



**Kekeyow Cowboys Rodeo Association
2017 Letter of Commitment**

**Major Corporate Partner
\$7000.00 and Up Investment**

Name of Sponsor: _____

Contact Information: _____

The Major Corporate Partner package gives your business an opportunity to become a valued partner for all KCRA sanctioned rodeos for the 2017 rodeo season. These rodeos go occur during summer months from beginning of June through to mid-September. Our sold out three day rodeo finals is typically held the 3rd weekend of September at Prairieland Exhibition Park in Saskatoon.

With this package we will work with you to build a package that meets the objectives of the KCRA and your advertising needs. Some of the advertising you can expect are listed below.

Guaranteed Coverage:

- Professional banner displayed and flag flown at each KCRA rodeo and the Gold Buckle Finals. Banner and flag to be provided by sponsor.
- Sponsorship logo on front of all association coats. These coats are marketed throughout the rodeo season with delivery to Finalists and Members to be worn at the finals and from then on.
- Full page ad space with product/service information in the finals program.
- Live action opportunity to pull a bull rope for a contestant at the finals.
- Detailed announcement spots at all finals performances.
- Two complimentary tickets to each of the three Gold Buckles Finals performances.

Sponsor Advertisement Requests:

Amount of your committed investment: \$ _____

Signature of Major Corporate Partner: _____ Date: _____



**Kekeyow Cowboys Rodeo Association
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**Gold Buckle Finals Rodeo Performance Advertising Partnership
\$4000.00 Investment
3 Packages Available**

Name of Sponsor: _____

Contact Information: _____

With this exciting opportunity, your company will have a performance named after you. The options are Friday evening, Saturday evening, & Sunday afternoon. There is also an opportunity to show support for our dedicated cause for each performance as follows:

Friday Performance
“Not All Injuries Are Visible”
Mental Health Awareness

Saturday Performance
“Tough Enough to Wear Pink”
Breast Cancer Awareness

Sunday Performance
“Sweet Enough”
Diabetes Awareness

For your investment:

- Company name on all advertising items, including program cover as performance sponsor.
- Grand Entry introduction as the proud sponsor of your performance.
- Opportunity to have a support statement read for the cause of the performance.
- Professional banner displayed and flag flown after each event (banner to be provided by sponsor).
- Sponsorship logo on sleeve of all 2017 association coats.
- Company/business name displayed on the KCRA website with links to website.
- Two complimentary tickets to each of the three Gold Buckles Finals performances.

Amount of your committed investment: \$ _____

Signature of Major Corporate Partner: _____ Date: _____



**Kekeyow Cowboys Rodeo Association
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**Personnel Apparel/Barrel Covers/Leader Board Business
Advertising Partnership
\$3000.00 Investment**

With this package, your brand has the opportunity of being in the rodeo arena all season. Our judges, pick up men and bull fighters spend countless hours in the arena supporting our cowboys and cowgirls. The barrel covers are on view throughout each rodeo performance, and our leaderboard is referred to regularly. This is a steal of a deal for prospective investors.

Name of Sponsor: _____

Contact Information: _____

For your investment:

- Choice of **one** of the following(*please select your preference*):

- ___ Judges Vests
- ___ Pick Up Men
- ___ Bull Fighters
- ___ Barrel Covers
- ___ Leader Board

- Personalized logo being worn by/on your above choice during the regular rodeo season and continued recognition during the Gold Buckle Finals.
- Sponsorship logo on lower back of all association coats.
- Sponsor name listed on the sponsorship page in the official finals program.
- Detailed announcement spots at all performances.
- Company/business name displayed on KCRA website with links.
- Four complimentary tickets to the Gold Buckle Finals.

Amount of your committed investment: \$ _____

Signature of Major Corporate Partner: _____ Date: _____



**Kekeyow Cowboys Rodeo Association
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Saddle Sponsor Advertising Partnership

**4 Saddle Packages Available
\$1500.00 - \$3000.00 Investment**

With this opportunity, our sponsors have the choice of sponsoring a half of a saddle (\$1500.00 investment) or, a full saddle (\$3000.00 investment). The saddles are dedicated to Senior High Point Champion & Junior High Point Season Leaders and Senior High Point & Junior High Point Gold Buckle Finals Champions.

