

Quesnel Rodeo Club

Box 4091, Quesnel, BC V2J 3J2

Reflecting our Rich Western Heritage

September 10, 2019

Cariboo Regional District
Suite D, 180 N Third Avenue
Williams Lake, B.C.
V2G 2A4

Attention: Mary Sjostrom, Director

Dear Mary Sjostrom,

This letter is an invitation for Cariboo Regional District to play an important and integral part in our 2020 rodeo season.

For a number of years Cariboo Regional District was an important and valued sponsor of the great community-rodeo events which our community and rodeo club hosted. On behalf of every member of the Quesnel Rodeo Club, the British Columbia Rodeo Association along with our many rodeo contestants and fans I would like to take this opportunity to offer a truly heartfelt thank you, for your past support. Without community support and the financial support from local businesses and governments, like the Cariboo Regional District, we would not be able to produce the great rodeo/community events that Quesnel is known for. Our 55th Annual Quesnel Rodeo will take place July 18th, 19th & 20th 2020, during Quesnel's Billy Barker Days Festival. **We are now seeking your financial support for our 2020 rodeo season.**

We see your partnership with us as a two-way street, in addition to receiving your important financial and moral support, every member of the Quesnel Rodeo Club is committed to promoting Cariboo Regional District to rodeo contestants, fans and locals, as community mined businesses worthy of their support.

Following our 2018 rodeo performances, we conducted exit polls of our rodeo fans as they left the rodeo arena. This survey learned the following:

- Eighty percent of our rodeo audiences lived in Quesnel and the surrounding area.
- Eighty percent of our rodeo audiences were between 24 to 60+ years of age.
- Ninety-eight percent stated that the rodeo's video replay screen improved and enhanced their enjoyment of the rodeo.
- The sport of rodeo receives strong support from our community. Ninety-eight percent of the audiences stated that they planned to attend future rodeos.

Based upon our previously mentioned survey and Quesnel Rodeo's commitment to our sponsors, we know that:

- Our rodeo audiences fall within your target market to promote your products and services to.
- The products and services offered by Cariboo Regional District are relevant to our rodeo contestants and fans.
- Our rodeos, which are well attended and receive strong community support, can be leveraged to promote Cariboo Regional District as being involved in community and cultural events which add to our quality of life.
- Our rodeo creates ties to our western heritage and creates emotional links to the western lifestyle.
- Our rodeo announcer, with your sponsorship will create an emotional link and excitement between our rodeo fans and Cariboo Regional District.

- The connections which our rodeo would develop between our audiences and Cariboo Regional District would be genuine, authentic and believable.

Like our 2018 and 2019 rodeo, we will be having an 8ft x 16ft video replay screen for our 2020 Quesnel Rodeo. Our 2018 rodeo was the first British Columbia Rodeo Association (BCRA) rodeo to have a video replay screen. This video replay screen was a huge success. As previously stated, ninety-eight percent of the rodeo audience who participated in the exit survey stated that, the video replay screen improved and enhanced their enjoyment of the rodeo.

In addition to improving the entertainment value of our rodeo, our video screen was a great tool to promote and thank our rodeo sponsors. Our rodeo video replay screen allowed us to play television quality video ads which promoted our sponsors. Our video replay screen is able to play the same video ads as seen on television.

As we did for our 2019 rodeo, we are having discussions with the Canadian Professional Rodeo Association (CPRA) to bring CPRA Saddle Bronc Riding to our 2020 Quesnel Rodeo. Our Quesnel Rodeo will be the first amateur rodeo in Canada to have CPRA Saddle Bronc Riding included in their rodeo. The fact that the CPRA have agreed to allow their event at our rodeo speaks well of our community and rodeo. The CPRA and their membership are excited about being involved with our rodeo. Without a doubt, the addition of CPRA Saddle Bronc Riding raised our rodeo to a new level of action and entertainment.

Along with the strong community support we receive, every year a large number of local cowboys and cowgirls are rodeo contestants. A number of Canadian Professional Rodeo Association Champions, National Finals Rodeo World Champions, Calgary Stampede Champions, Calgary Stampede Final 4 Contestants in the \$100,000.00 Round and Indian National Finals Rodeo contestants either started their rodeo careers with, or currently enter our rodeos.

For the last 54 years our Annual Quesnel Rodeos have proven to be very successful community events and are part of what makes Quesnel such a great place to do business, live and visit. Rodeo has always been a big part of our Cariboo lifestyle and history. We want you to know that the Quesnel Rodeo Club is working hard, in partnership with other community stakeholders, such as our local radio station and other media outlets, Quesnel School District, Shaw Cable, the tourism industry and others to further raise rodeo's and our sponsor's profiles within our community and the rodeo community at large.

