosts or co-hosts a High Point Program with banquet	15		
Club sells or gives away promotional items	25		
Club publishes a color calendar available to members of the public	25		
Club mails out newsletters	10		
Club hosts Junior Judging events (count each event)	10		
Club offers college scholarships	20		
Club has scholarships other than for college. Examples might be lesson scholarship, sponsor trip for education, or pays for lesson time for scouts, 4-H, FFA, etc.	20		
Got club event listed in some form of community calendar for the general public (count by event)	10		
Club setup table at open breed show, horse event, or community event	15		
Other, please describe:			
ANNUAL TOTAL POINTS			

- The ASHA will not be responsible for errors or omissions in the collection or transmission of data.
- Verify that your nearest charter club has received your data accurately on or before December 21.