



Sacramento's Capital Crossroads Gay Rodeo Association

PO Box 189305
Sacramento, CA 95818

www.CapitalCrossroads.org

May 26, 2016

Dear Sacramento Rodeo Supporter,

Charity: Thank you for considering a sponsorship with Sacramento's Capital Crossroads Gay Rodeo Association (SCCGRA). We are a non-profit public benefit corporation in Northern California that supports the LGBT community. We are also a charitable organization under Section 501(c) 3 of the Internal Revenue Code. A portion of our proceeds will be distributed to local charities.

Rodeo Heritage: The SCCGRA promotes the sport of amateur rodeo and encourages the appreciation of the country-western lifestyle in the gay and lesbian community. Our members enjoy a variety of social, recreational and educational activities that allow them to meet new people who share their interest in rodeo and the western lifestyle.

Inclusive: We do not restrict membership—we welcome anyone of legal age who wants to join. Our association consists of individuals that actively participate in rodeo, as well as individuals that just want to learn more about rodeo, and those that just enjoy the social aspects of the organization.

Safety: We are committed to rodeo safety. We created the Dean Berkan Rodeo Safety and Educational Fund to raise money to purchase safety equipment such as helmets and vests. We provide this equipment free of charge to participants in our own rodeo, local high school rodeos, and other amateur rodeos across the United States and Canada.

International Affiliation: The SCCGRA is a member of the International Gay Rodeo Association (IGRA). IGRA consist of 28 member associations from the US and Canada. IGRA produces over 10-20 rodeos throughout the year. The 2016 Sierra Stampede Rodeo is sanctioned by the IGRA and is governed by their rules and bylaws.



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Sponsorship: The 2016 Sierra Stampede Rodeo will take place on **September 16-18, 2016** and is only possible with donations and sponsorships from local businesses, organizations and individuals. We have various levels of sponsorship available:

1. **Platinum Sponsors**—\$5,000. Your sponsorship includes:
 - Premium placement of your logo on ALL Sierra Stampede Rodeo promotional advertising materials and Sierra Stampede web page,
 - Placement of a large banner in the Festival Area, and placement of a large banner in the rodeo arena,
 - Full-page placement in the official printed program, Festival Sponsor section,
 - Announcement of your sponsorship by our rodeo announcer during rodeo events,
 - Event buckle (2) sponsorships and opportunity to present buckles to winners,
 - 10 weekend passes to the Sierra Stampede Rodeo **with VIP seating and free drinks.**
2. **Gold Sponsors**—\$2,500. Your sponsorship includes:
 - Placement of your logo on the Sierra Stampede Rodeo poster, flyers, and Sierra Stampede web page,
 - Placement of a large banner in the rodeo arena,
 - Half-page placement in the official printed program, Festival Sponsor section,
 - Announcement of your sponsorship by our rodeo announcer during rodeo events,
 - 6 weekend passes to the Sierra Stampede Rodeo **with VIP seating and free drinks.**
3. **Silver Sponsors**—\$1,000. Your sponsorship includes:
 - Placement of your logo on the Sierra Stampede Rodeo poster, flyers, and Sierra Stampede web page,
 - Placement of a large banner in the rodeo arena,
 - Quarter-page placement in the official printed program, Festival Sponsor section,
 - Announcement of your sponsorship by our rodeo announcer during rodeo events,
 - 4 weekend passes to the Sierra Stampede Rodeo **with VIP seating and free drinks.**
4. **Chute Sponsors**—\$200 (limited to 4). Your sponsorship includes:
 - A chute banner on the gate of a chute (five available) in the rodeo arena,
 - Named in the official printed program, Chute Sponsor section,
 - Announcement of your sponsorship by our rodeo announcer during rodeo events,
 - Two weekend passes to the Sierra Stampede Rodeo.



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5. **Buckle Sponsor**—\$200 (\$250 for All-Around Championship Buckle Sponsorships). Your sponsorship includes:

- An event poster on the arena fence, facing the audience,
- Named in the official printed program, Buckle Sponsor section,
- Announcement of your sponsorship during the event by our rodeo announcer,
- Two weekend passes to the Sierra Stampede Rodeo, and
- You may present the Award Buckle to the event winner during the Sunday Awards Ceremony, September 18th, 2016. Available sponsorships include (but are not limited to):

Roughstock Events

- ▶▶ Bull Riding
- ▶▶ Junior Bull Riding
- ▶▶ Chute Dogging

Speed Events

- ▶▶ Barrel Racing
- ▶▶ Flag Racing
- ▶▶ Pole Bending

Camp Events

- ▶▶ Steer Decorating (2 person team)*
- ▶▶ Goat Dressing (2 person team)*
- ▶▶ Wild Drag Race (3 person team)*

Roping Events

- ▶▶ Calf Roping on Foot
- ▶▶ Mounted Break-Away Roping
- ▶▶ Team Roping (2 person team)*

** For two and three-person team events, we award buckles to each winning team member. For all other events, we award buckles to male and female winners of that event.*

We encourage buckle sponsors to add additional prize money, which we award to winning contestants. Please note that buckle sponsorships must be paid in full when you select the event(s) that you wish to sponsor. All buckles will be assigned upon receipt of payment only.

You can learn more about the SCCGRA and the 2016 Sierra Stampede Rodeo by visiting our website: www.capitalcrossroads.org. Also, sponsorship forms are available on the website.

We welcome your interest in sponsorship the Sierra Stampede Rodeo and look forward to discussing it further with you. Please contact Jeff Barr at (916) 402-9949 or by E-Mail at rodeodirector@capitalcrossroads.org for information on setting up your sponsorship.

Happy Trails,
Jeff Barr, 2016 Sierra Stampede Rodeo Director
rodeodirector@capitalcrossroads.org
(916) 402-9949