



Breed Ambassador Application

(Please print)

First Name _____ Last Name _____ Birthday _____

Mailing Address _____

City, State & Zip _____

Preferred Phone# _____ check one: cell office home

Additional Phone# _____ check one: cell office home

Email _____

Who referred you to ROC the Standardbred? _____

Special skills, training, interests or hobbies that are relevant to acting as a ROC the Standardbred Ambassador:

Registered Name of Horse _____ Barn/Show Name _____

Tattoo ID _____ Adoption or Purchase Date of Horse _____

Color Choice for ROC the Standardbred branded horse and owner apparel (mark 1,2,3 as choices)

Black	_____	Purple	_____
Burgundy	_____	Red	_____
Hunter Green	_____	Royal Blue	_____
Navy	_____	Turquoise	_____
Pink	_____	Yellow	_____

Riding Disciplines (check all that apply)

Hunter

Show Jumping

Eventing

Dressage

Gaming

Reining

Western Pleasure

Endurance

Trail Riding

Barrel Racing

English Pleasure

Additional Disciplines: _____

Shows or Events you and your horse have participated in this year (please explain) _____

What are your equestrian goals for this year? (please be specific) _____

Why do you want to be a ROC the Standardbred Ambassador? (required) _____

How can you help promote ROC the Standardbred and breed ambassadorship? (required) _____

What kinds of volunteer work are you interested in doing for ROC the Standardbred? *(Check all that apply)*

☐ Attendance at Trade Shows discussing the programs and benefits of ROC the Standardbred

☐ Host an event that brings about awareness and raises money for the Breed Awareness programs

☐ Introduce others to ROC the Standardbred by building relationships with those who share your passion for the Standardbred Horses

☐ Provide evaluation assistance in scoring grant and scholarship applications to ensure that the donations we receive are awarded to the most deserving applicants

☐ Write Thank You Notes to Donors

☐ Other: _____

Please give us any further information or comments you might wish us to know about you: _____

(Signature)

(Date)

☐ I have read the ROC the Standardbred Breed Ambassador Agreement. If accepted, I understand and agree to provide ROC the Standardbred with quality photos, videos, and written updates from your shows/events throughout the year.

Please include good quality photos of you and your adopted horse from previous shows/events as well as any other creative and/or candid photos of you both. You can send them along with this application as an attachment to rocthestandardbred@gmail.com



ROC the Standardbred Breed Ambassador Agreement

I, _____, have read and agree to the terms listed in this agreement.

ROC the Standardbred agrees to provide:

1. Branded apparel for you. Please indicate your Unisex size choice: _____ (Total value starting at \$40)
2. (2) Branded saddle pads for your horse from the following, please circle your choices (Total value starting at \$30):
all purpose (your team color) - dressage (black or white) - Western saddle blanket (your team color)
3. (2) embroidered patches to affix to items you may already have and want to use (Total value \$12).
4. (1) 12" vinyl decal for your vehicle or trailer, please circle your choice (Total value \$3): black white royal blue
5. (1) branded vinyl banner for your horse to be displayed at shows/events. We have a template design and you will work with us to customize images and information. (Total value starting at \$30)
6. ROC the Standardbred brochures and a brochure holder to be displayed at shows/events. (Total value starting at \$30).
7. A branded and customized nylon halter for your horse, in your team color (Total value \$50).
8. A mini professional publicity photo shoot with you and your Standardbred, for those local to Rochester, NY (Total value \$100).
9. Estimated minimum investment per Ambassador: \$295

In return, the Ambassador agrees to:

1. Provide a positive, upbeat and encouraging demeanor while representing the group and breed.
2. Willingness to promote and educate people on the versatility of the breed.
3. Adopt our philosophy of getting along with all organizations supporting Standardbreds (teamwork makes the dream work).
4. Willingness to be publicly supportive of the racing industry in general. We cannot tolerate bashing of the industry. We may not always agree, but we need to adopt a policy of "if you don't have anything nice to say, don't say it at all."
5. Attendance at public events throughout the year utilizing the items provided by ROC the Standardbred. This can include public trail rides, hunter paces, shows, parades and/or clinics.
6. Regular (minimum monthly, more is better) updates and high-quality images/videos to be utilized on the group's social media. These should be sent via email to rocthestandardbred@gmail.com.
7. Use of dedicated, provided tags and hashtags when posting on your own social media about your Standardbred.
8. Commitment to the program for the duration of the calendar year (January 1 – December 31). Failure to do so will result in repayment of gear.
9. Participate in a TEAM COLOR t-shirt fundraiser, using a web platform dedicated to this type of sale, as a way to fundraise for the group while garnering support for you and for ROC the Standardbred!

Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Signature: _____ Date: _____

Parent/Guardian Information, If under 18:

Name: _____

Address: _____

Phone Number: _____ Email Address: _____

Signature: _____ Date: _____