

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 advertising opportunity as we plan our 35TH 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 28th, 29th & 30th 2017. This function hosts world class bucking stock and Top Canadian and American Pro Rodeo contestants. Our rodeo features sell out events for all ages 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 Riding 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 advertising opportunity. I have enclosed a copy of the different opportunities 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 to contact us directly.

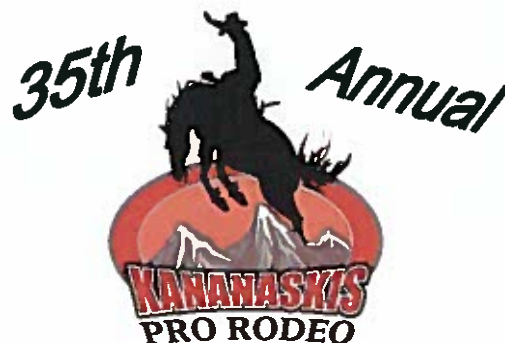
Robin Wakaluk Sinclair at 403-627-5899, rd Sinclair@shaw.ca or Jackie Sudworth at 403-564-4790

Sincerely,

Joe Trotz
President
Kananaskis Pro Rodeo Association

KRA 35th Annual Pro Rodeo 2017

Program Advertising Prices



	Color AD	Size
Business Card	\$150	2" high x 3.5' wide (provided by Company)
1/4 page AD	\$275	5" high x 3.5" wide (provided by Company)
1/2 page AD	\$375	5" high x 7.5" wide (provided by Company)

Full page Ads are available, if interested please feel free to contact Robin Wakaluk Sinclair

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

Business Card AD _____ 1/4 page AD _____ 1/2 page AD _____

Company Name _____

Mailing Address _____

Physical Address _____

Contact Name _____ Phone Number _____

Email address _____

Thank-You
Robin Wakaluk Sinclair ☺
KRA Pro Rodeo
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