

THE LADIES OF CANADIAN PROFESSIONAL RODEO
PRESENTS:

A Fashionista's Fiesta



Friday, November 3, 2023 - 10am - 2:30pm

Each year during the Canadian Finals Rodeo, the Ladies of Canadian Professional Rodeo (LCPR) host a Fashion Show & Luncheon fundraiser for the Cowboy Benefit Fund and the Canadian Pro Rodeo Sport Medicine Team. Over the past 16 years alone, the Fashion Show & Luncheon has generated over \$350,000.

The Cowboy Benefit Fund was established to provide emergency funding for Canadian Pro Rodeo Association members who are injured or placed in hardship due to injury. The fund relies on donations by rodeo fans, businesses and groups to maintain its resources.

The Canadian Pro Rodeo Sport Medicine Team (CPRSMT) plays an important role in and out of the rodeo arena. With their help, rodeo athletes maintain a level of health in order to be better prepared to compete, reduce the effects of injuries and add longevity to their rodeo careers. The team consists of multiple medical professionals who volunteer their time.

The success of this historically sold out event has been attributed to the involvement of its tremendous sponsors, commitment of its volunteers and generosity of the attendees. The LCPR Fashion Show & Luncheon raises funds through ticket sales, sponsorships, silent auction, Gold Buckle Table tickets sales and other fundraising activities.

We are currently seeking sponsorship for our 2023 Fashion Show & Luncheon being held on Friday, November 3, 2023 at the Red Deer Hotel and Casino. There are several levels of sponsorship in which individuals, organizations and businesses can be involved in helping to create a dynamic and successful show. The different levels of sponsorship are detailed in the attached Sponsorship Opportunity & Rewards Package.

Thank you for your time and consideration toward sponsorship. We look forward to discussing with you how we may be able to partner with you towards another successful LCPR Fashion Show & Luncheon. Should you have any questions about the event or sponsorship package, please do not hesitate to contact the undersigned at pauger@rodeocanada.com or at 403-619-1592 (phone or text).

Sincerely,

Patty Auger
Ladies of Canadian Professional Rodeo
Fashion Show & Luncheon Committee Lead



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Platinum Sponsorship - \$5,000

- Verbal recognition the day of the event
- Printed recognition in the event program, advertisements, media release, and associated coverage
- Placement on the Sponsor Banner
- 8 complimentary tickets with the opportunity to purchase event tickets in advance with V.I.P. seating
- Recognition on social media following the event

Grand Prize Sponsorship - \$2,500

- Verbal recognition the day of the event
- Printed recognition in the event program
- Placement on the Sponsor Banner
- 4 complimentary tickets with the opportunity to purchase event tickets in advance with V.I.P. seating
- Recognition on social media following the event

Production AV Sponsorship - \$2,500

- Verbal recognition the day of the event by Master of Ceremony
- Printed recognition in the event program
- Placement on the Sponsor Banner
- 4 Complimentary tickets with the opportunity to purchase event tickets in advance with V.I.P. seating
- Recognition on social media following the event



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Gold Buckle Table Title Sponsorship - \$7,000

- A table sign with your company name on the Gold Buckle Table and associated signage at the draw table – Guests purchase tickets for the opportunity to sit at this table and receive the guests gifts that accompany.
 - Verbal recognition the day of the event
 - Printed recognition in the event program
- 2 complimentary tickets with the opportunity to purchase event tickets in advance with V.I.P. seating
 - Recognition on social media following the event

Gold Buckle Table Gift Sponsorship - \$500

- Sponsorship of a complete 8 piece dinnerware set which is won by the winner of the Gold Buckle Table draw
 - Your Name/Logo on the Gold Buckle draw table
 - Verbal recognition the day of the event
 - Printed recognition in the event program
 - Recognition on social media following the event

Customized Sponsorship Opportunities - over \$500

- Verbal recognition the day of the event
 - Printed recognition in the event program
- Complimentary tickets with the opportunity to purchase event tickets in advance with V.I.P. seating (variable depending on value of sponsorship)
 - Recognition on social media following the event

Customized Sponsorship Opportunities - Up to \$500

- Verbal recognition the day of the event
 - Printed recognition in the event program
- Recognition on social media following the event



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In Kind Donations

Guest Hospitality Gifts - One item per guest required

- Attendance estimated for 2023 at 600 guests
- Printed recognition in the event program

Gold Buckle Table Gifts - 8 of each item required

- Placed at Gold Buckle Table for each guest of draw winner
- Printed recognition in the event program

Door Prizes / Silent Auction -

Item may be assigned as door prize or silent auction at discretion of event organizers

- Printed recognition in the event program
- Silent Auction items - company name & item details will appear on the silent auction table

Runway Fashion Vendors

Vendor Commitment - based on 4 fashions (ladies or mens)

- Provide 1 silent auction item (minimum value \$100.00)
- Provide 1 person onsite during fashion show to assist with dressing models
- Provide 1 item for each fashion show attendee (discount card/coupon/swag) – estimate 550 attendees for 2023
- OPTIONAL - \$100 for 6' table on-site vendor space

LCPR Commitment to Vendors

- Verbal recognition the day of the event
- Printed recognition in the event program
- Opportunity to purchase event tickets with V.I.P. seating (before Sept 15)
- Recognition on social media leading up to and following the event



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Donor/Sponsor Commitment Summary



Thank you for your interest in providing a donation to the Ladies of Canadian Professional Rodeo Fashion Show & Luncheon in support of the Cowboy Benefit Fund and the Canadian Pro Rodeo Sport Medicine Team.

Company Name (as it should appear in event recognition):

Contact _____
Address _____
City/Prov. _____ Postal Code _____
Phone _____ Email _____

Item to be: () Dropped off () Mailed () Picked up

Please provide the following:

Item Description:

Expiry Date / Restrictions / Conditions:

Retail value: \$ _____

Letter of Entitlement included: () Yes () No () N/A

Where applicable, please provide a gift certificate or letter of entitlement on your company letterhead, stipulating conditions should be provided by the donor for presentation to the successful bidder/winner of the item.

If you have other suggestions on how you would like to be involved, please contact us and we can create a sponsorship opportunity that best suits your company or organization.

All contributions are sincerely appreciated. We thank you for your time and consideration in helping us generate the funds to sustain and maintain the Cowboy Benefit Fund and the Canadian Pro Rodeo Sport Medicine Team.

Please return completed forms to:
Patty Auger
pauger@rodeocanada.com
(cell) 403-619-1592



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