

NHSRA Announces ‘S.P.R.I.G.’- State Province Rodeo Investment Grant

¹**SPRIG** /sprig/ noun; A small part of the larger plant that is used to propagate (multiply) more plants

²**S.P.R.I.G.**/sprig/ ACRONYM; State Province Rodeo Investment Grant; an investment in the future of NHSRA (see Membership Development)

S.P.R.I.G. is a grant that is funded by the NHSRA that States and Provinces can apply for that helps cover expenses earmarked for the promotion of the NHSRA; essentially to help increase membership by increasing visibility of the organization through promotions conducted at the State and Provincial levels for both the High School and Junior High Divisions.

How it works: States and Provinces make the decision to attend any event that attracts ‘like-minded’ people related to NHSRA and our mission and values to reach potential new members. The state or province applies for **SPRIG** money to help them prepare for the event. These dollars can be used for promotional materials, brochures, travel funds, booth space rental; virtually anything it might take to make the event a successful one. Each state or province can apply for up to **\$1,000** per year to be used in this manner that can be used for one or more events throughout the year.

After the event(s), the grantee state or province will return a report back to the NHSRA in the form of a video, article, photos, wrap-up of the event within 30 days of the last day of the event (a PowerPoint or Video presentation would be ideal). Top promotional events will be shown at the following Mid-Winter Board of Directors meeting, on the NHSRA website or in other forms of NHSRA publications in an effort to share ‘Best Practices’ with the association AND to judge the state or province with the **BEST** use of promotional funds for an award at the end of the season. States or provinces who apply for and are awarded **SPRIG** grants who do **NOT** send in follow up reports will not be eligible to apply for funds the following year. Please include any supporting documentation when you do your follow up presentations including applications for the event itself or receipts for materials/expenses.

Applications for funding must be received in the office a minimum of two (2) weeks prior to the promotional event. Grant checks will be mailed to the State or Provincial secretary unless otherwise specified.

We recommend and encourage each grantee state or province to sell the **RAM / Weatherby / Bloomer** tickets at each event. The NHSRA will provide any trade show type of signage that might be needed to promote this.

For example:

Billy Bob’s Western Trade Show Booth Space	\$200
Brochures	\$75
Fuel	\$30
Lodging	\$150
Pens, Clipboards, Printing Costs	\$25
TOTAL	\$480

Leaving \$520 for another/future event(s) for the season!

¹ Merriam-Webster

² NHSRA

NHSRA S.P.R.I.G. Application Form

Applications must be received a minimum of 2 weeks prior to first promotional event.

State / Province: _____

National Director: _____

State / Provincial Secretary: _____

Dates of Promotional Event (Start and End Date): _____

Location of Event: _____

Planned promotional activities (booth rental, handing out materials, selling RAM / Weatherby /
Bloomer tickets, Rodeo Event Demonstrations, etc.):

\$ Amount Requested (max. is \$1,000 and grants can only be made 1x/year): \$ _____

Check will be sent to the State / Provincial Secretary unless otherwise specified.

If sending by mail, return this application to the National Office addressed as follows:

NHSRA
12011 Tejon Street
Suite 900
Denver, CO 80234
Attn: Melissa Wolf

If sending by fax, fax form with Cover Sheet to 303-452-0912.

To send by email, send to: melissa@nhsra.org

Event follow up materials (PowerPoint presentations, photos, articles for the Times Magazine, etc.) MUST be received in the NHSRA Office within 30 days of the last day of the promotional event. These materials may be mailed or emailed to the same address(es) as above.