



2017 Rodeo

June 1,2,3 & 4

www.blackgoldrodeo.com

Howdy Folks!

It's that time of year again when the Sponsorship Committee of the Leduc Black Gold Pro Rodeo & Exhibition Association begins its work for the 2017 rodeo season and this letter is to invite you to be a proud member of our sponsor family.

Through the amazing support of businesses and the volunteer community of Leduc and surrounding area, we endeavor to put on a show that both the City and County of Leduc can be proud of. Today, not only are we one of Alberta's first Pro-Rodeos of the year with a pay-out of close to \$50,000; our four day event includes many other attractions including the Rodeo of Smiles, a three-day Trade Fair, and a Friday Family Fun Night which is held in conjunction with Family and Community Support Services (FCSS), Parent Link and both the City and County of Leduc. This year we are very pleased to announce the return of the Leduc Black Gold Rodeo Royalty Competition.

We understand that again this year we all face tougher economic times than we might have in the recent past but we sincerely urge you to consider making the Leduc Black Gold Pro Rodeo a continuing part of your company's plans. Please talk to your sponsorship contact as we would very much like to work with you and will be more than happy to discuss options.

As we enter into our 48th year we continue working with the City of Leduc to develop agricultural facilities for Lede Park. These facilities will ensure that we maintain our cowboy traditions and a strong western heritage in the area. This year, the Leduc Black Gold Pro Rodeo is growing. We hope you will jump into the sponsorship saddle and ride onward with us!

Included with this letter, you will find our revised "2017 Sponsorship Application Form" for your consideration or renewal. This document highlights the privileges that you will receive based on your level of sponsorship – from rodeo tickets to advertising. Be sure to customize your package once you have decided on your level of sponsorship by checking the appropriate level and circling your preference for either the Thursday or Friday night performance or Sunday afternoon performance tickets. Once the Committee has received your completed application (and prior to the rodeo) you will receive your rodeo tickets.

**You can fill in the accompanying sponsorship forms and fax them back to us at 780.739-5851 or, new this year, you can also access and complete the Application Form on-line at: <http://www.blackgoldrodeo.com/?content/sponsorship-application-form.html>**

The Black Gold Pro Rodeo & Exhibition Association would like to take this opportunity to express a sincere thank you for sponsorship consideration. With your support, it is our commitment to make the 2017 edition of the Leduc Black Gold Pro Rodeo bigger and better than ever before!

Thank you,

Tamara McGill  
Chair, Sponsorship Committee

**Rodeo Office**  
PO Box 3235, Leduc, Alberta T9E 6L9

office: (780) 887-3235  
fax: (780) 739-5851



# 2017 Sponsorship Application Form

NEW

RENEW

Company Name: \_\_\_\_\_

Ph # \_\_\_\_\_ Fax # \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Rodeo Tickets Required  
Circle One: Thursday, Friday, Sunday

1. Subject to availability.
2. Available on a first come first service basis and at the discretion of the Black Gold Rodeo Committee. Sponsor to supply banner and/or flag although arrangements can be made to have one fabricated. Based on our abilities and weather permitting, flags will be carried in both the arena and Black Gold Parade. **Please see your rodeo representative for additional options and upgrades available to you.**
3. Events (Bareback, Saddle Bronc, Bull Riding, Ladies Barrel Racing, Tie Down, Steer Wrestling, Novice Bareback and Team Roping) are available on a first come first serve basis. Please indicate your 1st, 2nd and 3rd preference for sponsorship and you will be contacted by the rodeo office as to the event you will be sponsoring.
4. Multiple opportunities for sponsoring entertainment at the Black Gold Rodeo exist. Please contact the Black Gold Rodeo Association for more information.