Name of Sponsor: _____

Contact Information: _____

For your investment:

(Please initial beside choice of investment and indicate your preferred category of Year End Jr High Point, Year End Senior High Point, Finals Junior High Point, or Finals Senior High Point)

Half a Saddle

- Sponsor name stamped on one side of saddle.
- Sponsor name listed on the sponsorship page in the Gold Buckles Finals program.
- 4X4 banner displayed at Gold Buckles Finals, to be provided by sponsor.
- Company/business name displayed on KCRA website.
- Two Complimentary tickets to the Gold Buckles Finals.

Full Saddle

- Sponsor name stamped on one side of saddle.
- Sponsor recognition with presentation opportunity at Gold Buckle Finals.
- Sponsor name listed on the sponsorship page in the Gold Buckles Finals program.
- 4X4 banner displayed at Gold Buckles Finals, to be provided by sponsor.
- Company/business name displayed on KCRA website.
- Two Complimentary tickets to the Gold Buckles Finals.

Amount of your committed investment: \$ _____

Signature of Major Corporate Partner: _____ Date: _____



**Kekeyow Cowboys Rodeo Association
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**Best Buy Gold Buckle Finals Advertising Partnership
Finals Contestants Back Numbers or Announcer
\$2000.00 Investment**

Name of Sponsor: _____

Contact Information: _____

This investment allows your name to be visible throughout the entire Gold Buckles Finals. Every Finalist is provided a back number and will be wearing the numbers throughout the event. This exposure continues into the stalling area, and trailer parking as contestants spend their time outside of the arena in these areas.

For your investment:

- 4x4 Professional banner displayed during the Gold Buckle Finals, to be provided by sponsor.
- Sponsor name listed on the back numbers of all Gold Buckle Finals contestants.
- Short announcement spots at all 3 Gold Buckle Finals performances.
- Sponsor name listed on the sponsorship package in the official Gold Buckle Finals program.
- Company/business name displayed on KCRA website.
- Two complimentary tickets to the Gold Buckles Finals.

Amount of your committed investment: \$_____

Signature of Major Corporate Partner: _____ Date: _____



**Kekeyow Cowboys Rodeo Association
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**Premium Gold Buckle Finals Advertising Partnership
Chute/Timed Event Gates OR Pick Up Men/Bullfighters Finals Buckles
\$1000.00 Investment**

Name of Sponsor: _____

Contact Information: _____

Our Pick-Up Men and Bullfighters are integral to the success of the contestants and livestock. They help to keep everyone safe and in many cases, put their life on the line for all of our rough stock event athletes.

In order to be part of our finals, these men and women are voted on by the contestants and earn their spots at the Gold Buckle Finals. The chutes and timed events gates are visible and often the center of attention as the cowboys and cowgirls prepare to compete. This package allows our sponsors an elite opportunity to be present in the arena throughout the Gold Buckle Finals.

Please select and initial your primary blanket sponsorship choice:

Option	Sponsor
1. Chute	
2. Timed Event Gate	
3. Pick Up Men	
4. Bullfighters	

For your investment:

- 4x4 Professional banner displayed in the arena during Gold Buckle Finals, to be provided by sponsor.
- Short announcement spots at all performances of finals.
- Sponsor name listed on the sponsorship page in the official finals program.
- Company/business name displayed on KCRA website.
- Two complimentary tickets to the Gold Buckle Finals.

Amount of your committed investment: \$ _____

Signature of Major Corporate Partner: _____ Date: _____



**Kekeyow Cowboys Rodeo Association
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**Gold Buckle Finals Event Sponsorship
16 Year End Buckles & 16 Finals Champions
\$500 Investment**

Name of Sponsor: _____

Contact Information: _____

The KCRA has 16 events at each rodeo and trophy buckles are a part of cowboy attire and is highly regarded within the western culture. Contestants wear these proudly day in and day out. With this package, you can be guaranteed your brand will be noticed for years to come. All buckles are presented to the champions at the Gold Buckle Finals with sponsorship recognition.

