

SPONSORSHIP PROGRAM



Miss Rodeo Canada
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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 several skill competitions: horsemanship, public speaking, rodeo knowledge, fashion show, 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,

Tracy Keith
President

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 & One Social Media Post per Year

~ Turquoise Level ~

~Gift in Kind or Monetary Donation \$1,000.00 - \$2,499.00
Name Recognition on Miss Rodeo Canada Website & CFR Pageant Program
Four Social Media Posts per Year
One (1) Appearance by Miss Rodeo Canada at your event (schedule permitting)

~ Silver Buckle Level ~

~Gift in Kind or Monetary Donation \$2,500.00 - \$4,999.00~
Name Recognition on MRC Website & CFR Pageant Program
Two Social Media Posts per Month / 6 small Posts & 1 Flashy per Year
Company 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 \$5,000.00 - \$9,999.00~
Company Logo Recognition on MRC Website with Link to your Website
Three Social Media Posts per Month / 12 small Posts & 1 Flashy per Year
Name Recognition on CFCW Radio Spots
Company Logo on MRC Sponsor Truck & Autograph Sheets
Three (3) appearances by Miss Rodeo Canada at your event (schedule permitting)

~ World Champion Level ~

~Gift in Kind or Monetary Donation \$10,000.00 or more~
Company Logo Recognition on MRC Website with Link to your Website
Four Social Media posts for Month / 18 small Posts & 2 Flashy per Year
Name Recognition on CFCW Radio Spots
Full Page Ad in CFR Pageant Program
Company Logo on MRC Sponsor Truck & Autograph Sheets
Four (4) appearances by Miss Rodeo Canada at your event

2023 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

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 _____ 2023 at _____ (town/city)

Signed by _____ (print name)

Signed by _____ (signature)

MISS RODEO CANADA

Mackenzie Steels



Mackenzie is the fourth generation on her family's farm.

Throughout her 12 years of 4-H and the Young Canadian Simmental Association (YCSA) she discovered her love for promoting our western heritage. Mackenzie was honored to win five National Aggregates with the YCSA and represented Canada twice at the American Junior Simmental shows. Some 4-H highlights are competing at Regional Public Speaking and being selected to attend the 4-H Canadian Citizenship Congress.

With her Media Studies and Professional Communications Diploma, and being Miss Rodeo Canada, Mackenzie furthers her passion in the rodeo and agriculture industry.