

Armstrong Bullriding Challenge
Saturday, June 16, 2018
5:00pm event start
IPE Fairgrounds, Armstrong BC



On June 16th the North Okanagan will be host to an afternoon of family fun, bucking bulls, cowboys, beer gardens, food trucks and more! More importantly it will be a showcase of professional Bull Riding at its finest – the Armstrong Bull Riding Challenge.

It will be one of the newest stops on Bullriders Canada's 2018 national season. Some of the top riders from Canada, Brazil, and the US will be "going for 8." Bullriders Canada sanctions over 80 events from Nova Scotia to British Columbia.

This event is being produced by Cowboy Gaming in support of the Farm Kids Fund. Since 2012 the Farm Kids Fund has been hosting professional bull riding events to raise money. Part of the proceeds support an annual bursary for deserving rural youth, to support their pursuit in post-secondary education -- trades, college or university. Proceeds from our June 16th event will go towards setting up a bursary for "farm kids" in School District No. 83.

These events are possible through support from organizations such as yours. Our marketing reach includes social media, print, television and radio. As an advertising sponsor, your product and company will be highlighted in those mediums. In such a disruptive advertising market, we bring you a unique opportunity to reach a captive audience. Attached is a summary of the types of levels we are looking for in support.

Please review our sponsorship rate sheet. You will find different levels available and we ask that you commit to the one that best reflects your advertising goals. I'm happy to discuss or answer any questions you have at 250-462-8707 or e-mail me directly at annmarie@cowboygaming.ca

Thank you for your time and consideration. We believe the best gift we can give a young person is a solid education. We hope you'll choose to be a part of that.

We look forward to hearing from you!

Sincerely,

A handwritten signature in black ink, appearing to read "AnnMarie Aase", with a long horizontal line extending to the right.

AnnMarie Aase
Cowboy Gaming





ADVERTISING SPONSORSHIP



2018 Sponsorship Schedule

<p>EVENT SPONSOR \$5,000</p> <p><i>Still Available!</i></p>	<p>All event advertising will include your logo and mention you as event sponsor. 10 VIP passes to bullriding. Your banner/signage in announcer's area and in beer garden. First full page and backpage advertisement in event program as event sponsor A representative from your organization will be a significant part of our opening ceremonies. Social media recognition.</p>
<p>PLATINUM \$2,000</p> <p><i>1 still available</i></p>	<p>All event advertising and printed promotional material will include your logo. Your banner/sign on the Centre Gate of the arena 8 VIP passes to bullriding. Full page advertisement in event program. Recognition during opening ceremonies and event Webpage and Facebook page recognition.</p>
<p>GOLD \$1,000</p> <p><i>2 still available!</i></p>	<p>Your banner/signage on the Horse Gate, Beer Gardens or Announcer's Booth 6 VIP passes to bullriding. 1/2 page advertisement in event program. Recognition during opening ceremonies and event. Logo is included on event posters. Webpage and Facebook page recognition.</p>
<p>Silver \$500 <i>5 still available!</i></p>	<p>Your banner/signage on a Bucking Chute 4 VIP passes to bullriding 1/4 page advertisement in event program. Recognition during event. Webpage and Facebook page recognition.</p>
<p>BRONZE \$250 <i>10 still available!</i></p>	<p>Your banner/sign in the Arena Fence during event. 2 VIP passes to bullriding Business card advertisement in event program. Recognition during event. Webpage and Facebook page recognition.</p>
<p>"OWN A BULL" "OWN A COWBOY" \$100 <i>80 available</i></p>	<p>Your name in the program beside a rider or rough stock animal. 2 VIP passes to bullriding Webpage and Facebook page recognition</p>



Please return these pages to annmarie@cowboygaming.ca or mail to the address listed below.	
COMPANY NAME:	
REPRESENTATIVE:	
TELEPHONE:	E-MAIL:
ADDRESS:	
SPONSORSHIP LEVEL:	
SIGNATURE:	
DATE:	

Please Note: If you are sponsoring multiple events you will receive 10% off of the listed sponsorship costs for sponsoring two events and 20% off for three or more events. Payments are to be made out to: Cowboy Gaming

EVENT PROGRAM AD SIZES:

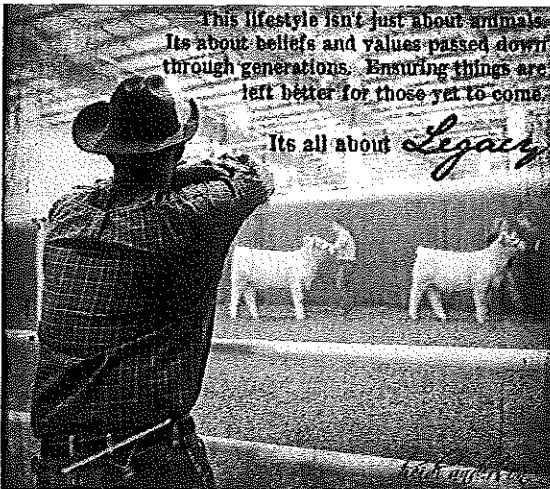
- Full page - 7.5"w x 10"h
- 1/2 page - 3.65" x 10" vertical
- 1/4 page - 3.65" x 5" vertical
- 1/8 page (business card) - 3.65" x 2.5"

All advertisements must be received by Cowboy Gaming no later than 5 business days before the event you are sponsoring. You can email them to: annmarie@cowboygaming.ca

Any corporate or promotional banners must be received by Cowboy Gaming no later than 3 business days before the event you are sponsoring. You can mail them to:
Cowboy Gaming
1253 Highridge Drive
Kamloops BC, V2G5X5

Banner will be returned to the sender after the event at no cost. Because of the nature of the event we cannot guarantee the banner will be returned in the same condition it was received.

The Farm Kids Fund



WHO WE ARE..

The Farm Kids Fund is one of the ways we give back to the local communities we have our events in.

We contribute a part of our event proceeds towards a long term bursary for rural youth. These are awarded to graduating grade 12 students to help them further their education whether it's trades, college, or university.

Our team is made up of people who grew up in 4H, rodeo, equestrian, and in the farming and ranching community. We understand how important, and sometimes how hard, post-secondary education can be for Farm Kids.

There is a need for an independent bursary that does not require the applicant to already be a member of a specific organization or have their educational focus be solely in a specific field. We work with school administration to choose the successful applicants. Applicants receive their bursary when they have sent us a copy of their post-secondary registration.

Our first fund was in Barriere, BC and was established through our very successful New Year's Eve professional bullriding events from 2012-2015. There has been an existing fund for Barriere Secondary that contributes \$250 to 2 deserving "Farm Kids" graduating from that school since 2013.

So far, we have awarded \$2,500 in bursary money to deserving rural youth. We hope to grow this amount with our events!

There is an added bonus to receiving this bursary. We invite the successful Farm Kid recipient, and their family, to next year's event to attend for free and to be a part of the event opening!

If you have any questions or would like more information please email me at steven@cowboygaming.ca or call me directly at 250-371-7654



Steven L. Puhallo, President and CEO