

Miss Rodeo Canada

SPONSORSHIP PROGRAM



2010 Britteny Foster

Miss Rodeo Canada Alumni

1955	Connie Ivins
1956	Mary Lynn Cook
1957	Dixie Forsyth
1958	JoAnne Sharples
1959	Phyllis Bach
1960	Kay Thurman
1961–	
1974	Discontinued
1975	Jerri Duce
1976	Sis Thacker
1977	Merry Ann Reid
1978	Marianne Cole
1979	Eileen Djuff
1980	Joanne Riou
1981	Joan Pardell
1982	Susan Gittens
1983	Kathy Cornelsen
1984	Susan Hargrave
1985	Dawn Abbey
1986	Shelly Sodero
1987	Kelly Fredell
1988	Cheryl Robson
1989	Stacy Soffel
1990	Rhonda Hartman
1991	Trish Kostelansky
1992	Deidra Lybbert
1993	Dode Minor
1994	Wendi Lund
1995	Susanne Turton
1996	Erin Moore
1997	Jody Bougerolle
1998	Brook Robertson
1999	Karina Tees
2000	Sheila Taylor
2001	Andrea Johnston
2002	Shereen Ziegler
2003	Shannon McCarthy
2004	Jennifer Bird
2005	Christa Lawrence
2006	Aleaha More
2007	Tara Sergerie
2008	Jenna Berreth
2009	Aaron Courchesne
2010	Brittney Foster

Miss Rodeo Canada 2010 — Brittney Foster



Brittney Foster's dream of being Miss Rodeo Canada became a reality on November 12th, 2009. The crowning took place at the 2nd annual Miss Rodeo Canada Luncheon at the Westin Hotel in Edmonton, Alberta. Born and raised in Peace River, the former Miss Grande Prairie Stompede is proud to be crowned the 42nd First Lady of professional rodeo, and grateful to have the opportunity to uphold the beloved western lifestyle.

The 22 year old barrel racer recently completed her fourth year at the University of Alberta with the aspiration of receiving her Bachelor of Education Secondary degree. Brittney's focus is working with special needs students and teaching communication & technology studies (CTS). She plans to complete her final semester following her reign as Miss Rodeo Canada 2010.



Miss Rodeo Canada Princess 2010 — Dana Hansen



22 year old Dana Hansen is a young woman who embodies the western way of life and is proud to call Beaumont, Alberta home.

Her love of people, combined with her love of horses, has led her to be actively involved with special needs rodeos, training performance horses, and maintaining a strong connection with 4-H.

She's strongly supported in her dream by her mother, father, and five brothers as well as many new rodeo fans. She looks forward to an exciting year representing Miss Rodeo Canada.

The History of Miss Rodeo Canada



Since 1955, the sport of rodeo has been proudly represented across the country and around the world by the First Lady of Rodeo – Miss Rodeo Canada.

The Miss Rodeo Canada program began in 1955 and it was Connie Ivins who proudly received the crown. Today, the alumni of Miss Rodeo Canada includes Canadian champion horsewomen, community leaders and inductees into the Rodeo Hall of Fame.

The Legacy of Miss Rodeo Canada



With literally hundreds of personal appearances during her reign, the demands on Miss Rodeo Canada are legion. The First Lady of Rodeo is chosen through rigorous judging and tests in areas that include horsemanship, public speaking, appearance, a personal interview and her knowledge of rodeo.

In a luncheon gala that brings the business and rodeo world together, the new Miss Rodeo Canada and Miss Rodeo Canada Princess is crowned and immediately starts their whirlwind year as Canadian rodeo's greatest ambassadors.

Miss Rodeo Canada's personal appearances at media functions, fundraising events, gala business receptions and professional rodeos across Canada and the United States are chosen to bring greater recognition to the sport of rodeo, the generous sponsors who support this time honoured tradition and the Miss Rodeo Canada program.

Please consider our invitation to saddle up and ride with the glamorous First Lady of Rodeo, Miss Rodeo Canada.



2010 Sponsors



“It is through the generous support of the businesses featured here that the Miss Rodeo Canada organization is possible.”

*— Dr. Bob Steadward
President, MRC*

Miss Rodeo Canada greatly appreciates their continued commitment to the First Lady of Rodeo, the sport of rodeo and the enduring western lifestyle. Please consider our sponsors products and services first.

