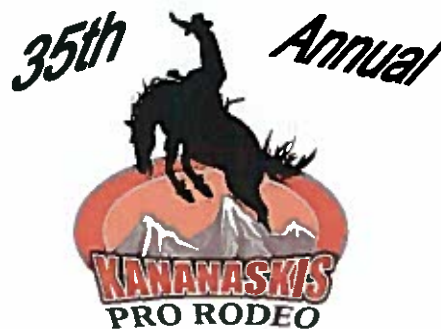


January 10, 2017



Dear Sir/Madam,

As the president of the Kananaskis Rodeo Association (KRA), I am writing today to inform you about an exciting sponsorship opportunity as we plan our 35<sup>th</sup> Annual Pro Rodeo Event. The KRA was formed as a non-profit organization in 1982 and since then, has had the privilege of hosting our community's annual Pro-Rodeo and Cabaret. This event attracts more than 300 contestants and over 5000 spectators which includes live entertainment for the Saturday Night Cabaret.

The KRA's dedicated volunteers are already busy preparing for this action packed weekend. This year's Pro-Rodeo performances will be held at the Crowsnest Pass Sports Complex on April 28<sup>th</sup>, 29<sup>th</sup> & 30<sup>th</sup> 2017. This function hosts world class bucking stock and Top Canadian and American Pro Rodeo contestants. Our rodeo features sell out performances and include events such as Bull Riding, Saddle Bronc, Bareback, Steer Wrestling, Ladies Barrel Racing, Team Roping and Tie-Down Roping. Our Saturday performance is kicked off with a Junior Rodeo and free pancake breakfast hosted by Coleman Lion's Club; it is always a crowd pleaser. The KRA also has unique programs designed to encourage the entry of new contestants into the sport of Rodeo. We pride ourselves on quality opportunities for our youth, such as Boys Steer Riding, Novice Saddle Bronc and Mutton Busting.

Without the continued commitment of our volunteers, the community and sponsors like you, this event would not be possible. We wish to extend an invitation for you and your business to partner with the KRA and to take advantage of this sponsorship opportunity. I have enclosed a copy of the different packages available. I wish to thank you for your time and will have one of our Sponsorship Committee Members' contact you directly within the next couple weeks to assist you further in making your selection.

If you have any questions please feel free in contacting me directly:

Robin Wakaluk Sinclair at 403-627-5899, [rd Sinclair@shaw.ca](mailto:rd Sinclair@shaw.ca) or Jackie Sudworth at 403-564-4790

Sincerely,

Joe Trotz  
President  
Kananaskis Pro Rodeo Association

## KRA 2017 Pro Rodeo Sponsorship Programs

### *Sapphire*

**\$5000**

***Title Sponsor***

Access to VIP/Contestant Lounge  
Company Flag Representation by Grand Entry Rider for all three performances  
Full page color ad (10" high x 7.5" wide provided by Company) in program  
Company Banner displayed in prime location in arena  
Corporate Media Package includes Poster, Newspaper, Social Media,  
KRA Pro Rodeo Website, Local Radio  
Company name will be announced during all three performances  
Wall Ad at Saturday Night Cabaret  
Company Logo will be displayed on Big Screen during all three performances  
6 Tickets for each Pro Rodeo Performance & 6 Saturday Cabaret Tickets

### *Emerald*

**\$3500 A**

**Professional Entertainment Act (Clown) Sponsor**

Access to VIP/Contestant Lounge  
Company Logo on Professional Entertainment Act (Clown) page of program  
1/2 page color ad (5" high x 7.5" wide, provided by Company) in program  
Company Banner displayed in arena  
Corporate Media Package which includes Poster, Newspaper, Social Media,  
KRA Pro Rodeo Website, Local Radio  
Company name will be announced during all three performances  
Company Logo will be displayed on Big Screen during all three performances  
4 Tickets for each Pro Rodeo Performance & 4 Saturday Night Cabaret Tickets

**\$3500 B**

**Canadian Pro Rodeo Sports Medicine Team Sponsorship (CPRSMT)**

Access to VIP/Contestant Lounge  
Company Logo & on CPRSMT page of program  
1/2 page color ad (5" high x 7.5" wide, provided by Company) in program  
Company banner displayed in arena  
Corporate Media Package which includes Poster, Newspaper, Social Media,  
KRA Pro Rodeo Website, Local Radio  
Company name will be announced during all three performances  
Company Logo will be displayed on Big Screen during all three performances  
4 Tickets for each Pro Rodeo Performance & 4 Saturday Night Cabaret Ticket

## ***Garnet***

**\$3000 A**

**Announcer**

Access to VIP/Contestant Lounge

Company Logo included on Announcer page of program

1/4 page color ad (5" high x 3.5" wide, provided by Company) in program

Company name will be announced during all three performances

Company Banner displayed in arena

Corporate Media Package which includes Poster, Newspaper, Social Media,  
KRA Pro Rodeo Website, Local Radio

