



# Canadian Barrel Racing



Canadian Barrel Racing Association  
25 – 46570 Macken Ave.  
Chilliwack, BC V2P 0G2

August 25, 2017

To Whom It May Concern:

I would like to take this opportunity to invite you to review the possibility of sponsoring our organization for our 2016/2017 season. Our season runs from August 1<sup>st</sup> to July 31<sup>st</sup> each year, with our finals held September 21-24<sup>th</sup> 2017

*Barrel racing is a speed horse event in which a horse and rider attempt to complete a clover-leaf pattern around preset barrels in the fastest time. Though both boys and girls compete at the youth level and men compete in some amateur venues, in collegiate and professional ranks, it is primarily an event for women. It combines the horse's athletic ability and the horsemanship skills of a rider in order to safely and successfully maneuver a horse through a clover leaf pattern around three barrels (typically three fifty-five gallon metal or plastic drums) placed in a triangle in the center of an arena.*

*In timed rodeo events, the purpose is to make a run as fast as possible, while the time is being clocked either by an electronic eye, (a device using a laser system to record times), or by an arena attendant or judge who manually takes the time using a keen eye and a flag to let a clocker know when to hit the timer stop; though this last method is more commonly seen in local and non-professional events.*

*The timer begins when horse and rider cross the start line, and ends when the barrel pattern has been successfully executed and horse and rider cross the finish line. The rider's time depends on several factors, most commonly the horse's physical and mental condition, the rider's horsemanship abilities, and the type of ground or footing (the quality, depth, content, etc. of the sand or dirt in the arena).* [Source: Wikipedia - [http://en.wikipedia.org/wiki/Barrel\\_racing](http://en.wikipedia.org/wiki/Barrel_racing)]

Our organization sanctions races across British Columbia, as well as Washington, Oregon, and Arizona States, with hopes to sanction races in Alberta in the near future. Our 2 largest races each season are in the spring – Barriere Barrel Bash – and our Finals, which are held in the fall. At each of these races we expect to see over 750 runs. This year the Barriere Barrel Bash will be in Barriere, BC May 5 – 7<sup>th</sup> and the finals in Chilliwack, BC Sept 21 - 24<sup>th</sup>, which will draw competitors from across Western Canada and North Western USA. As these are multi-day events, the competitors and their families will be spending several days in those communities and will have ample opportunity to visit the shops in the area.

We hosted several successful events of this size over the past 18 years and expect over 750 entries over the 3 days of each event.

# *Canadian Barrel Racing*

Weekend awards will be given to competitors who have consistent times over the event. At our finals, we will be handing out our year end awards for competitors who have accumulated the most points over the season.

Information regarding our races can be found on our website  
[www.CanadianBarrelRacing.com](http://www.CanadianBarrelRacing.com)

If you would like more information on sponsoring this event, please contact the undersigned.

Thank you for your time and consideration.

Megan McKay  
604-997-0262  
megan@canadianbarrelracing.com

Natalie Kosterman  
nataliekosterman13@gmail.com



# Canadian Barrel Racing



## **\$125 - BLANKET SPONSOR**

## **\$175 – BUCKLE SPONSOR**

## **\$250 – BRONZE CORPORATE SPONSOR**

In return for your sponsorship you will receive the following:

- Ad space on our homepage linking back to your website throughout the season
- P.A. announcement during non-open class events
- Invitation to join us for the awards presentation
- Mention in show program on sponsors page†

## **\$500 – SILVER CORPORATE SPONSOR**

In return for your sponsorship you will receive the following:

- Everything from above
- P.A. announcement during Sunday open class race
- Your banner(supplied by you) displayed on the arena fence
- Business card size ad in the show program†
- Opportunity to set up a display or vendor booth

## **\$1500 – SADDLE SPONSOR**

In return for your sponsorship you will receive the following:

- Everything from above
- Your company name and logo engraved on the trophy saddle (saddle sponsor only)

## **\$1000 – GOLD CORPORATE SPONSOR**

In return for your sponsorship you will receive the following:

- Everything from above
- P.A. announcement during entire event
- Half page ad in the show program†
- Full page ad displayed on show office window near race results
- Race of your choice “Sponsored by” your business
- Ad to be incorporated into webcast (up to 15 seconds long)\*

## **\$3000 – PLATINUM CORPORATE SPONSOR**

In return for your sponsorship you will receive the following:

- Everything from above
- All open races “Sponsored by” your business
- Race of your choice named after your business
- Inside front cover and back of show program IN COLOR!
- Poster size ad displayed on show office window next to race results
- Interview with announcer (to be over the PA)
- Webcast “Brought to you by” you
- Ad to be incorporated into webcast (up to 90 seconds long)\*

## **PRODUCT SPONSOR**

We will be awarding prizes to 6<sup>th</sup> place in each division as well as to 10<sup>th</sup> place for yearend high point. If you would like to support this event by donating products for our awards, you will receive the same opportunities as above according to the value of the product.

\*Ad to be created and supplied by you in digital format. †All show program advertising will be in grayscale unless otherwise noted. Canadian Barrel Racing will make every effort to provide all compensation for sponsors with no guarantee implied or otherwise.



# Canadian Barrel Racing

NAME: \_\_\_\_\_

NAME OF BUSINESS: \_\_\_\_\_

ADDRESS:

\_\_\_\_\_  
\_\_\_\_\_

TELEPHONE # \_\_\_\_\_

YOUR CONTRIBUTION: \$ \_\_\_\_\_

YOUR WEBSITE ADDRESS: http:// \_\_\_\_\_

A NOTE REGARDING YOUR BUSINESS FOR OUR ANNOUNCER:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Barriere Barrel Bash**

**Finals**

**Both** (sponsorship amount doubled)

Vendor Space Requested:      **NO**      **YES** (how much?) \_\_\_\_\_ sq.ft.

Please be sure to email your company logo to [megan@canadianbarrelracing.com](mailto:megan@canadianbarrelracing.com)

Thank you

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<sup>6</sup>Charges may apply for rental of 10x10 popup tent with 2-3 sides. An 8' table may be provided free of charge