

Policy for Offering 4-H Classes at Open Horse Shows

Any sponsor, donor, organization, individual, or group wishing to cooperate with the 4-H Youth Development program in sponsoring an award or contest must apply for authorization to use the 4-H Name and Emblem from the appropriate authority at the national, state or local level. This includes any organization or group offering 4-H classes at their show. Permission to use the 4-H Name and Emblem must be given prior to issuing any publicity or promotional materials related to the award or contest. The sponsoring organization must request permission from the local 4-H Educator. A list of educators can be found on the Massachusetts 4-H website at <http://mass4h.org/contact/office.html> Materials and promotions related to the contests must include the following non-endorsement statement – “4-H classes are offered at this show as a courtesy to 4-H members and no endorsement of this show by 4-H is implied or intended”.

In establishing or renewing a donor involved 4-H contest or award, there must be a written agreement developed between the State or local Extension Service or State 4-H Office and the donor or sponsor as to the:

- Type of contest/award
- Purpose of the contest/award
- Criteria on which the contest/award will be given rules and regulations under which a contest or awards program shall be conducted.

Massachusetts 4-H Horse Show Rulebook

The Massachusetts 4-H Horse Show Rulebook must be used when organizing, running, and placing 4-H classes at a horse show. The rulebook can be found online at http://www.mass4h.org/programs/animal_science/horses.html

4-H Name and Emblem Regulations

The 4-H name and emblem must be used in conjunction with federal law, regulations, and USDA policies.

The 4-H Name and Emblem are protected under federal statute Title 18, U.S. Code 707. This provides the 4-H Name and Emblem with the level of protection afforded other Federal marks, such as the Seal of the President of the United States.

In all private and commercial use of the 4-H Emblem, the statement “18 USC 707” **must** legibly appear either to the right of the base of the stem or below the lower right leaf of the clover. In use internal to the Cooperative Extension System (all 4-H Youth Development programs and clubs duly given authorization to use the 4-H Name & Emblem) use of the statement is at the discretion of the State 4-H Program Leader, or for those uses that are multi-state, regional, or national in scope, at the discretion of National 4-H Headquarters.

The 4-H Name & Emblem may be used in conjunction with the names, emblems, and word marks of other organizations and programs when 4-H is a partner, co-author, sponsor, or supporter or in some other official relationship. When feasible, the nature of the relationship among the organizations or programs should be clearly defined (e.g., in partnership with, sponsored by, etc.), and the 4-H Emblem should be given prominence consistent with its role in the relationship. The 4-H Emblem should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Emblem.

The 4-H Emblem should always appear in its entirety - meaning it should always appear as a whole and complete image - the image recognized by millions of people. This means: don't remove any leaves. If you are using a clover image that has an "H" on each leaf, the leaves cannot be removed or have another image superimposed over the top of one of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you shouldn't "cut off" a leaf by running it off the edge of the paper in print media or other designs. Don't place text or other images over or on top of the 4-H Emblem. The 4-H Emblem should not appear screened under words or graphics. No photo, drawing, symbol, word or other figure or object may be placed on or obscure the 4-H Emblem. This includes on web pages, where it should not appear as a "watermark" behind other information.

March 18, 2009