Company Logo will be displayed on Big Screen during all three performances

4 Tickets for each Pro Rodeo Performance & 4 Saturday Night Cabaret Tickets

**\$3000 B**

**Bull Fighters Sponsor**

Access to VIP/Contestant Lounge

Company Logo included on Bull Fighters page of program

1/4 page color ad (5" high x 3.5" wide, provided by Company) in program

Company name will be announced during bull riding event

Company banner displayed in arena

Corporate Media Package which includes Poster, Newspaper, Social Media,  
KRA Pro Rodeo Website, Local Radio

Company Logo will be displayed on Big Screen during all three performances

4 Tickets for each Pro Rodeo Performance & 4 Saturday Night Cabaret Tickets

## ***Diamond***

**\$1100**

**Corporate Flag (provided by Company) Sponsorship**

Access to VIP/Contestant Lounge

Flag representation by Grand Entry Rider for all three performances

1/4 page color ad (5" high x 3.5" wide, provided by Company) in program

Company Media Package which includes Social Media, KRA Pro Rodeo Website

Company Logo will be displayed on Big Screen during all three performances

2 Tickets for each Pro Rodeo Performance & 2 Saturday Night Cabaret Tickets

## ***Gold***

**\$800**

**Event Sponsor**

Access to VIP/Contestant Lounge

Company Representative for presenting prize to contestant

Company Banner displayed above chutes or in arena

Company Name announced during sponsored event

Company Logo included on sponsored event page in program

Company Media Package which includes Social Media, KRA Pro Rodeo Website

Company Logo displayed on Big Screen during sponsored event

2 Tickets for each Pro Rodeo Performance & 2 Saturday Night Cabaret Tickets

## ***Silver***

- \$750 A Center Gate Ad**  
Access to VIP/Contestant Lounge  
Company name announced during each performance  
Company Banner/Sign displayed at Center Gate in arena  
Company Name in Program (no Logo)  
Company Media Package which includes Social Media, KRA Pro Rodeo Website  
2 Tickets for each Pro Rodeo Performance & 2 Saturday Night Cabaret Tickets
- \$750 B East Gate Ad (Stock Out gate)**  
Access to VIP/Contestant Lounge  
Company name announced during each performance  
Company Banner/Sign displayed at East Gate in arena  
Company Name in Program (no Logo)  
Company Media Package which includes Social Media, KRA Pro Rodeo Website  
2 Tickets for each Pro Rodeo Performance & 2 Saturday Night Cabaret Tickets

## ***Pearl***

- \$600 C Front Chute Ad**  
Access to VIP/Contestant Lounge  
Company name announced each time chute is opened  
Company Logo (2' high by 4' wide, provided by Company) on front of chute  
Company Name in Program (no Logo)  
Company Media Package which includes Social Media, KRA Pro Rodeo Website  
2 Tickets for Saturday & Sunday Pro Rodeo Performance & 2 Saturday Night Cabaret Tickets

## ***Bronze***

- \$400 A Event Prize Sponsor**  
Access to VIP/Contestant Lounge  
Company Representative Presenting Prize  
Company Name in Program (no Logo)  
Company Media Package which includes Social Media, KRA Pro Rodeo Website  
2 Sunday Rodeo Tickets
- \$325 B One Banner Wall Ad opposite the audience (max size 4x8)**  
Access to VIP/Contestant Lounge  
Company Name in Program (no Logo)  
Company Media Package which includes Social Media, KRA Pro Rodeo Website  
2 Cabaret Tickets

## Ruby

- \$300 A Mechanical Bull Sponsorship**  
Access to VIP/Contestant Lounge  
Company Banner displayed on Fencing for Bull  
Company Name in Program (no Logo)  
Company Media Package which includes Social Media, KRA Pro Rodeo Website  
2 Cabaret Tickets
- \$175 B Wall Banner Ad (max size 4x8)**  
Access to VIP/Contestant Lounge  
Company Banner displayed on wall at Saturday Night Cabaret  
Company Name in Program (no Logo)  
Company Media Package which includes Social Media, KRA Pro Rodeo Website  
1 Cabaret Ticket

**\*\*\*FEBRUARY SPECIAL\*\*\*** If you complete and return your KRA Sponsorship package with payment before February 28, 2017 we will include a **FREE** Rolling Digital Ad at the Saturday Night Cabaret **(\$150 Value)!!**

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

Physical Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone Number \_\_\_\_\_

Email address \_\_\_\_\_

### Sponsorship Level Selected (Circle Correct Letter if applicable)

Sapphire \_\_\_\_\_ Emerald \_\_\_\_\_ A B Garnet \_\_\_\_\_ A B Diamond \_\_\_\_\_

Gold \_\_\_\_\_ Silver \_\_\_\_\_ A B Pearl \_\_\_\_\_ Bronze \_\_\_\_\_ A B Ruby \_\_\_\_\_ A B

Amount \$ \_\_\_\_\_ of cheque enclosed or Send Invoice \_\_\_\_\_

Receipts will be forwarded upon receipt of payment

The KRA wishes to thank you for your contribution and looks forward in seeing you at the  
35<sup>th</sup> Annual Pro Rodeo!