



## **SPONSORSHIP PROGRAM**

Miss Rodeo Canada

14707 – 116 Street

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

## *~ Turquoise Level ~*

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

## *~ 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 Autograph Sheets  
Two (2) appearances by Miss Rodeo Canada at your event (schedule permitting)

## *~ 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 Autograph Sheets & Logo on Truck Tail Gate  
Three (3) appearances by Miss Rodeo Canada your event (schedule permitting)  
Invitation to MRC Crowning Reception

## *~ World Champion Level ~*

~Gift in Kind or Monetary Donation \$10,000.00 or more~  
Same as Gold Crown Level plus  
Four (4) appearances by Miss Rodeo Canada at your event

## 2020 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: [tracy@carpetandflooring.com](mailto:tracy@carpetandflooring.com)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Term Dates (1-5 years) \_\_\_\_\_

Value of Sponsorship: \_\_\_\_\_

\$ \_\_\_\_\_ (Fair Market Value)

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 \_\_\_\_\_ 2020 at \_\_\_\_\_ (town/city)

Signed by \_\_\_\_\_ (print name)

Signed by \_\_\_\_\_ (signature)

# MISS RODEO CANADA

*Alicia Erickson*



On the endless path of creating herself, the western lifestyle and support of the “rodeo family” has helped Alicia Erickson discover her purpose and passion. The twenty-three-year-old from Trochu, Alberta has earned her Youth Justice Studies Diploma from Bow Valley College and will continue her education to obtain a Bachelor’s Degree in Social Work.

Her passion for educating youth has always been apparent through many hours of volunteer work that transitioned into positions as a horse-back riding instructor, CanSkate coach, and youth programming facilitator. Alicia has recently enjoyed being an equine 4H leader, judge, and guest speaker, using her knowledge and communication skills to instill leadership in club members.

Having the opportunity to see the growth, knowledge, and positivity she could impart in young individuals, just by lending a helping hand, truly impacted Alicia and has sent her on the path of becoming a professional in the field. Alicia believes that you should “be the person you needed when you were younger”, which inspired her to become a Social Worker.

Alicia finds so much joy in music, and has been honoured to sing the Canadian National anthem on horse-back at the Ponoka Stampede. When time allows Alicia also enjoys playing the guitar, helping family friends on the ranch, and barrel racing.

The authentic cowboy lifestyle, and the influencers within it, are what shaped Alicia to be the person she is today. For that, not only does Alicia truly value western heritage and rodeo, but wants to continue to pass down the traditional traits of integrity, hard work, and dedication. While she didn’t inherit this lifestyle, Alicia chose to live by it and will continue to do so by being a contributing member to the western way of life.