

# BETA RETAIL SHOW SPONSORSHIP VOUCHERS

**BETA will sponsor vouchers up to the value of £25 to be given as prizes at shows**



## **HOW IT WORKS**

Any Retail Member of BETA may apply. Vouchers will be allocated on a regional basis. You may apply for more than one if you wish, up to a total of £100 per year, however the number allocated will depend on demand and will be issued on a first come first served basis for each region.

## **Eligible Shows**

Shows or events, either affiliated or unaffiliated.

## **Benefits to your shop**

- Free publicity for your business
- Fostering good relations with show organisers
- Local promotion

## **Vouchers**

Vouchers are provided up to a total value of £25/class and can be redeemed in any BETA retail member's shop. The maximum voucher value issued is £25 and the minimum voucher is £5. The maximum number of vouchers that could be awarded per class would therefore be 5 vouchers, each worth £5, the minimum would be one worth £25, but it is up to the retailer awarding the vouchers to decide the denomination. (for example 1 x £15, 2 x £5 or 1 x £20 and 1 x £5). In addition the recipients will receive a Certificate with your name and address on it as the sponsoring company.

## **WHAT YOU HAVE TO DO**

- Make sure the Show will accept your sponsorship before applying for a Prize Voucher. If possible agree the Class you are sponsoring. The Class should be publicised as 'Sponsored by you – BETA Vouchers to a value of £X'.
- Fill in the Application form and send it to us.
- Arrange with the Show organiser for yourself or a representative from your business to give the prize to the winner.

## **BETA's ROLE**

Once your application has been accepted we will notify you and the Show concerned. We will write to the Show to confirm your support of the Class and we will send them the Voucher and Certificate with your name on it. Also a list of BETA Retail members to give to the winner.

## **REDEEM VOUCHERS**

The Voucher is presented to the BETA Retailer of the Winners choice. The Voucher is valid for 6 months from the date of the show. Please check that the voucher valid is before redeeming as not to do so risks us declining to reimburse the voucher.

The Retailer gives goods of up to the value of the voucher including VAT. The Voucher is returned to BETA **with a supporting invoice** for reimbursement by BACS.

**BRITISH EQUESTRIAN TRADE ASSOCIATION**



**BETA Retail Show Sponsorship Vouchers  
APPLICATION FORM**

<b>BETA Retail Members Business Name</b>		
<b>Address</b>		
<b>Tel No:</b>	<b>Fax No:</b>	<b>Member No:</b>
<b>SHOW NAME</b>		
<b>Secretary's Name</b>		
<b>Secretary's Address</b>		
<b>Tel No:</b>	<b>Fax No:</b>	
<b>Date of Show</b>	<b>Name of Class to be sponsored</b>	
<b>I wish to apply for BETA Show Vouchers totalling a value of £25. They should be broken down as follows (eg 1 x £15, 2x £5)</b>		
<b>Signed:</b>		
<b>Date:</b>	<b>Name:(Print)</b>	
<b>Office Use Only</b>		
<b>Received:</b>	<b>No. Voucher/s Issued</b>	
<b>Acknowledged:</b>	<b>BACS Paid:</b>	<b>Winner:</b>

Return the form by email to [annf@beta-int.com](mailto:annf@beta-int.com) or by post to East Wing, Stockeld Park, Wetherby, LS22 4AW or by fax to 01937 582728