



2016
SPONSORSHIP
PACKAGE

Dear Perspective Stagecoach Outriders Sponsor,

On behalf of the Stagecoach Outriders Mounted Shooting Club, thank you for considering our sponsorship program. This letter describes who we are and how you can increase sales and visibility by partnering with us in a sponsorship. We feature opportunities to help your sales of equestrian products, western wear, automotive, outdoor and cowboy themed merchandise. We will host 2 local matches this summer with plans to expand that number next year. We foresee having large numbers of horse enthusiasts come to these matches. This exposure creates a great opportunity for sponsors. The Stagecoach Outriders will feature our valued sponsors at all events, in all publications, on our website and announcer spots during the matches.

The Stagecoach Outriders are the only CMSA (Cowboy Mounted Shooting Association) sanctioned mounted shooting club in the state of New York and are dedicated to preserving the spirit and appearance of our Western heritage. We have over 45 members and our intent is to reach 100 members. Cowboy Mounted Shooting is the fastest growing equestrian sport and is gaining popularity in all parts of the United States and recently overseas. It is a family friendly sport with riders of all ages. Contestants dress in Western themed clothing and carry two .45 caliber single action revolvers while riding in a timed event. The rider fires blank loads of special ammunition prepared with black powder at ten balloons mounted on poles. The blank ammunition will break a balloon up to fifteen feet away. The sport is safe for riders, horses and spectators. After adjusting for any missed balloons with a five second penalty each, the rider with the best time wins. The result is a spectacular athletic event that evokes our love for the Old West, horsemanship and pistol handling.

Our demographic audience and contestants include high-income consumers dedicated to the sport of Cowboy Mounted Shooting and the care of their equestrian partners. We uniquely support the western way of cowboy life and exhibit loyalty and appreciation for our valued sponsors.

Please consider how we can work together to help your business and preserve the Old West! If you cannot participate as a sponsor, please come join us as a contestant for the fun! If you have any questions, please call President, Barry Larson 716-753-0231.

Sincerely, Stagecoach Outriders Sponsorship Committee

nyoutriders.shutterfly.com

We participate in many demonstrations throughout the summer. Usually these demonstrations are held at local fairs or clubs. At such demos your sponsorship would be announced for all audience members to hear. These demos are to be held..

July 25, 2016 Chautauqua County Fair, Dunkirk NY

Aug 3, 2016 Cattaraugus County Fair, Little Valley NY

Aug 9, 2016 Warren County Fair, Pittsfield

Our club also holds sanctioned shoots that are the actual competition part of our sport. These shoots bring spectators and competitors from all around. This again would be a chance to inform our audience of your sponsorship involvement with the Stagecoach Outriders. Said shoots are to be held:

May 27-29, 2016 Memorial Day Shoot Warren County Fairgrounds, Pittsfield PA

September 16-18 NY State Championship, Warren County Fairgrounds Pittsfield PA
2016

<u>Sponsorship Level</u>	<u>Donation Amount</u>	<u>Sponsorship Benefits</u>
Outlaw	Up to \$50.00 or Up to \$100.00 of product	Text only listing on the Stagecoach Outriders website, listing in our club brochure and acknowledgement of sponsorship at sponsored shoot throughout 2014 and 2015.
Crack Shot	\$100.00 or up to \$200.00 of product	Bolded text and phone number on the Outriders website, listing in our club brochure and acknowledgement of sponsorship at sponsored event and annual banquet throughout 2014 and 2015.
Gun Slinger	\$200.00 or \$400.00 of product	Complete listing on the Outriders website, listing in our club brochure and acknowledgement of sponsorship at sponsored event and annual banquet throughout 2014 and 2015.
Sharpshooter	\$300.00 or \$600.00 of product	Highlighted complete listing on the Outriders website, listing in our club brochure and acknowledgement of sponsorship at sponsored event and annual banquet throughout 2014 and 2015.
Marksman	\$500.00 or \$1,000.00 of product	Highlighted complete listing on the Outriders website as a premier sponsor, listing in our club brochure, display of banner (if provided by sponsor) at event and acknowledgement of sponsorship at sponsored event and annual banquet throughout 2014 and 2015.
Riflemen	\$1,000.00	Sponsor will receive all of the Marksman benefits AND will have a normal two day shoot named for their business or company.
Sniper	\$2,000.00	Sponsor will receive all of the benefits of the Marksman AND will have the NYS Shoot named for their business or company.

Checks are



to be made out to:
Stagecoach Outriders
937 Waterman Rd
Kennedy NY 14747

Contact Information:

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email _____

Match Preference: _____

Sponsorship Level: _____ Amount: \$ _____