



**2018 Rodeo**  
**May 31, June 1,2,3**

www.blackgoldrodeo.com

Howdy Folks!

This is going to be our best year yet as the Leduc Black Gold Rodeo is celebrating our 50<sup>th</sup> rodeo and we are looking forward to having you join us. With the celebration this year there will be lots of additional opportunity for you to join in on all the fun. Your sponsorship has helped to make the rodeo, the fun and exciting community event that it has become. We are proud of our contributions and your support has been a huge part in allowing us to achieve that.

As part of our 50<sup>th</sup> celebration we adding exciting pre Rodeo events to celebrate the Rodeo. Additional events include a Western Ladies Night April 6<sup>th</sup>, a Celebration Banquet on April 28<sup>th</sup>, family activities and events on May 12<sup>th</sup> and a ranch rodeo on May 26<sup>th</sup>. Our four day event this year will feature the Rodeo, 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, plus special 50<sup>th</sup> celebration activities.

We urge you to consider making the Leduc Black Gold Pro Rodeo a part of your company's community support activities this year.

Included with this letter, you will find our revised "**2018 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. Alternatively, if you have ideas on how you and your company can provide financial or non-monetary support the Rodeo and its' events, please contact us directly as we would very much like to work with you and will be more than happy to discuss tailoring an option that suites you.

Once the Committee has received your completed application (and prior to the rodeo) you will receive your rodeo package, including tickets.

**You can fill in the accompanying sponsorship forms or 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 2018 edition of the Leduc Black Gold Pro Rodeo the very best celebration of 50 great years of rodeo!

Thank you,

Tamara McGill  
Chair, Sponsorship Committee  
(780) 499-3418

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

office: (780) 887-3235  
fax: (780) 634-6219



2018 Sponsorship Application Form

<b>NEW RENEWAL</b>	Rodeo Contact:

Company Name : \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Address: \_\_\_\_\_ Email: \_\_\_\_\_ Rodeo Tickets required : (Yes) \_\_\_\_\_ (No) \_\_\_\_\_

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.

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

	SELECTION	AVAILABILITY	LEVEL	COST	Tickets	Text only	Business card	1/4 page	Saddleup & Video Replay	Banner	Flag	Upgrades and/or Options
<b>LEVEL 4 - CUSTOM LEVEL</b>												
<b>LEVEL 3 - \$2,000 AND UP</b>												
<u>GENERAL RODEO OPTIONS</u>		7	Chute Gate	\$2,300.00	8		X	X	X	X		
		2	Video Replay	\$2,300.00	8		X	X	X	X		
		1	Announcers Stand	\$2,300.00	8		X	X	X	X		
		2	Box Seats (full)	\$2,500.00	16		X	X	X			
<u>RODEO OF SMILES OPTIONS</u>		unrestricted	Platinum	\$2000 and up	8		X	X	X	X		
<b>LEVEL 2 - 1,000.00 AND UP</b>												
<u>GENERAL RODEO OPTIONS</u>		2	Box Seats (half)	\$1,250.00	8		X		X	X		
Event Choice:			Event	\$1,250.00	4		X		X	X	X	
		limited	EMS	\$1,250.00	4		X		X	X	X	
		limited	Grand Entry	\$1,250.00	4		X		X	X	X	
		unrestricted	Entertainment	\$1250 and up	4		X		X	X		
<u>RODEO OF SMILES OPTIONS</u>		unrestricted	Gold	\$1250 to \$1999	4		X		X	X	X	
		unrestricted	Silver	\$800 to \$1249	3		X		X			
<b>LEVEL 1 - UP TO \$1,000.00</b>												
<u>GENERAL RODEO OPTIONS</u>		unrestricted	Buckle	\$800 to \$1249	3		x		x			
		unrestricted	Boots	\$400 to \$799	2		x		x			
		unrestricted	Spurs	Less than \$399	0	x			x			
<u>RODEO OF SMILES OPTIONS</u>		unrestricted	Bronze	\$400 to \$799	2		x		x			
		unrestricted	Smile Friends	up to \$399	0				x			

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 payment to : Tamara McGill Sponsorship Chair \* Leduc Black Gold Pto Rodeo & Exhibition Association \* Box 3235, Leduc, AB Canada T9E 6L9**

Email: [sponsorship@blackgoldrodeo.com](mailto:sponsorship@blackgoldrodeo.com) \* Tel: 780-887-3235 \* Fax: 780-634-6219 \* [www.blackgoldrodeo.com](http://www.blackgoldrodeo.com)