



Dear Friend of Heartland Rodeo!

I am writing today to let you know about an exciting sponsorship opportunity as we plan our 2018 rodeo season.

The Heartland Rodeo Association (HRA) was created in 1995, to promote and continue the sport of rodeo in Manitoba, with the entire family in mind. It is built upon family orientated weekends, giving contestants of all ages the opportunity to compete in rodeo events. Today we are a strong and still growing association! HRA, in collaboration with host communities, have assisted in the production of many rodeos throughout Manitoba while also providing a unique entertainment venue which is enjoyed by thousands of spectators.

HRA rodeos include all events that you would expect from a traditional rodeo, including rough stock, roping and speed events. We also have unique events which are designed to encourage the entry of new contestants into the rodeo circuit and to boost the entertainment value of the weekend. Our contestants come from diverse professional and economic backgrounds and our rules allow men, women and children to compete in many events. Traditional rodeo blocks women from certain events -like bull riding and roping - but our modern association allows such. These factors combine to create an extraordinary sporting event that is both entertaining and engaging.

You can learn more about us and our busy Manitoba based rodeo schedule by visiting our web site www.heartlandrodeoassociation.com

The HRA would like to partner with you to help make our 2018 rodeo season a success. **We are excited about our new sponsorship options that we have developed, and I am sure there is a package we can tailor to best suit your business needs.** I have attached a copy of the HRA Sponsorship options for your review. All awards are presented at our finals weekend in September. We ask that you kindly complete the following page to help ensure that your sponsorship details are accurate. Please make note of the option to attend the awards banquet at the bottom of the page.

Sincerely,

Melissa Lutz, Sponsorship Director
Heartland Rodeo Association
Phone: (204) 392-4971 Email: mlutz@221@gmail.com



2018 SPONSOR INFORMATION FORM

****** PLEASE complete the following page** to ensure your sponsorship is properly acknowledged and that you receive your package tickets. Please send this completed form in with your payment. Thank you.

Company Name	
Contact Name	
Mailing Address	
Phone number	
Email address	
	SOME AWARDS HAVE THE SPONSOR NAME ON THEM. IF THE AWARD DOES, WHAT DO YOU WANT IT TO SAY?
SPONSORED BY	
Sponsor Package	
Event (as available)	
Payment	Amount \$ Cash or Cheque #
Receipt required? (please circle)	Yes No
Will you attend the awards banquet?	Yes No



2018 PLATINUM SPONSOR \$5000 & up

- Presenting Sponsor/Naming opportunity for HRA for the year.
 - Example: FORD 2018 HRA Rodeo Season
 - Award: SEASON LEADER JACKETS to 12 event season winners.
 - Company name and /or logo on the Awarded Jackets
 - Sponsor recognition during all HRA rodeos throughout the year.
- Company Logo on main page of HRA web site
- One page web-page "bio" about sponsor on dedicated page on HRA web site
- Link from HRA web site to sponsor web site
- Corporate Flag (provided by Sponsor) carried on horseback during
 - Grand Entries at All HRA sanctioned rodeos thru the season
 - (HRA is not responsible for any damages incurred to flags)
- 8 Banquet Tickets to the HRA Awards Banquet
- Introductory Recognition at HRA Awards Banquet
- Presentation of Corporate sponsored awards at Banquet
- Sponsor LOGO on the front cover of HRA Awards Banquet Program
- Corporate provided literature given to finals contestants and/or displayed at banquet at HRA FINALS RODEO
- 8 tickets to HRA FINALS RODEO
- Up to a maximum of Six banners, provided by sponsor, placed throughout HRA FINALS RODEO Grounds (HRA is not responsible for any damages incurred to banners, availability for space in the arena may be limited and cannot be guaranteed.)
- Potential for Outdoor booth space at HRA FINALS RODEO
- Other details can be arranged as approved by HRA.



