

EBRA Breed Ambassador Program Rules

1. The Breed Ambassador program is open to paid members of the European Brabant Registry of America (EBRA)
2. All horses exhibited at events in order to earn Breed Ambassador points must be registered with the EBRA. Appendix Record, European Brabant Stock, and European Brabant horses can all be used.
3. Participants can enroll in the Breed Ambassador program by completing the online entry form. *****Special for 2025- there is no charge to participate in the Breed Ambassador program***** The program runs Jan 1-Dec 31 annually.
4. At time of entry, all participants will receive coupon that can be redeemed on the EBRA website for t-shirt to wear to events as you promote the breed and the registry
5. Participants can earn points in different divisions towards year-end high point awards
 - a. Horse Division: Points are earned for taking an EBRA registered horse (Appendix, Brabant Stock, or European Brabant) to events such as shows, expos clinics, playdays, organized trail rides, parades, plow days, etc. The sky is the limit- anywhere you can expose your horse to other horse lovers and show how great they are is a win for the breed!
 - b. Non-Horse Division: Points are earned for promoting the EBRA and European Brabant horses through educational talks, presentations, manning the EBRA breed booth and other events that can be done without taking a horse to the event
 - c. Social Media Division: Points are earned for sharing your European Brabant horse(s) and the EBRA on social media! Simply post about the breed or what you're up to with your horse and add #EBRAambassador2025 to your post.
 - d. At the discretion of the Breed Ambassador Committee, prizes may be offered for additional divisions such as Official Shows, Fun Events, Youth, etc
6. After attending an event, Participants are responsible for completing the online Event Report form in order to have their points recorded. All Event Report forms must be received by December 31 in order to be counted toward the high point awards. Participants are also strongly encouraged to share photos from the event on the EBRA Member Facebook group.
7. Points will be awarded as follows:
 - a. Social Media: 1 point for each unique post [Note that posts in private groups may not be searchable so be sure to share on your primary public page or the EBRA Members page as well to receive credit]
 - b. Local Events: 3 points (ex county fair, fun show, boarding barn clinic/event, parade, obstacle playday, 4-H presentation)
 - c. State Events: 6 points (ex state fair, regional show/clinic, State Equine Council presentation)
 - d. Multi-State/National Events: 10 points (ex Equine Affaire, The National Drive, Regional or National shows/expos)
 - e. Final determination for an event classification and the points assigned falls to the Breed Ambassador Committee

8. All Event Report forms received by December 31 will be counted and points will be assigned and tallied by the Breed Ambassador Committee. High point awards for each division will be available in January and will be announced on social media as well as in the EBRA newsletter.