



The American Driving Society, Inc.

Breed/Discipline Partnership Agreement

In the spirit of promoting the _____ and the discipline of Carriage Driving, the _____ and The American Driving Society, Inc. agree to do the following:

Provide Links on Web sites: Each organization will provide the other with a website link. The link and or graphic should be placed in an area of prominence and should depict the special relationship shared between the two organizations.

Exchange Photos: Each organization will provide the other with photographs or other media of their respective breed/discipline and their owners participating in the sport of Carriage Driving. Photos and or videos will have full rights to be printed in the organization's magazines and or posted to Web sites.

Exchange Print Advertisements: The organizations will provide a reciprocal number of ads at no cost to each other for placement in their membership magazines. Ad size, type and frequency will be determined based on a fair and equal exchange.

Co-brand Marketing/Educational Materials: Each organization will keep in mind opportunities that might arise, where co-branding of marketing/educational materials would be beneficial to both organizations.

Invite Partnership Organization to Membership Meetings: Each organization will extend invitations and whenever possible waive any fees, to enable both organizations to present their programs at each other's meetings or other significant events.

Promote Breed/Driving Programs: Partner organizations will actively promote each other's programs to their respective members through their staff, and communication tools.

Provide Promotion Materials for Trade Shows: Both organizations will be invited to provide their promotional materials at each other's annual meeting or other significant member gatherings for distribution to their members.

Offer Complimentary Memberships: Each organization will provide the other with a single complimentary membership, so that each organization can receive each other's publications, press releases and other news items.

Exchange News Items: Each organization will provide the other with appropriate articles that highlight the activities or achievements of its members.

Mailing Lists: Partner organizations will help to disseminate each other's information, press releases and announcements, whenever valid. There is no obligation to do so and any costs incurred by the disseminating organization can be negotiated as a charge back to the other organization.

The American Driving Society, Inc.: _____ Date: _____

Partner Organization: _____ Date: _____