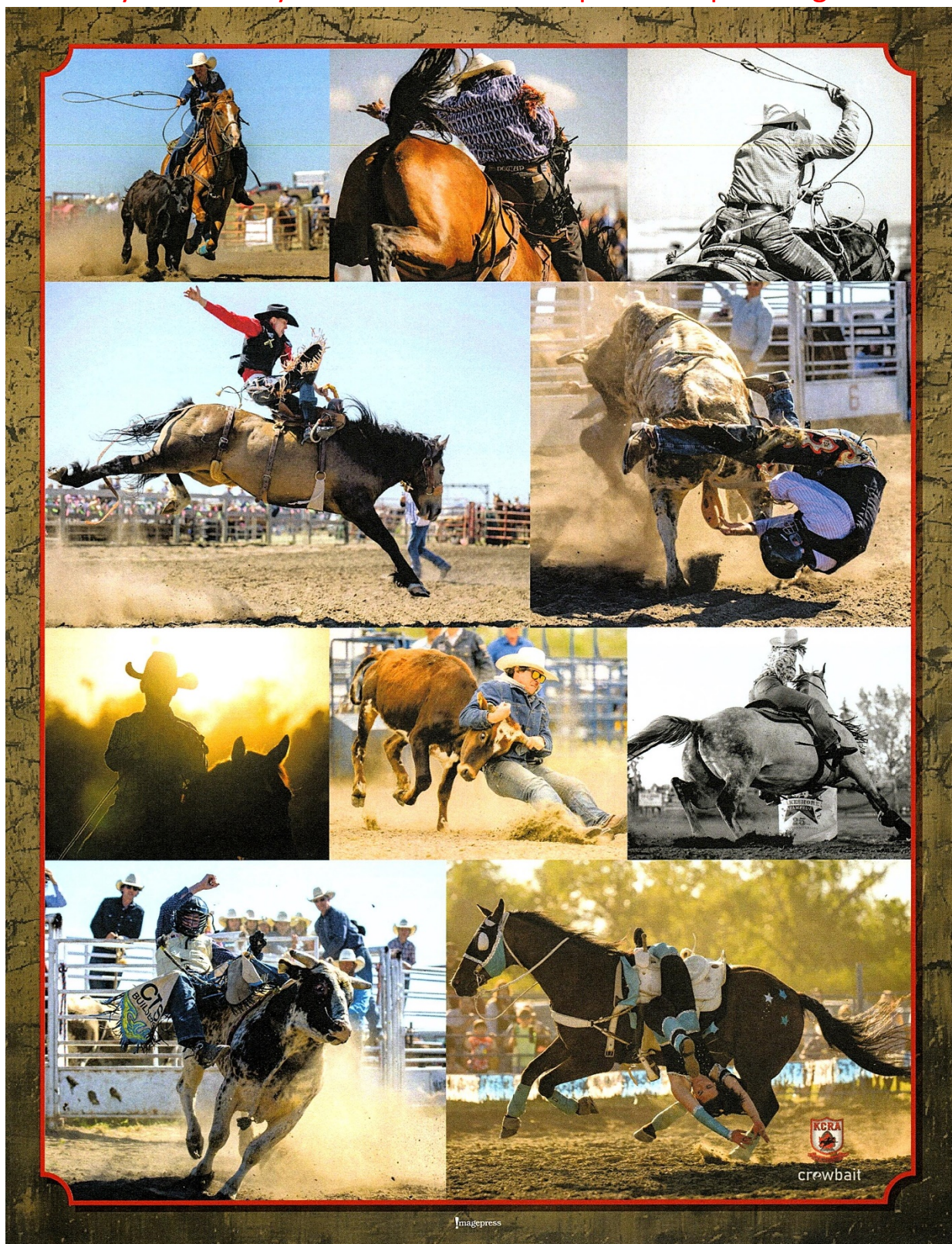


Kekeyow Cowboys Rodeo Association Sponsorship Package 2023



Kekeyow Cowboys Rodeo Association

The Kekeyow Cowboys Rodeo Association (KCRA) was established in 1999 and is a one-of-a-kind, family-orientated organization. We are dedicated to providing opportunities for the youth of Saskatchewan to learn and sharpen their rodeo skills in a safe, fun, friendly, and family-oriented atmosphere that encourages character, respect, and diligence while promoting the sport of rodeo.

