



British Columbia Rodeo Association

#5 – 150B Oliver Street Williams Lake BC V2G 1L8

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Corporate Sponsorship Options 2010

A gem of an opportunity!

BCRA Corporate Sponsorship Options 2010

The BCRA is pleased to announce the appointment of Ronda Barzilay & Associates to design and market our British Columbia Rodeo Association Rodeo Guide. Ronda Barzilay is a highly respected professional in the field of publishing. In her capacity as publisher, Ronda brings a vast experience in media relations, design, and advertising sales.

The second annual Guide will be a superb publication. The professionally designed layout will include high impact images, quality advertisements, and compelling features on our champion cowboys, cowgirls and livestock that are an integral part of our sanctioned rodeo events. It will also showcase the British Columbia Rodeo Association, the host communities, and all those sponsors who support this thrilling sport.

It is the goal of the BCRA and Ronda Barzilay to increase the profile of rodeos in British Columbia and to expose the association to a much broader audience.

- Tourism Visitor outlets throughout BC – 20,000 Guides
- Complimentary Guide for rodeo fans attending 23 Rodeos in 23 communities throughout BC
- Free Distribution at select Western Stores & Retail outlets in BC
- Over 30,000 dedicated rodeo fans
- Over 600 dedicated western athletes
- Interactive Rodeo Guide available on BCRA website with page turning capability

For those interested in participating in the sponsorship program, there are a wide range of price options that include a variety of ad sizes. All existing or past sponsors will receive a renewal discount on the listed ad price and all current advertisers will be contacted by Ray Jasper or another BCRA board member to renew their customized packages. Sponsorship packages are variable, please contact Ronda or Ray directly to discuss which price range is most suitable for your business needs.

The British Columbia Rodeo Association appreciates your ongoing patronage. With the support of organizations and businesses like yours the sport of rodeo will remain firmly entrenched in the western heritage and culture of our province.

Jeff Wills - BCRA President

Ray Jasper – BCRA Vice President



Ray Jasper
Director Public Relations & Marketing
250.991.8391
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ronda barzilay
& associates

toll free 1.888.847.6632
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A gem of an opportunity!



Platinum Event Sponsor – \$3,050

- Event sponsor for the year, i.e. (2008 BARE Contracting Steer Wrestling)
- Trophy Saddle (with sponsors logo/name stamped on saddle)
- Final Championship Buckle with sponsor name engraved
- Sponsor Banner (supplied by business) displayed in rodeo arena at every BCRA rodeo and Championship Finals
- Sponsor Flag (supplied by business) displayed in rodeo grand entry at every BCRA rodeo and Championship Finals
- Recognition (sponsor logo or name) listed in our monthly rodeo publication distributed to membership subscribers
- Recognition on our BCRA Website (sponsor logo or name) and a link to company website
- Complimentary tickets to BCRA Championship Finals
- Complimentary tickets to BCRA Awards Banquet
- Sponsor name or logo listed on rodeo day sheets at every BCRA rodeo
- Rodeo Announcer acknowledgements at every BCRA rodeo
- Receive a complimentary copy of our monthly Rodeo newspaper
- Professionally designed ad in the British Columbia Rodeo Association Rodeo Guide
- Includes a 1/12 page ad on the two pages purchased by BCRA—designed by Ronda Barzilay & Associates.
- Additional ad space may be purchased with this package at 10% off rate sheet

PLATINUM \$3,050.00

Applicable taxes are not included.

A gem of an opportunity!



Gold Saddle Sponsor – \$2,050

- Trophy Saddle (with sponsors logo/name stamped on saddle)
- Sponsor Banner (supplied by business) displayed in rodeo arena at every BCRA rodeo and Championship Finals
- Recognition (sponsor logo or name) listed in our monthly rodeo publication distributed to membership subscribers
- Recognition on our BCRA Website (sponsor logo or name) and a link to company website
- Complimentary tickets to BCRA Championship Finals
- Complimentary tickets to BCRA Awards Banquet
- Sponsor name or logo listed on rodeo day sheets at every BCRA rodeo
- Rodeo Announcer acknowledgements at every BCRA rodeo
- Receive a complimentary copy of our monthly Rodeo newspaper
- Professionally designed ad in the British Columbia Rodeo Association Rodeo Guide
- Includes a 1/12 page ad on the two pages purchased by BCRA—designed by Ronda Barzilay & Associates.
- Additional ad space may be purchased with this package at 10% off rate sheet

GOLD \$2,050.00

Applicable taxes are not included.

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Silver Buckle Sponsor – \$800

- Buckle with Sponsors name engraved
- Recognition (sponsor logo or name) listed in our monthly rodeo publication distributed to membership subscribers
- Recognition on our BCRA Website
- Complimentary tickets to BCRA Championship Finals
- Complimentary tickets to BCRA Awards Banquet
- Sponsor name listed on Finals day sheet
- Rodeo Announcer acknowledgements at the BCRA Finals
- Receive a complimentary copy of our monthly Rodeo newspaper
- Professionally designed ad in the British Columbia Rodeo Association Guide
- Includes a 1/12 page ad on the two pages purchased by BCRA—designed by Ronda Barzilay & Associates.
- Additional ad space may be purchased with this package at 10% off rate sheet

SILVER \$800.00

Applicable taxes are not included.

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Bronze Sponsor

- Sponsor of “Rough stock of the Year” award or a “Timed Event Horse of the Year” award or “Chilcoltin Series Award”
- Recognition (sponsor logo or name) listed in our monthly rodeo publication distributed to membership subscribers
- Professionally designed directory ad in the British Columbia Rodeo Association Rodeo Guide
- Additional ad space may be purchase with this package at 10% off rate sheet

BRONZE \$350.00

Applicable taxes are not included.

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Advertising Rates in the 2010 BCRA Rodeo Guide

Full Colour Ads

Full Page	\$ 1,950
Inside Front Cover	\$ 2,250
Inside Back Cover	\$ 2,250
Outside Back Cover	\$ 2,405
1/2 Page Horizontal	\$ 1,035
1/4 Page Vertical	\$ 675
1/8 Page.....	\$ 425
Directory Ad	\$ 320

Applicable taxes are not included.



***BC Rodeo Association working with you
to keep the cowboy way alive!***

A gem of an opportunity!