

January 24, 2012

Dear 4-H Supporter,

I am contacting you on behalf of the St. Clair County 4-H Horse Leaders and would like you to consider purchasing a billboard; or if you already are a billboard owner, consider a rehang for the 2012 St. Clair County 4-H & Youth Fair. We have already begun implementing many 4-H activities and workshops for the 2012 4-H Year and this planning certainly wouldn't be complete without giving some thought to the SCC 4-H & Youth Fair that will take place July 23rd – July 26th held at Goodells County Park. It is an especially exciting year as we are gearing up to celebrate the Fair's 75th Anniversary, and we are hoping that you will choose to become a part of our celebration.

Annually, the St. Clair County 4-H & Youth Fair attracts many thousands of fair goers as a fun, budget friendly activity. If you come for only one day or the whole week there is something for everyone. The 4-H horse project, with its daily exhibits during the week, is an especially exciting draw. Billboards are hung on what is to be considered prime real-estate around the horse arenas for hundreds of daily spectators to see. We are certain that this opportunity should prove itself beneficial for both you and the youth involved in the 4-H & Youth Program. This is an incredible opportunity to advertise your business and help 4-H continue to deliver quality educational experiences for the youth of our community. We are hoping that you consider purchasing a new billboard for \$200.00 or as a returning 4-H Supporter, we "thank you," and hope that you will continue your support by purchasing a re-hang of your existing billboard for a \$50 donation. Once a billboard is purchased it is yours to keep. You can take it with you after the fair or we will store it for re-hang consideration the following year. Forms with all the details have been included with this mailing.



**St. Clair County
MSU EXTENSION**

200 Grand River Avenue
Suite 102
Port Huron, MI 48060

810.989.6935
Fax: 810.985.3557

msue.stclaircounty.org

Please feel free to contact Karyn Franz 4-H Leader, Billboard Chair Person if you have any questions regarding new billboard purchases, billboard re-hangs or other levels of support at 810-357-5866. Feel free to contact the MSU Extensions 4-H Program Coordinator with any questions regarding 4-H at 810-989-6935. Again, on behalf of the 4-H program, I thank you for your consideration.

Sincerely,

Lori Warchuck
4-H Program Coordinator
St. Clair County MSU Extension

Enclosures:
Billboard request form
Billboard re-hang form

BILLBOARD PURCHASE RECORD

This form is to be completed for every billboard sold. If you have any questions, please call Karyn Franz at (810) 357-5866 or kifranz@sbcglobal.net, 615 S. Seventh Street, St. Clair MI 48079

Billboard sold to: _____

Address Street/City/State/Zip _____

Phone # to call if there is a question about the billboard: _____

Is this a re-hang? No ____ Yes ____ page # _____ From which year? _____

- RE-hand is \$50.00
- New Hang is \$200, on a 4' x 8' white background, 1 header line, 3 lines of copy with 2 colors

Contact person: _____ Phone: _____

Business Name: _____

HEADER: _____

3 LINES OF COPY: _____

COLORS WANTED: _____

PLEASE PAPER CLIP PAYMENT AND AD TO THIS FORM

For Office Only:

CASH \$ _____ CHECK # _____ Check amount \$ _____

CHECK WRITTEN BY: _____

(Detach and give bottom portion to ad purchaser as their receipt)

The St. Clair County Horse Project appreciates your support. The Billboards are one of our fundraising efforts and your contribution allows us to support: Educational scholarships, clinics, expenses for Horse Bowl, Hippology and Horse Judging Competitions, the Warm-Up Show, senior plaques, printing Project Record Books and this booklet, and other horse educational opportunities for 4-H Participants. Your donation is tax deductible to the full extent of the law. Please contact your tax specialist. The Horse Project is part of the St. Clair County 4-H program and Michigan State University Extension which is a 501(c)3 non-profit organization.

Billboard Purchaser _____ Amount \$ _____

Sold By: _____ Date _____

Make checks payable to **"ST. CLAIR COUNTY 4-H HORSE LEADERS' ASSOCIATION"** THANK YOU FOR YOUR SUPPORT!

MICHIGAN STATE UNIVERSITY | Extension

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