This year we will be celebrating our 24th anniversary!

There are currently 11 rodeos throughout the season based in Saskatchewan, beginning in June and ending in August. The 3-day “Gold Buckle Finals” rodeo is held in the fall, tentatively in Saskatoon for this year.

Our main objective is to keep a piece of the western heritage alive and what makes it unique is that our organization is based on building champions - our youth.

Kekeyow means “all together.” The KCRA allows families to remain “all together” by providing events for age groups from peewee to retirement.

Advertising With Us

As a sponsor, you are becoming part of a tradition that helps maintain rural roots and a small-town community culture. You are investing in the future of rodeo, ensuring our youth have the resources to achieve their dreams.

The KCRA is extremely grateful for our sponsors, and we go the extra mile to ensure our sponsors receive valuable exposure to each community to which we bring our association. When you become a sponsor, you allow the KCRA to successfully present events annually that give back through entertainment, economic, and tourism benefits to each community.

Sponsorships are available with the KCRA in several ways and can fit into all sizes of budgets, creating a powerful marketing partnership. Sponsorship provides excellent exposure to your company’s products and services, increasing awareness and traffic to your company or business in return.

The KCRA offers several sponsorship packages. Details about each option can be found in the following pages.

If you have any questions, or to commit to sponsorship for the 2023 season, please contact any member of the KCRA Board of Directors.

We look forward to hearing from you and thank you for your time.

Sincerely,

The Kekeyow Cowboys Rodeo Association Board of Directors



2023 Letter of Commitment

Major Corporate Partner

\$5,000 +

The Major Corporate Partner package gives your business an opportunity to become a valued partner for all KCRA Rodeos for the 2023 season, including the Gold Buckle Finals.

With this opportunity, we will work with you to build a package that meets the objectives of the KCRA and your advertising needs. Some of the advertising you can expect are listed below.

Please note payments must be received by June 1, 2023, to guarantee your name on apparel and any promotional publications.

Guaranteed Advertising Coverage:

- Professional banner displayed and a flag flown at each KCRA Rodeo and the Gold Buckle Finals. Banner and flag to be provided by the sponsor.
- Logo on all association coats.
- Full-page ad space with product and service information in the Finals program.
- Detailed announcement spots at all Finals performances.
- Weekend passes to each of the three Finals performances.

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$ _____

Signature: _____

_____ Date _____



2023 Letter of Commitment

Personnel Apparel or Leader Board Business Advertising Partnership

\$3,000

With this package, your brand has the opportunity to be in the rodeo arena all season. Our judges, pick-up men, and bullfighters spend countless hours in the arena supporting our cowboys and cowgirls. Our leaderboard is referred to regularly. This is a steal of a deal for prospective investors.

Please note payments must be received by June 1, 2023, to guarantee your name on apparel and any promotional publications.

Choose of one of the following (please select your preference):

Judges _____ Pick Up Men _____ Bull Fighters _____ Leader Board _____

Advertising Coverage:

- Personalized logo being worn by your above choice during the regular rodeo season and continued recognition during the Gold Buckle Finals.
- Sponsorship logo on the lower back of all association coats.
- Sponsor name listed on the sponsorship page in the official finals program.
- Detailed announcement spots at all performances.
- Company/business name displayed on KCRA website with links.
- Day passes to the Gold Buckle Finals.

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$_____

Signature: _____

_____ Date _____



2023 Letter of Commitment

Saddle Sponsor Advertising Partnership

\$2,000 - Only 3 Packages Available!

Trophy saddles are awarded to Senior High Point & Junior High Point Gold Buckle Finals Champions and to the KCRA Queen. With this package, your sponsorship will be recognized throughout the Gold Buckle Finals and for years to come as part of the recipient's continued use of this cherished prize, both in and out of the rodeo arena.

Please note payments must be received by June 1, 2023, to guarantee your name on apparel and any promotional publications.

