

SPONSORSHIP PACKAGE

2018

The Foothills Cowboys Association would like to partner with your company to continue the lifestyle and tradition of Alberta's Western Heritage in the sport of Rodeo.



Since 1955

Foothills Cowboys Association™

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The Foothills Cowboys Association was established in 1955, with a goal to build and Amateur Rodeo Association in Central & Southern Alberta and to govern the sport of rodeo in a sanctioned manner. It is important for The Foothills Cowboys Association to develop and have long term relationships with our Rodeo Committees, some of whom have been with us for all 63 years. Without the hard work and dedication of these Rodeo Committees and their volunteers The Foothills Cowboys Association and the sport of rodeo would not exist.

We have an annual membership of approximately 500 members from Alberta, Saskatchewan and BC, ranging in age from 5 to 65.

As a non-profit society, the FCA relies on the support of the business community and corporate sponsorship.

Throughout the season contestants compete to earn a position at the Cowboy Classic Rodeo Finals held annually in October in Red Deer, AB. Each FCA Season Leader receives a Trophy Saddle and each FCA Champion receives a Trophy Buckle. The finals are a 3 day event with 4 performances that features approximately 100 contestants and welcomes thousands of spectators annually

The top 10 competitors in our Major events and the top 6 in our 4 Junior Events compete to be the FCA Champion. The FCA Cowboy Classic Finals has a total finals payout of \$100,000. The FCA has one of the largest amateur finals payouts in Alberta.

Enclosed are various sponsorship opportunities with the Foothills Cowboys Association. We have season sponsorship opportunities and Finals Sponsorship Opportunities.

Thank you for considering The Foothills Cowboys Association as a Sponsor Partner.

Sincerely

The FCA Board of Directors

SEASON SPONSORSHIP OPPORTUNITIES

The Foothills Cowboys Association Three Season Sponsor

Interested in supporting the FCA for a longer term? Want to save on yearly paperwork and changing benefits? Want to save money on a multi-year contract?

Sign a three-year contract and save \$4,000.00!

2018 invoice \$8,000.00

2019 invoice \$12,000.00

2020 invoice \$12,000.00

Season Benefits

- Announcer mentions at mother rodeos throughout the three seasons as an FCA Season Sponsor
- 2 Season Passes each year, to all Foothills Cowboys Association Mother Rodeos.
- FCA Website advertising for all three years – Name, color logo and link to your website
- FCA members are available for guest appearance and promotions as requested by sponsor

Cowboy Classic Finals Benefits

- Your company name on Season Leaders Saddles each year of sponsorship
- Your name on the front of FCA Finalist Jackets each year of sponsorship
- Announcer mention during all 4 performances of the Cowboy Classic Finals each year of sponsorship
- Scoreboard Advertising during all 4 performances of the Cowboy Classic Finals each year of sponsorship
- Full page B&W Ad in the Cowboy Classic Finals program (sponsor supplies ad copy), each year of sponsorship
- 4 Finals Weekend passes, 2 parking passes, 1 Finals Sponsor Jacket each year of sponsorship

**SPECIAL CUSTOMIZED SPONSORSHIP PACKAGES CAN BE ARRANGED. PLEASE
ASK FOR MORE INFORMATION.**

EVENT SPONSORSHIP OPPORTUNITIES

Major Event Sponsor \$5,000 (8 available) – Titanium level

- Your company name on Season Leaders Saddle (For the event you sponsor)
- Your name on the front of 10 FCA Finalist Jackets (Contestants in the event you sponsor)
- Announcer mention during all 4 performances of the Cowboy Classic Finals
- Scoreboard Advertising during all 4 performances of the Cowboy Classic Finals
- Two 2019 Season Passes to all Foothills Cowboys Association Mother Rodeos.
- FCA Website advertising for 12 months – Name, color logo and link to your website.
- Full page B&W Ad in the Cowboy Classic Finals program (sponsor supplies ad copy by Sept 21)
- 4 Finals Weekend passes, 2 parking passes per day, 1 Finals Sponsor Jacket (Jacket size must be provided by Sept 14)
- **FCA members are available for guest appearance and promotions as requested by sponsor**

Bareback
Jr Barrel Racing
Calf Roping
Steer Wrestling

Ladies Barrel Racing – SOLD
Bulls
Saddlebronc – SOLD
Team Roping

Junior Event Sponsor \$2,500 (4 available) – Gold Level

- Your company name on Season Leaders Saddle (For the event you sponsor)
- Your name on the front of 6 FCA Finalist Jackets (Contestants in the event you sponsor)
- Announcer mentions during all 4 performances of the Cowboy Classic Finals
- Scoreboard Advertising during all 4 performances of the Cowboy Classic Finals
- FCA Website advertising for 12 months – Name & Color logo. Begins upon sign-up
- 1/3 page B&W Ad in the Cowboy Classic Finals program (sponsor supplies ad copy by Sept 28)
- 4 Finals day passes, 2 parking passes, (for award Presentation)
- **FCA members are available for guest appearance and promotions as requested by sponsor**

