



SPONSORSHIP PROGRAM

Miss Rodeo Canada

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Edmonton, Alberta T5X 1J4

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ABOUT MISS RODEO CANADA

Since 1955, Miss Rodeo Canada (MRC) has proudly represented the professional sport of rodeo across the country and around the world as an official ambassador to our heritage and western way of life. Miss Rodeo Canada candidates compete for the title through a number of skill competitions: horsemanship, public speaking, rodeo knowledge, fashion show, a personal interview, and display of public and community relations. Before competing the candidates must hold a title, or have just given up a title, to a professional rodeo in Canada. Often these candidates have prepared for many years to get to this level.

Each year it takes approximately \$150,000 in cash and gifts-in-kind to run the program at the minimum level. Sponsorship is provided by major corporate and stakeholder contributions. Financial support is required for travel costs such as flights, accommodations, meals, ground transportation as well as a vehicle for travel within the Canadian Provinces and the United States. Costs associated with operating the vehicle, such as fuel and insurance also require coverage. MRC is provided with clothing, printing services, a saddle, chaps, jewelry, hats, footwear, salon services, and media coverage amongst numerous other sponsorships of gifts and services in order to represent rodeo and our country.

The role of MRC is important in working with charities and organizations, the development of young women through the program, and most importantly to promote the sport of professional rodeo. It is our desire to pursue these opportunities. This is a viable and committed program dedicated to ensuring the continuance of rodeo and the lifestyle it represents.

As a public figure, Miss Rodeo Canada attracts a lot of attention at all her events with various media groups, magazines and social media. This constant exposure enables Miss Rodeo Canada and the MRC organization to promote your business by crediting your sponsorship through advertising and publicity at events and on other media sites. We have a presence on [Facebook](#), Twitter, Instagram, and on our corporate website, <http://www.missrodeocanada.ca>. Miss Rodeo Canada receives over 100,000 views a year on the website and over 10,000 followers on Facebook. We also partner with many groups and blogs that share links to our website on their websites. Sponsoring Miss Rodeo Canada is an ideal way to advertise your business – locally, nationally and globally.

We know that you have many avenues in which to advertise and promote your business, products and services. Our dedicated sponsorship team will ensure that you will receive exemplary service in recognizing your sponsorship, both now and in the future. As a volunteer, non-profit association we welcome any form of sponsorship or donation including, but not limited to:

Products ~ Services ~ Prizes/Silent Auction Items ~ Financial Support (cash and donations)

If you are interested in supporting the organization, please complete the Sponsorship Commitment Form attached to this package and submit it to Miss Rodeo Canada. Thank you for your time and consideration. We look forward to speaking with you about this incredible opportunity.

Sincerely,

Sheona Lucas
President
MISS RODEO CANADA

Tracy Keith
Sponsorship
MISS RODEO CANADA

MISS RODEO CANADA SPONSOR LEVELS

~ *Friends of Miss Rodeo Canada* ~

~Gift in Kind or Monetary Donation valued up to \$999.00~
Name Recognition on Website & Signed Picture

~ *Turquoise Level* ~

~Gift in Kind or Monetary Donation \$1,000.00 - \$4,999.00~
Name Recognition on Social Media & Miss Rodeo Canada Website
Recognition in CFR Pageant Program
One (1) Appearance by Miss Rodeo Canada at your event (schedule permitting)
Signed Autograph Picture

~ *Silver Buckle Level* ~

~Gift in Kind or Monetary Donation \$5,000.00 - \$7,499.00~
Name Recognition on Social Media
Name Recognition on MRC Website with Link to your Website
Name Recognition on Radio Spots
Recognition in CFR Pageant Program
Logo on Miss Rodeo Canada Truck Tail Gate
Two (2) appearances by Miss Rodeo Canada at your event (schedule permitting)
Signed Autograph Picture

