

EXCA Cowboy Classic

October 5th & 6th, 2018

George Ingalls Equestrian Center 3737 Crestview Dr. Norco, CA 92860

Sponsorship Request

The **El Rodeo Ranch Riders** is an Extreme Cowboy Association "EXCA" Club and the host of the 2018 **Cowboy Classic** held during the **Norco Horse Affair** in Norco, California, on October 5th & 6th. The Norco Horse Affair is a participant driven equestrian expo where attendees experience a weekend of activities drawing in over 4,000 or more visitors a day. These activities include demonstrations and exhibitions, workshops, a variety of food & entertainment, shopping vendors, breed displays, arts & crafts shows, authors, education and entertainment for kids, business to business symposiums for adults, and a variety in training clinicians that high-light everything in the equine industry. This is a top-quality event equal and similar to other nationally held events across the United States.

The **Cowboy Classic** is a timed obstacle race and the course has been designed by Mary Rose Anderson of MR Anderson Horsemanship and her team of volunteers from the El Rodeo Ranch Riders Club. Mary Rose is the winner of the 2018 Western States Horse Expo EXCA Race in Pomona. She is a local trainer and EXCA Judge and has competed in a variety of disciplines and earned many championship titles in several versatility challenges. This will be her 2nd year hosting an event during NHAA and her first year presenting an EXCA race.

The **Cowboy Classic** will commence on Friday and Saturday evenings at 7:00pm. This will be after ALL activities are over of the Norco Horse Affair at 5:30pm and the crowd has filled the main arena stands. The night starts with an open ceremony which includes the singing of the National Anthem, presenting of the City Mayor, and a prayer to bless everyone and their animals. Competitors will have met prior to the opening ceremony, at 6:45pm, on the ground to go over a course walk through with the 2 judges selected to score for the night. The order of go will be determined prior to the event and based on the order in which each contestant's entry has been received and in the order of divisions. It will start with Green Horse and Novice, and then follow with Youth, Intermediate, Non-Pro, Ride Smart and Pro. At this time and throughout the event, our sponsors will be recognized. We will also be having an audience raffle give-away half way (must be present to win) of prizes consisting of donated items from our sponsors.

Sponsored awards will be presented after the last event is finished on Saturday around 9:30pm. **We hope to have ALL our riders receive a sponsored prize!** This means we are looking for individuals and businesses that would like to sponsor and donate one or more division or place with an award. Sponsors can donate anything from product and merchandise, coupons, certificates, ticket giveaways, services, or a monetary prize for a larger payout to the winners!

1st Place is a \$500 Value

2nd Place is a \$350 Value

3rd Place is a \$200 Value

4th Place is a \$100 Value

5th- 10th Place is a \$25-\$50 Value

SPONSORSHIP PROPOSAL

This event will be the **“Special Feature”** and be showcased in the main arena at the George Ingalls Equestrian Center. Celebrating the American spirit and diversity in the equine industry, we have chosen to offer the following sponsorship levels:

The Patriot: \$1500.00

- Title Sponsor Presenter of the main event
- Title Sponsorship in our guest event program and all publications
- Include company logo, tag lines on NHAFF web-site and all their publications
- Continual recognition all weekend and a chance to present awards during the main event
- Social Media opportunities throughout the promotion of the NHAFF and Cowboy Classic
- Offer (4) high profile Banner locations throughout facility including arena on all 3 days of activities.
- Vendor Booth Space (including parking all 3 days)

The Liberty: \$1000.00

- Title Sponsorship in our guest event program and all publications
- Include company logo, tag lines on NHAFF web-site and all publications
- Continual recognition all weekend and a chance to present awards during the main event
- Social Media opportunities throughout the promotion of the NHAFF and Cowboy Classic
- Offer (3) high profile Banner locations throughout facility including arena on all 3 days of activities.
- Vendor Booth Space (including parking all 3 days)

The Eagle: \$750.00

- Continual recognition all weekend and a chance to present awards during the main event
- Social Media opportunities throughout the promotion of the NHAFF and Cowboy Classic
- Offer (2) high profile Banner locations throughout facility including arena on all 3 days of activities.
- Vendor Booth Space (including parking all 3 days)

The Freedom: \$500.00

- Social Media opportunities throughout the promotion of the NHAFF and Cowboy Classic
- Offer (1) high profile Banner locations throughout facility including arena on all 3 days of activities.
- Vendor Booth Space (including parking all 3 days)

The Hero: \$250.00

- Continual recognition all weekend and acknowledgements during social media publications. (Paid parking all 3 days)

Additional Notes:

SPONSORSHIP APPLICATION:

Name of Sponsor (Individual/Company Name): _____

Business Location & Contact Information: _____

Tag Line & Mission Statement: _____

Sponsorship Level: _____

Sponsored Awards (Divisions & Placings): _____

Forms of Donation: _____

Additional Requests: (In honor of, In memory of) _____

Please call or email to plan for any product/ merchandise pick up. If you wish to be present for the awards ceremony to hand out your donations, please let us know.

Enclosed is a check for \$ _____

Checks must be made out to: **El Rodeo Ranch Riders** Mailed to: **4080 Hillside Ave. Norco, CA 92860**

Thank you for your support! We appreciate your generous donation and look forward to hosting a great show this year!

Sincerely,

Mary Rose Anderson,

EXCA Cowboy Classic Coordinator, El Rodeo Ranch Riders Club President

714-721-2220 ElRodeoRanchRiders@gmail.com

www.norcohorsaffair.com