

River Lane Ranch

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Edmonton, Alberta T6S 1C4

(780) 964-0927

April 2017



Hello,

River Lane Ranch needs your help!

Our ranch is hosting our first annual, two-day horse show & Jackpot Gymkhana Event! We are creating something that is beyond the standard and typical horse show. We have created a 50 class schooling show that will help build confidence and experience for horse and rider alike, and added money and prizes to make our attendees feel proud to be there. This will be a fun, encouraging environment that lets everyone learn, grow and be rewarded for their hard efforts.

River Lane Ranch hosts several large annual events each year. With over 2000 people attending many of these events, this horse show is sure to draw a large crowd from horse owners, and to those who are just peeking their interest in the world of horses. The Baird family, who own River Lane Ranch, have a large public following on social media and have had a hit reality TV show on CMT Canada, which is now airing all over the world! With a large public following already, this is sure to create a lot of attention, and will be an amazing opportunity for businesses to advertise their products and services, along with supporting those who want to have fun, learn and show their horses.

Although this is our first show this year, we are starting out BIG! There will be amazing prizes, added money jackpots, world show judges, an amazing trail obstacle course, live band and dance on the Saturday night, vendors, food trucks and so much more! We expect to have well over 1000 people on site throughout the day.

We do plan on hosting several events throughout the year, including Monday Night Lights Barrel Racing Jackpots, Clinics, horse shows, the fall festival and more...

River Lane Ranch would like to have amazing prizes and added money jackpots for the participants at the events and shows, and we need your help to do it. Please see our packages listed below.

The BiG ShaBang – Platinum - \$1000.00+ or more

All monies will go towards added money jackpots, buckles, prizes etc.

- Acknowledgement as a major event sponsor for all events taking place at the ranch within the next 12 months. Your logo will be on the 12 Month Sponsor Boards at River Lane Ranch, and this shows Sponsor Board as well.

- Logo and web link recognition on our webpage as The Big ShaBang sponsor for 12 months.

- Name recognition on programs at the events. (You may provide us with a banner to hang inside the arena for 12 months to be showcased at all events)
 - Recognition for the prize or added money that was given by you, as it's being given.

- Free premium 10x10 vendor space to advertise your business at all events for 12 months.

- Recognition on all RLR social networking sites throughout the next 12 months, linking to your social media sites.

- Free entry to the barn dance and other regular entry admittance for up to 4 people of your choosing to any other events. (Not including clinics or private events/VIP)

- Barrel cover to be placed on barrels when hosting Monday Night Lights barrel racing events.

Taking It To The Top – Gold - \$500.00+

All monies would go towards added money jackpots, buckles, prizes etc.

- Acknowledgement as a sponsor at the horse show on June 10th & June 11th and other events at the ranch for a period of 6 months.
- Logo recognition on our Sponsor Board at the event.
- Name recognition on programs at the event.
- Recognition for the prize or added money that was given by you, as it's being given.
- You may hang a banner inside the arena for the summer events.
- Direct website link from our website to yours .
- Program ad and special thanks on social media.
- Free 10x10 vendor space for the horse show on June 10th and 11th.

The Super Sensation - Silver \$250+

All monies would go towards added money jackpots, buckles, prizes etc.

- Acknowledgement as a sponsor at the horse show on June 10th & June 11th. (Announcer will mention your business several times through out the event)
- Logo recognition on our Sponsor Board at the event.
- Name recognition on programs at the event.
- Recognition for the prize or added money that was given by you, as it's being given.
- Program ad and special thanks on social media.
- Free 10x10 vendor space for the horse show on June 10th and 11th.

Keeping It Real - \$100+

All monies would go towards added money jackpots, buckles, prizes etc.

- Acknowledgement as a sponsor of the June 10th and June 11th
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- Logo recognition on our Sponsor Board at the event.
- Name recognition on programs at the event.
- Recognition for the prize or added money that was given by you, as it's being given.

Additional Sponsorship Needed

Horse Show Sponsor - Donate goods for prizes to be won by those attending the show.
Example – Horse feed, products, western décor, western wear, buckles, etc.

Additional Notes

For more information on the show and to see the show package and schedule please go to www.riverlaneranch.com and click on Events/Horse Show.

Due to planning, advertising & printing deadlines we require all sponsorship to be confirmed and received by May 15th 2017

Your generosity is greatly appreciated and we thank you in advance. If you have any questions or concerns please contact Angie Clement at (780) 964-0927 or email info@riverlaneranch.com

Sincerely,

River Lane Ranch & The Baird Family