Saddle: Senior High Point _____ Junior High Point _____ Queen _____

Advertising Coverage:

- Sponsor name stamped on the saddle.
- Sponsor recognition with the presentation at Gold Buckle Finals.
- Sponsor name listed on the sponsorship page in the Gold Buckle Finals program.
- 4x4 banner displayed at Gold Buckle Finals, to be provided by the sponsor.
- Company or business name displayed on KCRA website.
- Weekend passes to the Gold Buckle Finals.

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$ _____

Signature: _____

_____ Date _____



2023 Letter of Commitment

"Best Buy" Gold Buckle Finals Back Numbers Advertising Partnership

\$2,000

This opportunity allows your company or business name to be visible throughout the entire Gold Buckle Finals. Every finalist is provided a back number and will be wearing the numbers throughout the event. This exposure continues into the stalling area and trailer parking as contestants spend their time outside of the arena in these areas.

Please note payments must be received by June 1, 2023, to guarantee your name on apparel and any promotional publications.

Advertising Coverage:

- 4x4 Professional banner displayed during the Gold Buckle Finals, to be provided by the sponsor.
- Sponsor name listed on the back numbers of all Finals contestants.
- Recognition announcement spots throughout all 3 Finals performances.
- Sponsor name listed on the sponsorship page in the official Finals program.
- Company or business name displayed on KCRA website.
- Weekend passes to the Gold Buckle Finals.

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$ _____

Signature: _____

_____ Date _____



2023 Letter of Commitment

"Best Buy" Gold Buckle Finals Announcer Advertising Partnership

\$2,000

This opportunity allows your contribution to be recognized throughout the entire Gold Buckle Finals. The announcer is a vital part of tying the rodeo performance together. He provides critical information about each event, as well as exciting and knowledgeable commentary of each ride, run, contestant, rodeo stock, and personnel. His knowledge of the sport of rodeo allows non-rodeo spectators to learn more about the western way of life while enjoying the action. With this package, your company or business name will become part of the announcer's energetic and memorable rodeo commentary.

Please note payments must be received by June 1, 2023 to guarantee your name on apparel and any promotional publications.

Advertising Coverage:

- 4x4 Professional banner displayed during the Gold Buckle Finals, to be provided by the sponsor.
- Recognition announcement spots throughout all 3 Finals performances.
- Sponsor name listed on the sponsorship page in the official Finals program.
- Company or business name displayed on KCRA website.
- Weekend passes to the Gold Buckle Finals.

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$ _____

Signature: _____

_____ Date _____



2023 Letter of Commitment

"Premium" Gold Buckle Finals Advertising Partnership: Bucking Chute or Timed Event Gates

\$1,000

This package allows our sponsors an elite opportunity to be recognized in the arena throughout the Gold Buckle Finals. The chutes and timed events gates are visible and often the center of attention as the cowboys and cowgirls prepare to compete.

Please note payments must be received by June 1, 2023, to guarantee your name on apparel and any promotional publications.

Sponsorship Choice: Bucking Chute _____ Timed Event Gate _____

Advertising Coverage:

- 4x4 Professional banner displayed in the arena during Gold Buckle Finals, to be provided by the sponsor.
- Recognition announcement spots throughout all 3 Finals performances.
- Sponsor name listed on the sponsorship page in the official Finals program.
- Company/business name displayed on KCRA website.
- Weekend passes to the Finals.

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$ _____

Signature: _____

_____ Date _____



2023 Letter of Commitment

"Premium" Gold Buckle Finals Advertising Partnership: Pickup Men or Bullfighters Buckles

\$1,000

Our Pick-Up Men and Bullfighters are integral to the success of the contestants and livestock. They work diligently to keep everyone safe and, in many cases, put their life on the line for all of our rough stock event athletes. In order to be part of our finals, these men and women are voted on by the contestants and earn their spots at the Gold Buckle Finals.

Please note payments must be received by June 1, 2023, to guarantee your name on apparel and any promotional publications.

Sponsorship Choice: Pick Up Men Buckles _____ Bullfighters Buckles _____

Advertising Coverage:

- 4x4 Professional banner displayed in the arena during Gold Buckle Finals, to be provided by the sponsor.
- Recognition announcement spots throughout all 3 Gold Buckle Finals performances.
- Sponsor name listed on the sponsorship page in the official finals program.
- Company/business name displayed on KCRA website.
- Weekend passes to the Gold Buckle Finals.