~ *Gold Crown Level* ~

~Gift in Kind or Monetary Donation \$7,500.00 - \$9,999.00~
Name Recognition on Social Media
Name Recognition on MRC Website with Link to your Website
Name Recognition on Radio Spots
Recognition in CFR Pageant Program
Logo on Miss Rodeo Truck Tail Gate & Side Panels
Three (3) appearances by Miss Rodeo Canada at your event (schedule permitting)
Two (2) tickets to Canadian Finals Rodeo Crowning Performance
Invitation to Post Crowning event in Edmonton at CFR
Signed Autograph Picture

~ *World Champion Level* ~

~Gift in Kind or Monetary Donation \$10,000.00 or more~
Same as Gold Crown Level
Exclusivity within your Category
For Eg: 'Official WNFR Hotel of Miss Rodeo Canada'

2018 Sponsorship Commitment Form

Thank you for your interest in becoming a sponsor of the Miss Rodeo Canada Program. Please complete the information below and email your form back to us at: sponsorship@missrodeocanada.ca

Company Name: _____

Contact Name: _____

Position: _____

Address: _____

Phone: _____

Email: _____

Term Dates (1-5 years) _____

Value of Sponsorship: \$ _____

Website and/or Facebook Address: _____

Brief description of your sponsorship: _____

May we use your logo on our website/Facebook/printed matter? _____

Please note: Use of the Miss Rodeo Canada logo for any purpose must be approved by the MRC organization. Please contact us for permission prior to using our logo.

BY SIGNING BELOW, I HEREBY ACKNOWLEDGE AND UNDERSTAND THAT MY PRODUCT or SERVICE MAY NOT BE EXCLUSIVE AND THAT ALL CONSUMERS AND INDIVIDUALS ARE WELCOME TO SPONSOR.

Signed this _____ day of _____ 2017 at _____ (town/city)

Signed by _____ (print name) _____ (signature)



MISS RODEO CANADA 2017

ALI MULLIN

Long days in the saddle nurtured Ali Mullin's early passion for the cowboy life. This cowgirl got her start in the equine industry by ranching with her parents on their Manitoba quarter horse operation. Doctoring cattle, starting colts, and showing home-raised Clay Ranch Quarter Horses led to a keen interest in the performance and ranch horse business, and a rodeo career spanning junior, high school and college ranks. Besides rodeo, Ali was involved in a variety of sports and activities in her time as a student at Cartwright High School. Hockey, fastball, track and field, singing and 4-H filled her schedule.

After high school, opportunities to hone her horsemanship skills took Ali across Canada and the United States. Having worked with horses in Texas, Nova Scotia, Idaho, and various places in-between, Alberta's opportunities in rodeo and post-secondary education caught her eye. In 2014, she graduated from Lakeland College in Vermilion, Alberta with honours, and a diploma in Agribusiness Marketing Communications, as well as the prestigious Cowgirl of the Year and High-Point Cowgirl awards from the Canadian Intercollegiate Rodeo Association.

Since then, Ali has relocated to Redcliff, west of Medicine Hat, Alberta and has discovered a passion for Alberta's sunny south. Currently, she remains involved with her family's quarter horse program back home in Manitoba, where her parents still ranch. Ali is in her second year of study at Medicine Hat College where she is pursuing a Bachelor of Applied Arts in Visual Communications. Upon completion of her degree, she intends to begin a graphic design career. Ideally, Ali would like to focus her work in those areas that she has a personal passion for: small businesses, the equine industry, and agricultural advertising.

The privilege of representing the lifestyle that she loves as Miss Rodeo Canada is something that Ali has dreamed about for years. With this title, she intends to be an example for those in need of inspiration in order to pursue their own goals. "Beyond that, I aim to both educate, and be educated by the people I am fortunate enough to meet in the role of Miss Rodeo Canada 2017. It is an absolute honour, acting as an ambassador for the athletes, history and sport of rodeo, both here in Canada and abroad. Considering what I have already gained from these in my lifetime, I feel it is my duty to generate an increased understanding and fan base for rodeo, agriculture and western heritage."