

SPONSORSHIP INFORMATION PACKAGE



SATURDAY, AUGUST 14, 2010

Summerland Rodeo Grounds Equine Development Committee
Horse Survivor Challenge - Summerland Rodeo Grounds Fundraiser

SUMMERLAND RODEO GROUNDS

Equine Development Committee

ABOUT THE SUMMERLAND RODEO GROUNDS EQUINE DEVELOPMENT COMMITTEE

Organization Status: Not for profit

Organization's Mandate: To improve and develop the existing Summerland Rodeo Grounds to include covered stabling, and a multi-use indoor arena and agricultural complex. Along with providing a year round facility for the equestrian industry, which injects money into the Thompson Okanagan's economy, the development will also provide a venue for agricultural and community events. Organizations in support of the development include the Summerland Fall Fair, Critteraid, C.D.A.R.T. (Canadian Disaster Animal Response Team) 4-H Club, Blue Grass Festival, Trans Canada Trail, Skaha Kennel Club, Pony Club, OSNS and the Summerland ATV Club. In addition, the indoor arena could be a venue for dog shows, agility trials, other festivals, archery clubs, dances, and tradeshow.

The Summerland Rodeo Grounds Equine Development Committee (SRGEDC) is a group of predominantly Summerland residents working together to raise funds and awareness in an effort to assist the District of Summerland with improvements to facilities and maintenance of the recreations area located west of Prairie Valley, referred to as the Summerland Rodeo Grounds. The Summerland Rodeo Grounds is a public facility, currently operated by the District of Summerland Parks and Recreation Department. While limited funding is in place to cover basic operating costs, several user groups have indicated needed improvements above and beyond what the District has to offer.

The SRGEDC consists of:

Gwen Shaw, *President*
Laura Dean, *Vice President*
Sandra Varchol, *Secretary*
Lua Warkentin, *Treasurer*
Nicole Tuhkala
Tamora Davy
Brian Dean
Bruce Varchol
Jeremy Davy
Melissa Reimche
Sonja Waller
Jeff Hook
Angela Hook

Contact Person(s):

Gwen Shaw, redbarnranchbb@shaw.ca, 250.494.8198
Sonja Waller, sonjawaller@shaw.ca, 250.494.4360
website: www.summerlandrodeogrounds.com



Gwen Shaw, President SRGEDC

ABOUT THE FUNDRAISER EVENT

Event Title: Horse Survivor Challenge

Event Date: Saturday, August 14th, 2010 - noon to 11pm

Event Location: Summerland Rodeo Grounds,
Summerland, BC

Predominant Audience: All ages

Expected number of attendees: 1500 - 2000

Promotion:

The event and sponsors will be promoted in advance via print media, internet, radio, posters, programs, as well as on-site promotions including announcements, banners and signage.

Event Description:

The event begins at noon with a vendors' marketplace, face painting, and pony rides for the kids, followed at 2:00 pm by the Horse Survivor Challenge featuring two tribes of riders and their horses following a story line while competing in exciting tests of skill. Patterned on the popular television series, the grounds will be decorated in a tropical island theme. At 5:00 pm, a delicious dinner will be served. After dinner, a dance and refreshment garden will round out an exciting day.

General admission tickets for the show and vendors marketplace are \$15.00 with kids 5 and under free. Dinner tickets are \$15.00 and dance tickets are \$10.00.



HORSE SURVIVOR CHALLENGE SPONSORSHIP OPPORTUNITIES

PLATINUM - \$2000.00

- Regional media promotions (radio, tv)
- Logo recognition on all print advertisements
- Logo recognition on website and Facebook event information
- Logo recognition on posters and in programs
- On-site banner (banner provided by Sponsor)
- On-site sponsor recognition (P.A. announcements)
- On-site exhibitor space
- Exclusivity of product type
- 8 reserved event seats, reserved table (for 8) for dinner and dance



GOLD - \$1000.00

- Regional media promotions (radio, tv)
- Logo recognition on all print advertisements
- Logo recognition on website and Facebook event information
- Logo recognition in programs
- On-site banner (banner provided by Sponsor)
- On-site sponsor recognition (P.A. announcements)
- On-site exhibitor space
- 4 general admission tickets to event

SILVER - \$500.00

- Regional media promotions (radio, tv)
- Logo recognition on website and Facebook event information
- Logo recognition in programs
- On-site banner (banner provided by Sponsor)
- On-site sponsor recognition (P.A. announcements)
- 2 general admission tickets to event

BRONZE - \$250.00

- Logo recognition on website and Facebook event information
- Logo recognition in programs
- On-site banner (banner provided by Sponsor)
- On-site sponsor recognition (P.A. announcements)

In Kind Sponsors

In kind Sponsorship opportunities include photography, signage, building materials, lighting, tents, decorations, veterinary services, storage containers. entertainment and others.



Summerland Rodeo Grounds



**SUMMERLAND RODEO GROUNDS EQUINE DEVELOPMENT COMMITTEE
HORSE SURVIVOR CHALLENGE SPONSORSHIP AGREEMENT**

Company Name _____

Authorized Representative _____

Address _____

Telephone _____ Fax _____

Email _____

Please check the level of Sponsorship:

____ PLATINUM - \$2000

____ GOLD - \$1000

____ SILVER - \$500

____ BRONZE - \$250

____ In Kind Sponsorship (please describe) _____

Please make cheques payable to SRGEDC.

THANK YOU FOR YOUR GENEROUS CONTRIBUTION TO THIS COMMUNITY FUNDRAISER!

Sponsor

Date