For Your Investment:

- Gold Buckle Finals or KCRA Year-End award buckle sponsor of your chosen event.
- Buckle presentation opportunity at Gold Buckle Finals.
- Announcement spot at all performances.
- Name recognition in the official Gold Buckle Finals program listed by your sponsored event.
- Company/business name displayed on KCRA website.
- Two Complimentary tickets to the Gold Buckle Finals.

Available events on attached page.

Amount of your committed investment: \$ _____

Signature of Major Corporate Partner: _____ Date: _____



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Gold Buckles Finals Event Sponsorship

Please select and initial your primary event sponsorship choice:

Senior Events	Year End Champion	Finals Champion
1. Bareback Riding		
2. Tie Down Roping		
3. Saddle Bronc Riding		
4. Steer Wrestling		
5. Ladies Breakaway Roping		
6. Team Roping (Header End)		
7. Team Roping (Heeler End)		
8. Ladies Barrel Racing		
9. Bull Riding		

Junior Events	Year End Champion	Finals Champion
1. Steer Riding		
2. Breakaway Roping		
3. Team Roping		
4. Barrel Racing		

Pee Wee Events	Year End Champion	Finals Champion
1. Steer Riding		
2. Team Roping		
3. Barrel Racing		



**Kekeyow Cowboys Rodeo Association
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**Horse of the Year Advertising Partnership
12 Horse of the Year Blanket Packages
\$250 Investment**

Name of Sponsor: _____
 Contact Information: _____

By investing in this package, your brand will be displayed every time that horse wears the blanket. This will continue on beyond regular rodeo seasons as the blankets are used during all seasons. This prestigious award is recognized in all areas of western life as it demonstrates the skill and ability of the horse is recognizes with honours from our fellow contestants.

For Your Investment:

- Your company/business embroidered on one blanket.
- Blanket sponsor recognition with presentation opportunity.
- Short announcement spot at finals.
- Honorable mention in the Gold Buckles Finals program.
- Company/business name displayed on KCRA website.
- Two Complimentary tickets to the Gold Buckle Finals.

Please select and initial your primary blanket sponsorship choice:

Event	Sponsor
5. Ladies Barrel Racing	
6. Junior Girls Barrel Racing	
7. Pee Wee Barrel Racing	
8. Ladies Breakaway Roping	
9. Junior Breakaway Roping	
10. Tie Down Roping	
11. Hazing	
12. Steer Wrestling	
13. Team Roping (Heading)	
14. Team Roping (Heeler)	
15. Junior Team Roping	
16. Pee Wee Team Roping	

Amount of your committed investment: \$ _____
 Signature of Major Corporate Partner: _____ Date: _____



Kekeyow Cowboys Rodeo Association 2017 Letter of Commitment

Cowboy & Cowgirl of The Year Advertising Partnership **\$300.00 Investment – 2 Packages Available**

Name of Sponsor: _____

Contact Information: _____

Each year, members of the KCRA take a moment to show appreciation and respect for those who demonstrate positive leadership, sportsmanship, contributions to the KCRA, and co-operation with the KCRA stock contractors and rodeo judges. This person is held in high regard amongst their peers and is nominated because of that recognition.

As a sponsor of this/these buckles you brand will have the opportunity to be part of our highest of honours. This is one of the most talked about and revered awards within our association, and with that there is a mutual awareness amongst all members as to who provided the buckle(s) for this award.

For Your Investment:

- Your company/business engraved on the buckle of your choosing.
- Buckle sponsor recognition with presentation opportunity.
- Short announcement spot at finals.
- Honorable mention in the Gold Buckles Finals program.
- Company/business name displayed on KCRA website.
- Two Complimentary tickets to the Gold Buckle Finals.

Please indicate which buckle(s) you would like to invest in:

2017 Cowgirl of the Year: _____

2017 Cowboy of the Year: _____

Amount of your committed investment: \$ _____

Signature of Major Corporate Partner: _____ Date: _____