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$ _____

Signature: _____

_____ Date _____



2023 Letter of Commitment

Gold Buckle Finals Event Sponsorship Year End Buckles & Finals Champion Buckles

\$500 for one buckle OR \$1,000 for both buckles and event title

The KCRA has 16 events at each rodeo and the finals. At the end of each year, the rodeo athlete with the most points in the season is presented with a Season Leader trophy buckle. After the conclusion of the Gold Buckle Finals, the rodeo athlete with the most points in the finals is presented with a Championship trophy buckle.

Trophy buckles are a part of cowboy attire and are highly regarded within western culture. Contestants wear these proudly day in and day out. With this package, you can be guaranteed your brand will be noticed for years to come. All buckles are presented to the season leaders and champions at the Gold Buckle Finals with sponsorship recognition.

Please note payments must be received by June 1, 2023 to guarantee your name on apparel and any promotional publications.

Advertising Coverage (\$500 package):

- Season Leader or Finals Champion trophy buckle sponsorship of your chosen event, with recognition during the awards ceremony at the Gold Buckle Finals.
- Recognition announcement spots throughout all 3 Gold Buckle Finals performances.
- Sponsor name listed on the sponsorship page in the official finals program.
- Company/business name displayed on KCRA website.
- Day passes to the Gold Buckle Finals.

Advertising Coverage (\$1,000 package):

- Title sponsor of the chosen event for the entire 2023 season (for example, the Canadian Horses to Move Ladies Breakaway Roping).
- Season Leader and Finals Champion trophy buckle sponsorship of your chosen event, with recognition during the awards ceremonies at the Gold Buckle Finals.
- Recognition announcement spots throughout all 3 Gold Buckle Finals performances.
- Sponsor name listed on the sponsorship page in the official finals program.
- Company/business name displayed on KCRA website.
- Day passes to the Gold Buckle Finals.

Please select and initial your primary event sponsorship choice:

Senior Events	Season Leader	Finals Champion
Bareback Riding		
Tie Down Roping		
Saddle Bronc Riding		
Steer Wrestling		
Ladies Breakaway Roping		
Team Roping Header		
Team Roping Heeler		
Ladies Barrel Racing		
Bull Riding		

Junior Events	Season Leader	Finals Champion
Steer Riding		
Breakaway Roping		
Team Roping		
Barrel Racing		

PeeWee Events	Season Leader	Finals Champion
Steer Riding		
Team Roping		
Barrel Racing		

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$ _____

Signature: _____

_____ Date _____



2023 Letter of Commitment

Horse of the Year Advertising Partnership - 12 Packages Available!

\$500

The prestigious Horse of the Year Award is recognized in all areas of rodeo life. Voted on by the finals qualifiers, the Horse of the Year is an animal athlete that displays incredible talent and athleticism throughout the rodeo season and helps the cowboy or cowgirl do their job well.

By investing in this package, your brand will be displayed every time that horse wears the blanket. This will continue beyond regular rodeo seasons and for years to come.

Please note payments must be received by June 1, 2023 to guarantee your name on apparel and any promotional publications.

Advertising Coverage:

- Your company/business embroidered on one blanket.
- Blanket sponsor recognition with presentation opportunity.
- Recognition announcement spots throughout all 3 Gold Buckle Finals performances.
- Sponsor name listed on the sponsorship page in the official finals program.
- Company/business name displayed on KCRA website.
- Complimentary 2-day passes to the Gold Buckle Finals.

Blanket:

- Ladies Barrel Racing ____
- Junior Barrel Racing ____
- PeeWee Barrel Racing ____
- Steer Wrestling ____
- Hazing ____
- Team Roping Header ____
- Team Roping Heeler ____
- Junior Team Roping ____
- PeeWee Team Roping ____
- Ladies Breakaway Roping ____
- Junior Breakaway Roping ____
- Tie Down Roping ____

Continued on the following page.

Name of Sponsor: _____

Address: _____

Phone: _____ Email: _____

Advertisement Requests: _____

Amount of Investment Commitment: \$ _____

Signature: _____

_____ Date _____