Novice Horse Riding
Junior Steer Riding
Junior Bull Riding

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AWARDS SPONSORSHIP OPPORTUNITIES

All Around Saddle Sponsor \$2,500 (1 Available) – Gold Level - SOLD

- Your company name on All Around Saddle
- Scoreboard Advertising during all 4 performances of the Cowboy Classic Finals
- FCA Website advertising for 12 months – Name, color logo and link to your website. Begins upon sign-up
- Half page B&W Ad in the Cowboy Classic Finals program (sponsor supplies ad copy by Sept 28)
- 4 Finals day passes, 2 parking passes (for award presentation)
- **FCA members are available for guest appearance and promotions as requested by sponsor**

Round-Up! (4 packages available) – Gold Level

- Company Name on the *back* of Rodeo Personnel jackets and on Rodeo Personnel Buckles
- Business name announced at the Cowboy Classic Rodeo Finals in each performance
- FCA Website advertising for 12 months – Name, color logo and link to your website. Begins upon sign-up
- 1/3 page B&W Ad in the Cowboy Classic Finals program (sponsor supplies ad copy by Sept 28)
- Business name listed in the Cowboy Classic Rodeo Finals Program
- 2 Finals day passes, 2 parking passes

Announcers Package \$1,500

Pick-Up Men package \$2,000

Bullfighters Package \$3,000 (two additional day passes included)

Judges Package \$3,000 (two additional day passes included) - SOLD

Saddle-Up! - \$1,500 (12 Events Available) – Silver Level – SOLD

- Company Name on saddle awarded to season leader of each event
- Business name announced at the Cowboy Classic Rodeo Finals in each performance
- FCA Website advertising for 12 months – Name, color logo and link to your website. Begins upon sign-up
- Quarter Page B & W ad in the Cowboy Classic Rodeo Finals program (sponsor supplies ad copy by Sept 28)
- 2 Finals one-day passes, 2 parking passes

Bundle-Up! \$1,000 (12 Events Available) – Silver Level - SOLD

- Company Name on the *back* of 10 Contestant Jackets for event sponsored
- Business name announced at the Cowboy Classic Rodeo Finals in each performance
- FCA Website advertising for 12 months – Name, color logo and link to your website. Begins upon sign-up
- Business name listed in the Cowboy Classic Rodeo Finals Program
- 2 Finals one-day passes, 1 parking pass

Go-Rounds for 12 Events per day - \$1,000 (48 Available) – Silver Level

****SPECIAL * Sponsor an event on one day and get the second day (same event) for \$750***

- Business name and Logo preprinted on the Go-Round Cheque
- Business name announced at the Cowboy Classic Rodeo Finals during the Cheque Presentation in the VIP Lounge. You can have a representative on hand to be part of the Cheque presentation for Photo Opportunity
- FCA Website company name listed under the Cowboy Classic Rodeo tab
- Business name listed in the Cowboy Classic Rodeo Finals Program
- Photo of Award Presentation
- 2 Finals one-day passes for day of Cheque Presentation & 1 Parking Pass

Trophy Time! - \$500 – Bronze Level

- Sponsors receive recognition on the trophies for the event they sponsor. We encourage our sponsors to be at the finals to present the awards they have sponsored and to be included in the photo.
- Name Listed on FCA Website under the Cowboy Classic Rodeo Tab
- Photo of Award Presentation
- Name listed in Cowboy Classic Rodeo Program as Trophy Sponsor
- 2 Finals one-day passes & 1 parking pass for day of presentation

Trophies Available

- Steer Wrestling Horse of the Year - SOLD
- Steer Wrestling Hazer Horse of the Year - SOLD
- Calf Roping Horse of the Year - SOLD
- Team Roping Header Horse of the Year - SOLD
- Team Roping Heeler Horse of the Year - SOLD
- Ladies Barrel Racing Horse of the Year - SOLD
- Junior Barrel Racing Horse of the Year - SOLD
- Bareback Horse of the Year - SOLD
- Bareback Horse of the Finals
- Saddlebronc Horse of the Year - SOLD
- Saddlebronc Horse of the Finals
- Bull of the Year - SOLD
- Bull of the Finals
- Cowboy of the Year
- Cowgirl of the Year

Dummy Roping - \$400 (5 Available)

- Name Engraved on the Dummy Roping Buckle
- Name Listed on FCA Website under the Cowboy Classic Rodeo Tab
- Name listed in the Cowboy Classic Rodeo Program and on Any Dummy Roping Advertising we do
- 5 X 7 Framed Photo of Buckle Presentation
- 2 One Day Passes and 1 Parking Pass for Saturday Afternoon (Day of the Dummy Roping)

Finals Program Advertisement 300 programs are printed

- Full Page B&W Ad inside the Cowboy Classic Rodeo Program - \$200
- Half Page B &W Ad inside the Cowboy Classic Rodeo Program - \$125
- Quarter Page B&W Ad inside the Cowboy Classic Rodeo Program - \$75
- One-eighth Page B&W Ad inside the Cowboy Classic Rodeo Program - \$50