2018 GOLD SPONSOR

\$3000

- Naming of the Hi Point Award
 - ex: FORD 2017 HRA Hi Point Champion
 - Company name on the two awards (awards as chosen by HRA).
- Company Logo on main page of HRA web site
- Listing under HRA Sponsor page on web site
- Small article web bio on sponsor page of web site
- Link from HRA web site to sponsor web site
- Corporate Flag (provided by Sponsor) carried on horseback during
 - Grand Entries at All HRA sanctioned rodeos thru the season
 - (HRA is not responsible for any damages incurred to flags)
- 4 Banquet Tickets to the HRA Awards Banquet
- Introductory Recognition at HRA Awards Banquet
- Presentation of sponsored awards at Banquet
- Sponsor LOGO with Name on the HRA Awards Banquet Program
- Corporate provided literature (to maximum on three pages) given to finals contestants and/or displayed at banquet at HRA FINALS RODEO
- 6 tickets to HRA FINALS RODEO
- Up to a maximum of 2 banners, provided by sponsor, placed throughout HRA FINALS RODEO Area and Grounds (HRA is not responsible for any damages incurred to banners, availability for display space in the arena may be limited and cannot be guaranteed.)
- Other details can be arranged as approved by HRA.



2018 SILVER SPONSOR

\$1,000

- Supporting Sponsor of HRA
- Choice of Award as agreed upon by HRA
 - ex: Jack Benny Hi Point, Stock of the Year, Pee Wee group awards, or Whole Event group (Season Leader, Finals Champ, Runner up and Horse of the Year)
- Company Logo on main page of HRA web site
- Small article web bio on sponsor page of web site
- Listing under HRA Sponsor page on web site
- Link from HRA web site to sponsor web site
- Corporate Flag (provided by Sponsor) carried on horseback during
 - Grand Entries at All HRA sanctioned rodeos thru the season
 - (HRA is not responsible for any damages incurred to flags)
- 2 Banquet Tickets to the HRA Awards Banquet
- Introductory Recognition at HRA Awards Banquet
- Presentation of sponsored awards at Banquet and/or during final day of Finals Rodeo Performance
- Sponsor LOGO with Name on the HRA Awards Banquet Program
- Corporate provided literature (to maximum on one page) given to finals contestants and/or displayed at banquet at HRA FINALS RODEO
- 4 tickets to HRA FINALS RODEO
- One Banner, provided by sponsor, placed on HRA FINALS RODEO Grounds (HRA is not responsible for any damages incurred to banners)
- Other details can be arranged as approved by HRA.



2018 SEASON LEADER

\$350

- Season Leader Buckle Award – event choice as available
- Listing under HRA Sponsor page on web site
- Corporate Flag (provided by Sponsor) carried on horseback during
 - Grand Entries at All HRA sanctioned rodeos thru the season
 - (HRA is not responsible for any damages incurred to flags)
- 1 Banquet Ticket to the HRA Awards Banquet
- Presentation of sponsored awards at Banquet
- Sponsor Name in the HRA Awards Banquet Program

2018 FINALS CHAMP

\$300

- Finals Champ Buckle Award – event choice as available
- Listing under HRA Sponsor page on web site
- Corporate Flag (provided by Sponsor) carried on horseback during
 - Grand Entries at All HRA sanctioned rodeos thru the season
 - (HRA is not responsible for any damages incurred to flags)
- 2 tickets to HRA FINALS RODEO
- Presentation of sponsored awards at Banquet and/or during final day of Finals Rodeo Performance
- Sponsor Name in the HRA Awards Banquet Program



2018 RUNNER UP

\$250

- Runner up Award – event choice as available
- Listing under HRA Sponsor page on web site
- Presentation of sponsored awards at Banquet
- Sponsor Name in the HRA Awards Banquet Program

2018 HORSE OF THE YEAR

\$250

- Horse of the Year Award – event choice as available
- Listing under HRA Sponsor page on web site
- Presentation of sponsored awards at Banquet
- Sponsor Name in the HRA Awards Banquet Program

2018 FRIEND OF HRA

\$200 or less

- Sponsorship used to assist with awards and finals
- Listing under HRA Sponsor page on web site
- Presentation of sponsored awards at Banquet and/or during final day of Finals Rodeo Performance
- Sponsor Name in the HRA Awards Banquet Program