



Canadian Barrel Racing

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9610 Armstrong Road
Chilliwack, BC V2P 6H4

July 14, 2011

To Whom It May Concern:

I would like to take this opportunity to invite you to review the possibility of sponsoring our organization for our 2010/2011 season. Our season runs from September 1st to August 31st each year, with our finals held September 30th, 2011 – October 2nd, 2011.

Barrel racing is a speed horse event in which a horse and rider attempt to complete a clover-leaf pattern around preset barrels in the fastest time. Though both boys and girls compete at the youth level and men compete in some amateur venues, in collegiate and professional ranks, it is primarily an event for women. It combines the horse's athletic ability and the horsemanship skills of a rider in order to safely and successfully maneuver a horse through a clover leaf pattern around three barrels (typically three fifty-five gallon metal or plastic drums) placed in a triangle in the center of an arena.

In timed rodeo events, the purpose is to make a run as fast as possible, while the time is being clocked either by an electronic eye, (a device using a laser system to record times), or by an arena attendant or judge who manually takes the time using a keen eye and a flag to let a clocker know when to hit the timer stop; though this last method is more commonly seen in local and non-professional events.

The timer begins when horse and rider cross the start line, and ends when the barrel pattern has been successfully executed and horse and rider cross the finish line. The rider's time depends on several factors, most commonly the horse's physical and mental condition, the rider's horsemanship abilities, and the type of ground or footing (the quality, depth, content, etc. of the sand or dirt in the arena). [Source: Wikipedia - http://en.wikipedia.org/wiki/Barrel_racing]

Our organization sanctions races across British Columbia, as well as Washington, Oregon, and Arizona States, with hopes to sanction races in Alberta in the near future. Our 2 largest races each season are in the spring – Groovin' in the 'wack (2011) – and our Finals, which are held in the fall. At each of these races we expect to see over 750 runs. These 2 races will be held in Chilliwack, BC and will draw competitors from across Western Canada and North Western USA. As these are multi-day events, the competitors and their families will be spending several days in Chilliwack and will have ample opportunity to visit the shops in the area.

We hosted several successful events of this size over the past 18 years and expect over 750 entries over the 3 days of each event. This is the third year we are going to webcast the events live on our website. We anticipate a viewership of 2000 or more, based on similar events.

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Weekend awards will be given to competitors who have consistent times over the event. At our finals, we will be handing out our year end awards for competitors who have accumulated the most points over the season.

Information regarding our races can be found on our website
www.CanadianBarrelRacing.com

If you would like more information on sponsoring this event, please contact the undersigned.

Thank you for your time and consideration.

Tanya Thompson
Sponsorship Coordinator
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\$250 – BRONZE CORPORATE SPONSOR

In return for your sponsorship you will receive the following:

- Ad space on our homepage linking back to your website throughout the season
- P.A. announcement during non open class events
- Invitation to join us for the awards presentation
- Mention in show program on sponsors page†

\$500 – SILVER CORPORATE SPONSOR

In return for your sponsorship you will receive the following:

- Everything from above
- P.A. announcement during Sunday open class race
- Your banner(supplied by you) displayed on the arena fence
- Business card size ad in the show program†
- Opportunity to set up a display or vendor booth

\$1000 – SADDLE SPONSOR

In return for your sponsorship you will receive the following:

- Everything from above
- Your company name and logo engraved on the trophy saddle (saddle sponsor only)

\$1000 – GOLD CORPORATE SPONSOR

In return for your sponsorship you will receive the following:

- Everything from above
- P.A. announcement during entire event
- Half page ad in the show program†
- Full page ad displayed on show office window near race results
- Race of your choice “Sponsored by” your business
- Ad to be incorporated into webcast (up to 15 seconds long)*

\$3000 – PLATINUM CORPORATE SPONSOR

In return for your sponsorship you will receive the following:

- Everything from above
- All open races “Sponsored by” your business
- Race of your choice named after your business
- Inside front cover and back of show program IN COLOR!
- Poster size ad displayed on show office window next to race results
- Interview with announcer (to be webcast and over the P.A.)
- Webcast “Brought to you by” your business
- Ad to be incorporated into webcast (up to 90 seconds long)*

PRODUCT SPONSOR

We will be awarding prizes to 10th place in each division as well as to 10th place for yearend high point. If you would like to support this event by donating products for our awards, you will receive the same opportunities as above according to the value of the product.

Canadian Barrel Racing

NAME: _____

NAME OF BUSINESS: _____

ADDRESS:

TELEPHONE # _____

YOUR CONTRIBUTION: \$ _____

YOUR WEBSITE ADDRESS: http:// _____

A NOTE REGARDING YOUR BUSINESS FOR OUR ANNOUNCER:

Vendor Space Requested: **NO** **YES** (how much?) _____ sq.ft.

I have a booth

I need a booth[‡]

Please be sure to email your company logo to sponsors@canadianbarrelracing.com.

Thank you

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