

**PROFESSIONAL'S CHOICE – NHSRA or NHSRA-JH**  
**SMB Elite™ Equine ATHLETE OF THE MONTH APPLICATION**

When completing this application, please type or print using black or blue ink. Entries must be received by **May 1, 2017** to be eligible. Incomplete or illegible entries will not be considered. You must be an active member of NHSRA or NHSRA JH in good standing to be eligible for this award. **Your horse does not have to be registered to be considered for this award.** Mail your application, essay, and picture of your horse to: Professional's Choice SMB Elite™ Equine Athlete of the Month, c/o NHSRA or NHSRA JH, 12011 Tejon Street, Suite 900, Denver, CO 80234.



**Please circle the logo that matches your Division**

(Blank Spaces will result in points being taken away)

NAME \_\_\_\_\_ DATE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (\_\_\_\_) \_\_\_\_\_ EMAIL \_\_\_\_\_

AGE \_\_\_\_\_ GRADE \_\_\_\_\_

HORSE'S NAME AND/OR NICKNAME \_\_\_\_\_

HORSE'S AGE \_\_\_\_\_ HORSE'S BREED \_\_\_\_\_

EVENTS YOUR HORSE WORKS \_\_\_\_\_

HOW LONG HAVE YOU OWNED THE HORSE? \_\_\_\_\_

AWARDS OR ACCOMPLISHMENTS THIS HORSE HAS ACHIEVED OR HELPED YOU  
ACHIEVE \_\_\_\_\_

\_\_\_\_\_

LIST ANY "VOLUNTEER" ACTIVITIES THIS HORSE IS INVOLVED IN (e.g., Parades, Special Kids' Rodeos, Therapeutic Riding, etc...) \_\_\_\_\_

SPECIAL TALENTS, "TRICKS" OR TRAITS YOUR HORSE IS KNOWN FOR  
\_\_\_\_\_

DESCRIBE ONE PERSONALITY TRAIT YOU AND YOUR HORSE SHARE AND GIVE AN  
EXAMPLE OF WHY YOU FEEL THAT WAY \_\_\_\_\_

**Essay Question: TELL US WHY YOUR HORSE SHOULD BE SELECTED AS THE PROFESSIONAL'S CHOICE SMB ELITE™ EQUINE ATHLETE OF THE MONTH (150 words or less) Please attach a separate document for your essay.**

Dear NHSRA or NHSRA-Junior High Division Member,

Professional's Choice hit the road running with their new NHSRA sponsorship program in the spring of 2001 and the pace hasn't slowed. In addition to supporting the annual NHSFR and NJHFR scholarship fund and providing over \$20,000 in prizes for 2016 NHSFR and NJHFR contestants, Professional's Choice has stepped up the pace by once again featuring an exciting program called the Professional's Choice-SMB Elite™ Equine Athlete of the Month awards designed to recognize exemplary NHSRA and NHSRA-Junior High Division equines who are champions in and out of the arena.

Featuring the Professional's Choice scientifically tested Professional's Choice SMB Elite™ Value Four Pack system, boy's and girl's Elite™ Equine Athlete of the Month winners will be selected based on performance, awards, and other general related characteristics and traits. In addition, each applicant will be required to write a short 150 word or fewer essays on the question **“Why should your equine athlete be selected as the Professional's Choice SMB Elite™ Equine Athlete of the Month?”** To be considered, the applicant must be a current NHSRA or NHSRA-Junior High Division member in good standing and the application must include:

1. All requested materials and the application must be legible.
2. A computer generated essay (150 words or less) related to the above question.
3. Picture and photo release (if applicable). **IMPORTANT: The picture cannot be returned. PHOTO RELEASE IS ONLY REQUIRED IF YOU DO NOT OWN THE PHOTO OR RIGHTS TO THE PHOTO.**
4. Only applications received between September 1, 2016 and May 1, 2017 will be considered.

Monthly boy's and girl's winners will receive an SMB Elite™ Value Pack and will be featured in the NHSRA Times and on the NHSRA and NHSRA-Junior High Division's official website at <http://nhsra.org>. From the monthly winners both a boy's and girl's national winner will be selected and awarded \$1,000 scholarships each at the National High School Finals or National Junior High Finals Rodeo. Once you have submitted an application it is not necessary to re-submit a new application. All applications received to date will be considered monthly. However, you can resubmit a new application if situations have occurred that will strengthen your original application.

Remember, the quicker your application is received, the greater the number of monthly chances you will have to be chosen. If you have any questions concerning the new Professional's Choice-NHSRA or NHSRA-JH SMB Elite™ Equine Athlete of the Month program, call the NHSRA office at 800-466-4772 or visit the NHSRA or NHSRA-Junior High Division website. Best of luck with the 2016-2017 rodeo season and we look forward to seeing your application soon.

Sincerely,  
Lisa Lowry, Sponsorship Director

**LIMITED LICENSE FOR USE OF CERTAIN PHOTOS (ONLY  
REQUIRED IF PHOTO WAS TAKEN BY PROFESSIONAL AND THE RIGHTS  
BELONG TO THAT PHOTOGRAPHER)**

This agreement is made between \_\_\_\_\_  
(Hereinafter referred to as "Photographer") and Professional's Choice Sports Medicine Products, Inc.  
This Agreement is made with reference to the following facts:

- A. That Photographer, an independent contractor, has prepared some photographs.
- B. That the Photographs may be described and identified as follows:  
Subject(s) of Photographs:

\_\_\_\_\_  
\_\_\_\_\_  
Date(s) on which Photographer shot Photographs:

- C. That Professional's Choice Sports Medicine Products, Inc. being engaged in the business of producing advertising materials and publications for use by itself and clients, wishes to employ the Photographs in the creation of certain of those advertising materials or publications.
1. That Professional's Choice will pay to the Photographer the sum of \_\_\_\_\_ Dollars (\$), which amount it is agreed will constitute Photographer's entire fee and only payment for the grant of rights made by Photographer herein.
2. That the Photographer hereby assigns to Professional's Choice the unrestricted and unlimited right to use each and every Photograph described above for use in print promotions created between \_\_\_\_\_ and \_\_\_\_\_.
3. That Professional's Choice shall have the right to crop, edit, alter or otherwise modify the Photographs to the extent that it, sole discretion, deems necessary to confirm them to the style, design or physical dimensions for the advertising materials or publications in which they are incorporated or suit them to such other use(s) as Professional's Choice may choose to make them
4. That Photographer warrants that he or she is the owner of copyright of the Photographs and possess full right and authority to the rights herein granted. Photographer further warrants that the Photographs do not infringe the copyrights in any other works soever, and do not invade any privacy, publicity, trademark, or other rights of any other person; however, such warranty by Photographer shall not related to or include any specific direct contribution(s) to the creation of the Photograph made by any employee or agent of Professional's Choice. Photographer agrees to indemnify and hold Professional's Choice harmless in any litigation or other direction in which a third party challenges any of the warranties made by Photographer in the Paragraph; and
5. That this Agreement shall be governed by the laws of the State of California applicable to contracts made and to be perfected therein and, shall be construed according to the Copyright Law of the United States of America; and
6. That this Agreement shall ensure to the benefit of and bind the parties and their respective heirs, representatives, successor assigns.

In witness whereof Professional's Choice and Photographer have executed this Agreement as of the \_\_\_\_  
Day of \_\_\_\_\_, 2016-2017.

_____ (Signature of Photographer)	Professional's Choice Sports Medicine Products
_____ Address	2025 Gillespie Way, Suite 106
_____	El Cajon, CA 92020
_____	By: _____