

Subject: Join Us in Making the 2024 Doig River Rodeo Even More Spectacular!

Dear [Sponsor's Name],

I hope this letter finds you well.

As we reflect on the astounding success of the 2023 Doig River Rodeo, we're filled with gratitude and excitement. Returning with a bang after a three-year hiatus, our event was hailed as "the best rodeo in the north" by contestants and attendees alike. Such accolades have fuelled our determination to raise the bar even higher.

Our heartfelt thanks go out to you, our invaluable sponsors, for your unwavering support. It's because of you that the Doig River Rodeo, a tradition cherished for over 36 years, continues to thrive and bring joy to countless cowboys, cowgirls, and rodeo enthusiasts from nearby communities and beyond.

Looking ahead to 2024, we're thrilled to introduce exciting new features, including a wild pony race, mutton bustin', and the fantastic DJ Winny, who will be spinning tunes alongside the much-loved Sweetwater band. Additionally, we're embarking on a groundbreaking project for a new Rodeo facility, set to be located just north of our community. This ambitious undertaking, slated for completion in 2025, will include state-of-the-art rodeo equipment, buildings, offices, announcer booths, and more.

The Doig Rodeo, which features two action-packed one-day events, will continue its tradition of awarding a custom buckle each day. Additionally, this year, we are excited to introduce a custom knife as a special award for the overall winner of each event. A significant part of what makes our rodeo so appealing to contestants is our substantial payout. This key aspect not only heightens the competitive spirit but also plays a crucial role in attracting a larger and more diverse group of talented participants.

Your sponsorship is not just a contribution but a legacy in preserving rodeo traditions and community engagement. Funds raised will support various needs, including supplies not covered by donations, ground upgrades, rodeo stock, prizes, event payouts, and more.

Enclosed are the sponsorship levels for your consideration. This year, we've added the convenience of Electronic Funds Transfer (EFT), E-Transfer, Visa/Mastercard/Debit or Cheque for payment options. Please fill out one of the attached forms at your earliest convenience.

Should you have any questions or need further information, please don't hesitate to reach out. Together, let's make the 2024 Doig River Rodeo a landmark event that continues to echo the rich heritage and vibrant spirit of our community.

Thank you for your continued support.

Warm regards,

Jodie Surerus-Chapple  
Doig River Rodeo Manager  
contact@doigriverrodeo.com

**\*\*Base Sponsorship Levels:\*\***

1. **\*\*Bronze Supporter: \$1,000\*\***
  - Company name listed in the event program.
  - Social media mention on all rodeo-related pages.
  - Small logo display on the event's main digital screen.
  - 4 Single Day Passes to the rodeo.
2. **\*\*Silver Sponsor: \$2,000\*\***
  - Includes all Bronze Supporter benefits.
  - Company logo on the event website.
  - Company banner displayed at the event (provided by the rodeo).
  - 6 Single Day Passes to the rodeo.
3. **\*\*Gold Partner: \$3,000\*\***
  - Includes all Silver Sponsor benefits.
  - Medium-sized banner at the event (provided by the rodeo).
  - 6 Weekend Passes to the rodeo.
4. **\*\*Platinum Contributor: \$6,500\*\***
  - Includes all Gold Partner benefits.
  - Logo on all event materials.
  - 8 Weekend Passes with VIP seating to the rodeo.
5. **\*\*Diamond Patron: \$8,500\*\***
  - Includes all Platinum Contributor benefits.
  - Large banner in a prime location at the event (provided by the rodeo).
  - Exclusive 2 VIP parking spots.
  - 12 Weekend VIP Passes to the Rodeo.
  - Option to provide short Commercial for your company
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  - A banner on one of the 6 chutes or main gates used in the arena.

**\*\*Specific Event Sponsorships:\*\***

1. **\*\*Pancake Breakfast and/or Burger Night Sponsor (3 spots available): \$2,500 each\*\***
  - Recognition during the sponsored event(s) and throughout the rodeo.
  - Banner display and promotional material distribution (provided by the rodeo).
  - 6 Weekend Passes to the rodeo.
2. **\*\*Gymkhana & Kids Zone Sponsor (3 spots available): \$2,500 each\*\***
  - Recognition during the sponsored event(s) and throughout the rodeo.
  - Banner display and promotional material distribution (provided by the rodeo).
  - 6 Weekend Passes to the rodeo.
3. **\*\*Prime Rib Dinner Sponsor (3 spots available): \$6,500 each\*\***
  - Recognition during the dinner and throughout the rodeo.
  - Banner display and promotional material distribution (provided by the rodeo).
  - Sponsor covers the cost of the caterer.
  - Option to provide short Commercial for your company
  - 8 Weekend Passes with VIP seating to the rodeo.
4. **\*\*Cultural Sponsor (2 spots available): \$6,500 each\*\***
  - Recognition during and throughout the rodeo.

- Provide labor to help Doig Staff with cultural events.
- Banner display and promotional material distribution (provided by the rodeo).
- Option to provide short Commercial for your company
- 8 Weekend Passes with VIP seating to the rodeo.

As we enthusiastically prepare for the 2024 Doig River Rodeo at the Doig River First Nation Rodeo grounds, we are thrilled to continue the successful format from last year. This year, we're once again expanding to a 3-day family event, maintaining our exciting Friday afternoon Gymkhana in the lineup. Join us as we continue the beloved rodeo tradition, a highlight of our community for over 35 years, bringing joy and excitement to families and rodeo enthusiasts alike.

Different Quotes we like..

"Cowboy is a breed tougher than nails and strong as steel."

"Courage is being scared to death and saddling up anyway1" John Wayne