



Reining Alberta

RR #1

Ponoka, Alberta T4J 1R1

Phone / Fax (780) 372 – 2183 (Beryl Jarrett)

www.reiningalberta.net

Re: Sponsorship of Reining Alberta

Established in 1993 Reining Alberta is a not-for-profit organization (Non Profit Society #506897065) dedicated to promoting, developing and enhancing the sport of reining in Alberta.

Reining Alberta currently has a local membership of over 500 individuals, families and youths throughout Alberta. We service this growing group of committed horse people by producing 14 circuit shows, 8 clinics and 3 major shows each year. Our premier Spring Classic, Summer Classic, & Fall Classic shows are expected to attract in excess of 250 competitors and on average 350 spectators, paying out in excess of \$95,000.00. This schedule provides you with an ongoing opportunity to promote your products and services, through signage, prizes, and booth opportunities.

Reining Alberta is also involved in promoting the sport through the initiation and management of a major breeding program. In 2009, the Reining Alberta Sire Incentive Program had 28 prominent stallions subscribed throughout Alberta. This program is growing and has successfully attracted an increasing number of entries each year. This program presents an opportunity for forward thinking sponsors to attach their name to a promising, growing program.

We also provide an opportunity for your sponsorship to support youth activities. Our Youth Development Program is an exciting sponsorship opportunity. Youth members receive points by volunteering and participating at Reining Events. For every 100 points earned, the youth earns \$100.00 in funding for education. In 2009, 3 youth riders earned their 100 points in this program and have a start in paying for their own extended education.

The support of our sponsors is crucial to the continuing growth of Reining Alberta. We will endeavor to make this relationship beneficial to all parties involved. Please contact us to discuss how you can participate in this growing program.

***Summary of
Reining Alberta Sanctioned Events***

Reining Alberta Classic Shows

The Spring Classic June 10-13, 2010 at Westerner Park in Red Deer

- Excellent location to showcase your business
- 250 competitors & 350+ spectators
- 33 classes over three days
- Over \$26,000 in added money

The Summer Classic July 2-4, 2010 at Westerner Park in Red Deer

- Touch base again here with new clients made at the Spring Classic
- 150+ competitors & 350+ spectators
- 24 classes over 2 days
- \$10,000 in added money

The Fall Classic September 10-12, 2010 in Olds

- Excellent new location to showcase your business
- 250 competitors & 350+ spectators
- 31 classes over three days
- over \$20,000 in added money

Reining Alberta Annual Clinics

Reining Alberta anticipates it will be hosting 8+ clinics during 2010. The clinics help educate everyone from the grass roots reiner to the seasoned professional. They assist in growing the industry in general by introducing new reiners to the sport and by giving the local professionals who teach our clinics an opportunity to meet new clients.

Reining Alberta Regional Branch Circuits

Reining Alberta anticipates it will be hosting 14 branch shows during 2010. There are three regions within the province, the Peace Country, North, and South. These branch shows give beginner reiners (mostly youth) an opportunity to gain confidence and experience in the show ring before stepping up to the classic shows.



REINING ALBERTA SPONSORSHIP LEVELS

Platinum Sponsor - \$3000 & Up (Cash or Product)

- High profile class of your choice named after your company.
- Framed photo of class winner.
- Participation in awards presentations at Classic Shows.
- Reining Alberta plaque in recognition of sponsorship.
- Product display space at Spring and Summer Classic shows.
- Your company's banner displayed at Classic shows (banner to be supplied by sponsor).
- Opportunity to include sponsor provided literature in competitor show packages.
- Recognition by announcer at Classic shows.
- **Full page ad** in the Classic Show programs.
- Recognition of sponsorship (**including website link and corporate logo**) on the Reining Alberta website.

Gold Sponsor - \$2000-\$2999 (Cash or Product)

- Reining Alberta plaque in recognition of sponsorship.
- Product display space at Spring and Summer Classic shows.
- Your company's banner displayed at Classic shows (banner to be supplied by sponsor).
- Opportunity to include sponsor provided literature in competitor show packages.
- Recognition by announcer at Classic shows.
- **Half page ad** in the Classic Show programs.
- Recognition of sponsorship (**including website link and corporate logo**) on the Reining Alberta website.

Silver Sponsor - \$1000-\$1999 (Cash or Product)

- Reining Alberta plaque in recognition of sponsorship.
- Product display space at Spring and Summer Classic shows.
- Your company's banner displayed at Classic shows (banner to be supplied by sponsor).
- Opportunity to include sponsor provided literature in competitor show packages.
- Recognition by announcer at Classic shows.
- **Quarter page ad** in the Classic Show programs.
- Recognition of sponsorship (**including website link**) on the Reining Alberta website.

Bronze Sponsor - \$500-\$999 (Cash or Product)

- Reining Alberta certificate in recognition of sponsorship.
- Recognition by announcer at Classic shows.
- **Business card ad** in the Classic Show programs.
- Recognition of sponsorship (**including website link**) on the Reining Alberta website.

Friends – Any Sponsorship

- Recognition of sponsorship on the Reining Alberta website.
- Recognition in the Classic Show programs.



Reining Alberta 2010 Sponsorship Form

| | |
|---|-----------------------------|
| Sponsor Name: | |
| Sponsor Contact: | Title: |
| Sponsor Street Address: | City & Province: |
| Postal Code: | Email Address: |
| Phone Number: | Fax Number: |
| Website URL: | |
| <input type="checkbox"/> CASH <input type="checkbox"/> PRODUCT <input type="checkbox"/> SERVICE DATE: VALUE \$ | |
| <u>DETAILED DESCRIPTION OF PRODUCT OR SERVICE SUPPLIED:</u> | |
| _____ | |
| _____ | |
| _____ | |

Reining Alberta will work in conjunction with you to draft script for announcements at the Major Shows and to create a graphic advertisement for the Show Programs.

| |
|------------------------|
| <i>Office Use Only</i> |
| RA |
| Contact: _____ |
| Branch: _____ |

| | |
|--------------------------|-------------------------------------|
| <i>Office Use Only</i> | |
| <input type="checkbox"/> | Friend Any Amount |
| <input type="checkbox"/> | Bronze \$500+ |
| <input type="checkbox"/> | Silver \$1,000 + |
| <input type="checkbox"/> | Gold \$2,000 + |
| <input type="checkbox"/> | Platinum \$3,000 + |

Fax form to: (780) 372 – 2183

Mail to : Reining Alberta RR#1 Ponoka, Alberta T4J 1

REINING ALBERTA THANKS YOU FOR YOUR SUPPORT