

ELCR/BREYER BENEFIT MODEL PROGRAM

Application Rules



SPONSORED BY:
EQUESTRIAN LAND CONSERVATION RESOURCE
and BREYER ANIMAL CREATIONS®, a division of
REEVES INTERNATIONAL, INC.



Purpose of the Program

To recognize and assist community conservationists and equestrian groups in their efforts to preserve land and open space for equestrian use by distributing funds raised by the sale of a special Breyer® Benefit Model designed and developed by Breyer Animal Creations, a division of Reeves International, Inc. ("Breyer"), which will be promoted in cooperation with the Equestrian Land Conservation Resource ("ELCR") (together, the "Sponsors").

The Program:

In order to be considered, groups or associations which meet the criteria for this program should complete the application located on the Sponsors' websites (www.elcr.org and www.BreyerHorses.com), during the application submission period of **January 1, 2010 through September 1, 2010**. The Sponsors will choose one or more applicants to receive a donation to further their efforts at land and open space preservation for equestrian use.

How to Apply:

1. Complete the application which can be found on the Sponsors' websites, at www.elcr.org and www.BreyerHorses.com, or write to ELCR to obtain an application, at the following address: Equestrian Land Conservation Resource, 4037 Iron Works Parkway, Suite 120, Lexington, KY 40511.
2. Send the completed application to: Equestrian Land Conservation Resource, 4037 Iron Works Parkway, Suite 120, Lexington, KY 40511, or fax to (859) 455-8381. Applications may also be submitted via email to director@elcr.org. No other method of submission will be accepted. **Entries must be received by midnight September 1, 2010.**

OFFICIAL RULES

1. By submitting an application, you agree to be bound by the program rules.
2. Applications may be submitted by people of all ages. However, if you are submitting an application and are under the age of 18, you must have permission from your parent or legal guardian.
3. The Sponsors of the program are Equestrian Land Conservation Resource ("ELCR") and Breyer Animal Creations, a division of Reeves International, Inc. ("Breyer").
4. The application period for this program begins **January 1, 2010**. All entries must be received by ELCR by **September 1, 2010**. The Sponsors are not responsible for lost, late, illegible, incomplete, postage due or misdirected entries. All entries must be written in English. Proof of posting or proof of submission of e-mail is not proof of entry.
5. Limit one (1) application per group or organization.
6. The program is open to all applicable equestrian land conservation groups and organizations in the United States. Employees of ELCR, Breyer and Reeves International, Inc. are not eligible to apply. Void where prohibited by law.
7. All applications become the property of ELCR and Breyer and may be used or reproduced without additional consent or compensation, and will not be acknowledged or returned. Applicant agrees that following submission of his or her entry, copyrights with respect to the application will transfer to the Sponsors.
8. Recipient(s) will be announced by January 31, 2011.
9. For a list of recipient(s), visit the Sponsors' websites after January 31, 2011 at (www.BreyerHorses.com or www.elcr.org).
10. Sponsors reserve the right to amend or withdraw the program as necessary due to circumstances beyond its control.
11. By participating, the applicant releases the Sponsors from all liabilities with respect to the program.
12. The recipient(s) will be decided by the Sponsors in their sole discretion. The decision of the Sponsors will be final and binding in all respects.
13. By submitting an application, you agree that if selected as a recipient, you and/or your organization will utilize any funds received under this program in the manner described in your original application.

EQUESTRIAN LAND CONSERVATION RESOURCE AND BREYER® BENEFIT MODEL PROGRAM



Application Form

See other side for application rules for reference

Name of Organization _____

Contact Name _____

Position _____

Address _____

Email _____

Phone _____

1. Please provide the mission statement and purpose of your organization.

2. In no more than 400 words, please explain why your organization should be considered to become a beneficiary of funds raised through the ELCR Breyer Benefit Model Program. Include how the funds would be used and who would benefit.

Please submit your application to be received no later than September 1, 2010:
Via Mail: ELCR, 4037 Iron Works Parkway , Suite 120, Lexington KY 40511 **-OR-**
Via fax: (859) 455-8381 **-OR-**
Via email: director@elcr.org