



*New Dates!

2014 Rodeo

May 29 to June 1

www.blackgoldrodeo.com

To Whom It May Concern:

It's that time of year again when the Sponsorship Committee of the Leduc Black Gold Rodeo & Exhibition Association begins its work for the 2014 rodeo, which goes from Thursday, May 29 through Sunday, June 1.

Through the 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. Ever since our start with the Foothills Cowboy Association in 1969, we have been "kickin' around" the Leduc area. 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 a family Pet Parade, 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, the Black Gold Regional School Board and both the City and County of Leduc.

As we enter into our 45th year, we continue to grow and expand our community's rodeo. Working with the City of Leduc, the Black Gold Rodeo continues 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 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 "2014 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.

The Black Gold 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 2014 edition of the Leduc Black Gold Rodeo bigger and better than ever before!

Thank you,

Jason Cathcart
Chair, Sponsorship Committee



2014 Sponsorship Application Form

New Renewal

Company Name: _____

Address: _____ Telephone: _____ Cell: _____ Fax: _____

Email: _____ Contact _____ Number: _____ Do you require Rodeo Tickets? (yes/no) _____

SELECTION	Spots Available	Sponsorship Level	Value of Sponsor Class	Rodeo Tickets	Advertising Package								
					Other				Program				
					Saddleup	LED ¹	Banner ²	Flag ²	text only	business card	1/4 page	full page	
				Reserve									
GENERAL RODEO			Tickets: ___ Thurs ___ Fri ___ Sun (check one)										
	7	Chute Gate	\$2,300.00	8	X	X	X	X				X	
	2	Scoreboard	\$2,300.00	8	X	X	X	X				X	
	1	Announcer's Stand	\$2,300.00	8	X	X	X	X				X	
	2	Box Seats (full)	\$2,500.00	16 box	X	X	X					X	
	4	Box Seats (half)	\$1,250.00	8 box	X	X	X			X			
	8	Event ³	\$1,250.00	4	X	X	X	X					X
		List the 3 event choices: 1st _____, 2nd _____, 3rd _____											
	1	EMS	\$1,250.00	4	X	X	X	X		X			
	1	Grand Entry	\$1,250.00	4	X	X	X	X		X			
	variable	Entertainment ⁴	\$1,250.00	4	X	X	X			X			
	variable	Buckle	\$800 to \$1249	3	X	X						X	
	variable	Boots	\$400 to \$799	2	X	X				X			
	variable	Spurs	Less than \$399	0	X				X				
		RODEO of SMILES											
	variable	Platinum	\$2000 and higher	8	X	X	X	X				X	
	variable	Gold	\$1250 to \$1999	4	X	X	X	X		X			
	variable	Silver	\$800 to \$1249	3	X	X				X			
	variable	Bronze	\$400 to \$799	2	X	X				X			
	variable	Friend of the Rodeo of Smiles	Less than \$399	0	X				X				

1. Subject to availability.
2. Available on a first come first serve 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.
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.
5. Additional program advertising is available. 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



May 29 through June 1, 2014
45th Edition

2014 Sponsorship Public Relation Form

*This information is only required for sponsorship classes of \$1,250 or more, and may be used by the announcers in the arena during rodeo performances.

Company Information	
Company Name:	
Location (City/Town):	
Years of Operation:	
Owner(s):	
Years of Sponsorship:	
Sponsorship Level:	
Type of Business/slogan:	

Sponsorship Replies:

Please send or fax your *Sponsorship Public Relation Form* to:

- FAX:

ATTN: Jason Cathcart
FAX Number 780-634-6219

- Mail:

Leduc Black Gold Rodeo & Exhibition Association – Sponsorship
c/o Jason Cathcart
PO Box 3235
Leduc, Alberta T9E 6L9

The Sponsorship Committee of the Leduc Black Gold Rodeo & Exhibition Association would like to take this opportunity to say thank you for your support and for making the Leduc Black Gold Rodeo a huge success!