Presenting Sponsor:



Edmonton Downtown Hotels Destination Fund
www.edmontondowntownhotels.com

Sustaining Partners: This level is for those who support Miss Rodeo Canada on a year-round basis. Can also be official suppliers.

Pageant Sponsors: These sponsors provide their support to the 5-day pageant held in Edmonton each November in the week proceeding CFR.

Community Sponsors: Level where local businesses and individuals can support MRC. Typically community where Miss Rodeo Canada hails from.

Presenting Sponsor

Edmonton Downtown Hotels
Destination Fund

1) Official Suppliers:

ATB Financial – Vehicle
ESSO Imperial Oil – Fuel
Eternity Limousines – Transportation
Marriott at River Cree Resort – Hotel
Nash Tours – Travel
West Canadian – Print

2) Sustaining Partners:

Bailey Hat Company
Canadian Cowboy Country Magazine
Edmonton.com
Edmonton Northlands
Gallagher Lambert Group
JLT Canada
Telus Corporation
Wrangler

3) Pageant:

Alberta Agriculture Rural Development
Alberta Equestrian Federation
Aloette Cosmetics

Aquila Productions
Arbonne International
Burwash Brand Horse Gear
Cavalier Equestrian
Company's Coming
Cowgirl Finesse
Crossbell Performance Horses
Driving Force
Edmonton City Centre Mall
Fellowship of Christian Cowboys
Foxfire Trading
Glover Equine Products
Horsewalk Show Attire
Medicine Hat Exhibition & Stampede
Montana Silversmiths
Outline Design
Prairie Teamsters Administrative Services
Pure Elements Salon
Roper Apparel & Footwear
Showcase Horse Products
Top Notch Performance Horses

4) Community Sponsors:

Riverside Photo Graphics

2010 Media Sponsors



2010 Presenting Sponsor

\$25,000+



Benefits



- Recognition in one hundred and fifty 30-second commercials on CFCW
- Recognition in forty-two 30-second commercials on Global TV
- Logo in eight half-page ads and one double-page ad in the Edmonton Sun
- Prominent logo exposure and link on the Miss Rodeo Canada website (www.missrodeocanada.ca)
- Profile in Miss Rodeo Canada web-newsletter
- Prominent logo exposure on signage displayed at Miss Rodeo Canada pageant events
- Logo in Canadian Finals Rodeo Official program
- Logo displayed on the stage, in the keepsake program and emcee mention at Miss Rodeo Canada Crowning Luncheon
- Four tickets to either the Wednesday, Thursday or Friday evening performance of the Canadian Finals Rodeo
- Miss Rodeo Canada personal appearance at a corporate event (Subject to availability)
- Logo on all Miss Rodeo Canada posters and Miss Rodeo Canada autograph sheets



2010 Official Suppliers* and Sustaining Sponsors

\$10,000 - \$24,999



Benefits



- Recognition in fifty 30-second commercials on CFCW
- Logo in one half-page ad in the Edmonton Sun
- Prominent logo and link on Miss Rodeo Canada website (www.missrodeocanada.ca)
- Profile in Miss Rodeo Canada web-newsletter
- Prominent logo exposure on signage displayed at Miss Rodeo Canada pageant events
- Logo in Canadian Finals Rodeo official program
- Logo displayed on the stage, in the keepsake program and emcee mention at the Miss Rodeo Canada Crowning Luncheon
- Two tickets to either a Wednesday, Thursday or Friday performance (depending on availability) of the Canadian Finals Rodeo
- Miss Rodeo Canada personal appearance at a corporate event (subject to availability)
- Logo on all Miss Rodeo Canada posters and Miss Rodeo Canada autograph sheets
- One year subscription to *Canadian Cowboy Country Magazine*

Up to \$9,999

Benefits



- Recognition in the Miss Rodeo Canada Crowning Luncheon keepsake program
- Recognition on signage displayed at Miss Rodeo Canada pageant events
- Recognition on Miss Rodeo Canada's official website

**Given the unique status as an "Official Supplier", benefits can be customized*



2010 Pageant Sponsors Up to \$9,999



Benefits



- Recognition in the Miss Rodeo Canada Crowning Luncheon keepsake program
- Recognition on signage displayed at Miss Rodeo Canada pageant events
- Recognition on Miss Rodeo Canada's official website

2010 Community Sponsors Any \$ level

Opportunities



- Local business and individuals support Miss Rodeo Canada in her home community

Benefits

- Recognition on Miss Rodeo Canada website

