

BRITISH COLUMBIA **HIGH SCHOOL RODEO ASSOCIATION**



2011-2012 **SPONSORSHIP and ADVERTISING OPPORTUNITIES**

At this time the BCHSRA would like to offer you our advertising packages for the 2011/2012 rodeo season. Monies raised from any of these advertising packages will be used for the prizes and scholarship awards at our BCHSRA Finals, held on June 8th, 9th, and 10th, 2012.

The association has made some very exciting changes recently. Still a province wide organization, BCHSR has recently split into two regions, North and South. This coming June 2012, the top 12 High School Rodeo competitors of the North Region will face off against the top 12 competitors of the South Region to determine the Rodeo Champions of British Columbia.

The North Region will cover all locations from Quesnel and all areas to the north. The South Region will cover all locations south of Quesnel.

The association will be approving approximately 20-30 rodeos throughout the North and South Regions this season. So advertising and sponsorship opportunities are very appealing.

The top four competitors in each of the thirteen rodeo events qualify to participate in the National High School Rodeo Finals which is being held in Rock Springs, Wyoming in July 2012. The top five competitors in each event also qualify for the Canadian High School Rodeo Finals held in Manitoba in August 2012.

We are very proud of the achievements of some past BCHSRA members. There are many that have gone on to the professional rodeo ranks and have done extremely well. Some have earned full and partial scholarship deals with an array of different colleges. Many of these former high school rodeo competitors now conduct clinics and schools to help others to succeed in their events.

The BCHSRA is endeavoring to provide the support to allow these students to participate in a sport which helps to develop their spirit of sportsmanship, citizenship and responsibility. Students that participate in High School Rodeo are required to have a good grade level and be in good standing at school, also they are required to have their Principal sign for each rodeo they enter. We are totally self-funded (we receive no financial assistance from the B.C. Education system).

We realize your advertising dollars must be spent wisely and will do our utmost to see that you get as much exposure as possible with our association and the public. We advertise in the Rodeo Connections newspaper which has subscribers and is sold in western stores across Western Canada, as well as website advertising that reaches the world.

We thank you in advance for considering our advertising package and look forward to hearing from you.

Yours truly,

BCHSRA Board of Directors

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2011-2012 SPONSORSHIP & ADVERTISING OPPORTUNITIES

SEASON LEADER EVENT SPONSORSHIP

(North OR South)

- PA Advertising by rodeo announcer throughout the regional rodeo season.
- PA Advertising by rodeo announcer for the three days at the BC High School & Junior High Finals.
- Listing on the BCHSRA website throughout the 2011/2012 rodeo season.
- Listing in the BC Junior High and BC High School Finals program.
- Acknowledgement on our page in the Rodeo Connections Newspaper.

HIGH SCHOOL ~ Season Leader Buckle **\$250.00**

JUNIOR HIGH SCHOOL ~ Season Leader Buckle **\$200.00**

BC RODEO FINALS EVENT SPONSORSHIP

(Junior High OR High School)

- PA Advertising by rodeo announcer throughout the regional rodeo season.
- PA Advertising by rodeo announcer for the three days at the BC Finals.
- Listing on the BCHSRA website throughout the 2011/2012 rodeo season.
- Acknowledgement on our page in the Rodeo Connections Newspaper

HIGH SCHOOL ~ FINALS CHAMPION Saddle **\$1500.00**

- Also includes arena sign or banner (up to 4' x 8') being displayed in a prominent position the arena fence during all rodeo performances of the BC HIGH SCHOOL FINALS RODEO.
- Your flag will be introduced during each and every grand entry at all BC approved rodeos.
- ½ page ad in finals program.
- Sponsor name on permanently engraved on trophy saddle.
(Signs, flags and banners to be supplied by the sponsor).

HIGH SCHOOL ~ FINALS CHAMPION Event Scholarship **\$250.00**

JUNIOR HIGH SCHOOL ~ FINALS CHAMPION Buckle **\$250.00**

HORSE OF THE YEAR AWARDS **\$150.00**

For more information please contact:

SOUTH REGION

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NORTH REGION

LYNN PECK, North Executive Director

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