



March 15, 2021

Dear Valued Business Owners and Supporters,

**SUBJECT: BEI SPONSORSHIP OPPORTUNITIES**

We would like to take a minute to introduce you to the newest and fastest growing equine incentive in Canada, The Breeder's Elite Incentive, which is offering an exciting opportunity to our recently enrolled **100** Canadian Barrel Horse Breeders. Our nominated breeders come from British Columbia, Alberta, Saskatchewan, Manitoba and Nova Scotia!

This incentive is designed to boost our equine industry to a prestigious level by increasing their offspring earnings and recognizing Canada's performance horse breeders. The Breeder's Elite along with our nominated breeders have worked hard to prepare our estimated \$192,000.00 total payout for our Futurity, Derby competition and Breeders combined! This will all be paid out at our event in Thorsby, Alberta on Aug 7-8, 2021 with the projected payout increasing in years to come. This will be an annual event as our breeders are voluntarily committing to continue to support this program. Canada is the home of many amazing equine breeding operations and we are going to show the world the quality of athletes growing in Canadian pastures.

The intention of this incentive is to promote Canadian barrel horse breeders, stallions, mares, trainers, and to increase the overall value of all Canadian equine breeder's offspring. With higher earning offspring, our breeders along with their stallions will hit new heights of acknowledgment and will receive international recognition. Our competition will feature a Futurity and Derby Sweepstakes race, as well as an Open race with multiple side-pot categories. Our aim is to provide International coverage and promotion of Canadian breeders and stallions, while supporting our Canadian businesses.

The Breeder's Elite is already becoming one of the most prestigious and talked about events in Canada. Not only will we be giving away huge payouts to our competitors and breeders, but we also wish to present a great range of prizes that will recognize them for their hard work and performance. We would love to be able to partner with you to make this happen. The attached pages outline the different sponsorship opportunities we have available. Thank you for your consideration and we hope to have the chance to work with you on our first annual event!

Kindest Regards,

*The Breeder's Elite Team*

Helen Nowosad (780) 787-0605  
Christine Drisner (780) 995-9602  
Colin Balan (780) 812-5295  
Box 113  
Dewberry, Alberta  
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## The Breeder's Elite Levels of Sponsorship

### Monetary Sponsorship opportunities

- **3 barrel covers for Open, Futurity and Derby with your company logo \$2500.00**

**DIAMOND SPONSOR** will get a full page in our program, frequent Announcer recognition, frequent social media recognition, banner in arena, website recognition as Diamond Sponsor with company name link on our sponsor page. (One Sponsorship spot available) Our Diamond Sponsor will be receiving a custom sponsor Jacket which will be presented to them at our event if they are able to attend.

- **Futurity/Derby/Open CHAMPION Breeder's Jackets with your company logo \$1250.00**

**PLATINUM SPONSOR** will get a full page in our program, frequent Announcer recognition, frequent social media recognition, banner in arena, website recognition as our Platinum Sponsor with company link on our sponsor page. (Two sponsorship spots available and one spot will cover all 3 jackets)

- **Futurity/Derby/Open CHAMPION Jacket (Rodeo finals type, heavy) with your company logo \$750.00**

**GOLD SPONSOR** will get a half page in our program, frequent Announcer recognition, social media recognition, and website recognition as a Gold Sponsor with company name link on our sponsor page. (5 Sponsorship spots available – Futurity, Derby or Open)

- **Futurity/Derby/Open CHAMPION custom made breast collar with company name or logo - \$500.00**

**SILVER SPONSOR** will get quarter page in our program, announcer recognition, social media recognition, website recognition as a Silver Sponsor and company name with link on our sponsor page. (7 Sponsorship spots available)

- **Saddle Pad with your company logo \$500.00**

**SILVER SPONSOR** will get quarter page in our program, Announcer recognition, social media recognition, website recognition as a Silver Sponsor and company name with link on our sponsor page. (7 Sponsorship spots available)