For Product Sponsors (Non-Monetary), please provide a description and estimated value: \_\_\_\_\_

\_\_\_\_\_

Value: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

\*\*\* Please Provide your Business Card \*\*\*

**Fax or Email and send payments to:** Tamara McGill, Sponsorship Chair

Rodeo Office: 780.887.3235 Cell Ph: 780.499.3418 Fax: 780.739.5851

Email: [t.mcgill@shaw.ca](mailto:t.mcgill@shaw.ca)

Leduc Black Gold Pro Rodeo & Exhibition Association \* Box 3235, Leduc, AB Canada T9E 6L9

Email: [sponsorship@blackgoldrodeo.com](mailto:sponsorship@blackgoldrodeo.com) Web: [www.blackgoldrodeo.com](http://www.blackgoldrodeo.com)

**\*\*SPONSORSHIP PRICES DO NOT INCLUDE GST\*\***



| SELECTION | LEVEL | COST | Rodeo Tickets | Text only | Business card | 1/4 page | Saddleup & LED Sign | Banner | Flag | Notes |
|-----------|-------|------|---------------|-----------|---------------|----------|---------------------|--------|------|-------|
|-----------|-------|------|---------------|-----------|---------------|----------|---------------------|--------|------|-------|

**General Rodeo**

| <b>CUSTOM sponsorship package</b>          |  |                  |                 |    |   |   |   |   |   |   |
|--|--|------------------|-----------------|----|---|---|---|---|---|---|
| <b>Build a package that works for you.</b> |  |                  |                 |    |   |   |   |   |   |   |
|  |  | Video Replay     | \$3,000.00      | 8  |   |   | ✓ | ✓ | ✓ | ✓ |
|  |  | Clown            | \$2,500.00      | 8  |   |   | ✓ | ✓ | ✓ | ✓ |
|  |  | Chute Gate       | \$2,300.00      | 8  |   |   | ✓ | ✓ | ✓ | ✓ |
|  |  | Announcers Stand | \$2,300.00      | 8  |   |   | ✓ | ✓ | ✓ | ✓ |
|  |  | Box Seats (full) | \$2,500.00      | 16 |   |   | ✓ | ✓ | ✓ |   |
|  |  | Box Seats (half) | \$1,250.00      | 8  |   | ✓ |   | ✓ | ✓ |   |
| <b>Event Choice:</b>                       |  | Event            | \$1,250.00      | 4  |   | ✓ |   | ✓ | ✓ | ✓ |
|  |  | EMS              | \$1,250.00      | 4  |   | ✓ |   | ✓ | ✓ | ✓ |
|  |  | Grand Entry      | \$1,250.00      | 4  |   | ✓ |   | ✓ | ✓ | ✓ |
|  |  | Entertainment    | \$1250 and up   | 4  |   | ✓ |   | ✓ | ✓ |   |
|  |  | Buckle           | \$800 to \$1249 | 3  |   | ✓ |   | ✓ |   |   |
|  |  | Boots            | \$400 to \$799  | 2  |   | ✓ |   | ✓ |   |   |
|  |  | Spurs            | Less than \$399 | 0  | ✓ |   |   | ✓ |   |   |

**Rodeo of Smiles**

| <b>CUSTOM sponsorship package</b> |  |               |                  |   |   |   |   |   |   |   |
|-----------------------------------|--|---------------|------------------|---|---|---|---|---|---|---|
|                                   |  | Platinum      | \$2000 and up    | 8 |   |   | ✓ | ✓ | ✓ | ✓ |
|                                   |  | Gold          | \$1250 to \$1999 | 4 |   | ✓ |   | ✓ | ✓ | ✓ |
|                                   |  | Silver        | \$800 to \$1249  | 3 |   | ✓ |   | ✓ |   |   |
|                                   |  | Bronze        | \$400 to \$799   | 2 |   | ✓ |   | ✓ |   |   |
|                                   |  | Smile Friends | up to \$399      | 0 | ✓ |   |   | ✓ |   |   |

**NEW \*\* Leduc Black Gold Rodeo Royalty Program \*\***

| <b>CUSTOM sponsorship package</b>   |  |          |                  |   |   |   |   |   |   |   |
|---|--|----------|------------------|---|---|---|---|---|---|---|
| The Queen sponsorship program will include other advertising opportunities such as: Miss Rodeo's jacket, autograph and photo ops, premier attendances, signage on yearly basis. |  | Diamond  | \$2,000 and up   | 8 |   |   | ✓ | ✓ | ✓ | ✓ |
|   |  | Pearl    | \$1250 to \$1999 | 4 |   | ✓ |   | ✓ | ✓ | ✓ |
|   |  | Emerald  | \$800 to \$1249  | 4 |   | ✓ |   | ✓ |   |   |
|   |  | Sapphire | 499 to \$799     | 2 |   | ✓ |   | ✓ |   |   |
|   |  | Ruby     | up to \$399      | 0 | ✓ |   |   |   |   |   |