I. Purpose: To promote the awareness, use and breeding of the Connemara pony.

II. Objective:
The society will encourage the national and regional stores to make available educational materials and merchandise in order to promote the Connemara pony.

III. Definitions:
   a. ACPS National Store: Will make available clothing, educational and promotional materials.
   b. ACPS Book Store: Will maintain an inventory of books related to the Connemara pony that are not readily available from local resources.
   c. ACPS Regional Stores: Will create and maintain an inventory of appropriate Connemara related merchandise for the pleasure of the membership.

IV. Use of the ACPS Logo:
Please refer to the ACPS Logo Policy and Procedure.

V. Accountability:
   a. Use of the copyrighted ACPS Logo is encouraged under the ACPS Logo Policy and Procedure.
   b. ACPS Regional Stores’ financial reports will be submitted, along with the report of the Region Chair to the ACPS Treasurer in December of each year.
   c. The ACPS National Store and Book Store will submit a financial and inventory report to the Board of Governors twice yearly.

VI. Promotion:
   a. Sales of both the regional and national store merchandise will be promoted through the ACPS website.
   b. ACPS magazine will provide advertisement of the national merchandise.
## Revision History

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<th>Author</th>
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<tr>
<td>10-08</td>
<td>Review</td>
<td>Chris Knox</td>
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