- **Heavy winter horse blanket with "Sponsored by" - \$400.00**

**BRONZE SPONSOR** will get business card ad in our program, Announcer recognition, social media recognition, website recognition as a Bronze Sponsor and company name with link on our sponsor page. (17 Sponsorship Spots Available)

- **Soft Shell Jacket with your company logo \$250.00**

Honourable mention by announcer, name listed in the program, social media recognition and website link on our sponsor page. (20 Sponsorship Spots Available)

- **Light weight horse blanket with "Sponsored by" - \$200.00**

Honourable mention by announcer, name listed in program, social media recognition and website link on our sponsor page. (20 Sponsorship Spots Available)

***\*Any and all monetary gifts will be accepted and given away to our contestants at the event\****



### Gift In Kind Sponsorship Opportunities

The Breeders Elite is planning to make a splash and wants everyone to feel valued when they compete in this prestigious event! We have multiple categories that we wish to award prizes in. If you or your company wishes to sponsor a [Gift In Kind](#) these are the categories you may choose from!

- **OPEN**  
5 divisions in this category and 5 identical prizes required.
- **YOUTH**  
3 divisions in this category and 3 identical prizes required.
- **ADULT**  
3 divisions in this category and 3 identical prizes required.
- **SENIOR**  
3 divisions in this category and 3 identical prizes required.
- **RODEO RUN**  
One division of prizes.
- **FUTURITY**  
2 divisions in this category and 2 identical prizes required.
- **DERBY**  
2 divisions in this category and 2 identical prizes required.

*\*We hope to have prizes to three or more placings in each division\**

The following are our most prestigious races, and we will be showing that through our payout and prizes given. Each category will award the top 5 riders in each division, which allows for 35 different sponsorship opportunities.

- **BEI OPEN**  
3 divisions in this category and 3 identical prizes required.
- **FUTURITY SWEEPSTAKES**  
2 divisions in this category and 2 identical prizes required.
- **DERBY SWEEPSTAKES**  
2 divisions in this category and 2 identical prizes required.

*\*Any and all Gift In Kinds will be accepted and given away to our contestants at the event and your sponsorship recognition will be given in program!\**



SPONSOR FULL NAME		
SPONSOR'S BUSINESS NAME		
SPONSOR'S ADDRESS		
SPONSOR'S PHONE		
SPONSOR'S EMAIL		
SPONSOR'S WEBSITE		

**SPONSORSHIP CATEGORIES- PLEASE CHECK & PROVIDE DETAILS OF SPONSORSHIP OFFER**

Deadline for Monetary Sponsorship June 1, 2021

MONETARY SPONSORSHIPS	#		✓	Total Paid	Details
DIAMOND (1 of 1)		\$2500			
PLATINUM (1 of 2)		\$1250			
GOLD (1 of 5)		\$750			
SILVER(Breast Collar) 1 of 7		\$500			
SILVER (Saddle Pad) 1 of 7		\$500			
BRONZE (Winter Blanket) 1 of 7		\$400			
Light Weight Jacket 1 of 20		\$250			
Light Weight Blanket 1 of 20		\$200			

GIFTS IN KIND	#	Description of Gifts
OPEN (1- 5x)		
YOUTH (1- 3x)		
ADULT (1- 3x)		
SENIOR (1- 3x)		
RODEO RUN (1- 1x)		
FUTURITY (1- 2x)		
DERBY (1- 2x)		

Gifts in Kind for BEI Sweepstakes/Open	#	
BEI OPEN (1- 3x)		
FUTURITY SWEEPSTAKES (1- 2x)		
DERBY SWEEPSTAKES (1- 2x)		

**\*Please indicate how items will be delivered (eg. Shipping to Breeder's Elite or Delivering to Event by August 7<sup>th</sup>)**

1. Mail Cheque To: The Breeder's Elite, Box 113, Dewberry, AB T0B 1G0

2. E-Transfer to: [thebreederselite@gmail.com](mailto:thebreederselite@gmail.com) Password: sponsorship

Notes or Comments: