

Project description



Ecole de Légèreté

**APPEL – Association pour la Promotion de l’Ecole de Légèreté
(Association for the promotion of the School of Légèreté)**



To
**APPEL – Association pour la Promotion
de l’Ecole de Légèreté**
Antje Matthes (Treasurer)
Zwischen Zäunen 4
D – 37619 Pegestorf
Germany

Not to be filled in by applicant

Notice of receipt / project number

Not to be filled in by applicant

Approved by / on

Please fill out in block letters

1. Applicant / contact person / project manager

Title	
Name, first name	
Address	
Email address	
Country	
Membership number	

2. Title and type of project

Specify the event title (if available) and the type of event (e.g. EQUITANA / horse fair)

3. Event location, date and duration

Specify the planned event location, the concrete or expected event date and the (planned) event duration including rehearsals and possibly required set-up and take-down times

4. Summary of the planned project

Please describe the project in a comprehensible manner appealing to the general public. In case the grant is approved, this summary will be used for public relation activities and to inform the members of the association.

5. Project concept (aim and purpose)

Please list the programme of the event and the planned programme items informing about the scope, type and content of the presentation of the Ecole de Légèreté. The concept should make the project's aim and purpose clear to the Board and the members of the association. If possible, please define the project benefits (not to be understood in the material sense).

6. Number and list of participants (if applicable including horses)

Specify the (expected) number of participants and the names of the riders as well as (if possible) a list of the horses. When planning the project, please consider that only projects / events that present the Ecole de Légèreté as a whole are eligible for support. Show performances of individuals do not fulfil the aims of the association and are thus not eligible for funding.

7. Project organiser

Specify the person, institution, association or other body responsible for organising the project. The project organiser is to be determined taking into account country-specific rules and legal regulations. As a rule, participation in events and in events organised by individuals acting on their own account is at the participants' own risk. The association APPEL will not be held responsible for any property damage or physical injury.

8. Calculation of costs

The (provisional) cost calculation should enable the applicant and the Board to assess the overall financing of the proposed project. If known, the expenses should be compared to the potential revenues (e.g. from sponsorships). In case a budget is requested for the proposed project, the required budget amount should be indicated (see Grant Policies Item 5.3).

9. Sponsorships and other external funding sources

Participation in horse fairs or larger events is expensive and can thus not be realised without the support of sponsors. Applicants should thus actively search for sponsors and cooperating institutions. These should not contradict the principles of the Ecole de Légèreté. Please list any sponsors and other funding sources here.

10. Marketing strategy / press and public relations activities

Describe the advertising and marketing strategy as well as individual advertising activities (if need be, involving the Board and existing platforms of the association)

11. Remarks

Remarks or further information, if desired

Place, date

Signature