Quesnel Rodeo Club is a very active and dedicated volunteer based organization which is a member of the British Columbia Rodeo Association (BCRA). Our rodeo club has been producing an annual rodeo for the past 54 years. Our rodeo is one of the largest semi-pro rodeos in Western Canada. Historically, attendance at each rodeo performance is between 1500 to 2500 people, giving us a viewing audience of forty-five hundred to seventy-five hundred people each year. During the last number of years, attendance at our rodeos has been increasing every year. In addition to our three rodeo performances during our rodeo weekend, we are planning to have an Open Ladies Barrel Race and Team Roping Event.

We fully recognize the importance of publicly recognizing and acknowledging the support we receive from our corporate sponsors. During every rodeo performance, our rodeo announcer will publicly acknowledge and thank Cariboo Regional District for your great support. Our Internet website, www.QuesnelRodeo.com has also been a great tool to identify and thank our corporate partners. The "Our Partners" page of our Internet website identifies and thanks all of our corporate sponsors. Shortly, we will begin updating our web site for our 2020 rodeo season. We have had over ten thousand visits to our website. The web site has generated many e-mail enquiries, some as far away as Germany and Switzerland from people who want information about our rodeos and visiting Quesnel. I encourage you to visit our website.

We are very pleased and proud to announce that Mr. Jay Savage has agreed to be our rodeo announcer for all of our 2020 rodeo performances. In addition to being British Columbia's top rodeo announcer, Jay understands the importance of acknowledging our sponsors and does a great job of promoting our rodeo sponsors to the rodeo's audience. With our rodeo announcer and Video Replay Screen messaging you can be assured that the financial and moral support provided for our rodeo will be strongly acknowledged and rodeo contestants and fans will be encouraged to support your business.

With Cariboo Regional District's sponsorship and support for our 2020 rodeo season, the Quesnel Rodeo Club will undertake the following commitments:

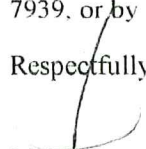
- With a rodeo arena ad sign, the Quesnel Rodeo Club will cover the costs to have the sign produced, installed and maintained.
- With the sponsorship of a rodeo event, our rodeo announcer, our rodeo programs and video replay screen will identify Cariboo Regional District as the event sponsor.
- During every rodeo performance, on a number of occasions, our rodeo announcer will promote Cariboo Regional District to our rodeo audience and contestants.
- With the sponsorship of \$2,000.00 or more, Cariboo Regional District will be identified on the Home page of our rodeo club's Internet web site (www.quesnelrodeo.ca) as a valued rodeo sponsor.
- Using your Cariboo Regional District logo, you will be identified on the sponsor loop of our rodeo's replay screen as a valued rodeo sponsor.
- Cariboo Regional District's logo on our Internet web site will have a link to Cariboo Regional District Internet site, or another web site of your choice.
- Cariboo Regional District will be identified in the rodeo club's newspaper ad which thanks our sponsors.
- During every rodeo performance, our rodeo announcer will promote Cariboo Regional District as a community minded association.
- During every rodeo performance the rodeo announcer will ensure that our rodeo fans and contestants understand that Cariboo Regional District's sponsorship is critical to the financial viability of our rodeo.

During our 2020 rodeo season, we will continue our tradition of using our rodeo events to support and help other worthy community groups and events. The following list details only some of the organizations and causes which we have used our rodeos to support: B.C. Children's Hospital with our "Save-on-Foods" rodeo steak dinner; Breast Cancer Research through rodeo's "Tough Enough to Wear Pink"; the Salvation Army's Food Bank; the "Families of Serving Members of our Canadian Armed Forces"; Northern Health in rodeo's "Rodeo Yes - Tobacco No" program and CHAAPS (Cariboo Hoofbeats Assisted Activity Program Society). To date, our Save on Foods Steak Dinners, have raised over twenty thousand dollars for B.C. Children's Hospital.

We see your involvement with our rodeo as a "win – win" for Cariboo Regional District, our rodeo and our community. The Quesnel Rodeo is a major event not only for Quesnel, but also for rodeo fans and contestants all across British Columbia. Your involvement with our rodeo will enhance your profile in our community as a community minded business. While at the same time, our rodeo club receives your much needed financial support which will allow us to continue bringing entertaining, family focused events which highlight our western heritage and lifestyle.

Everyone involved with the Quesnel Rodeo Club looks forward to developing a strong working partnership with Cariboo Regional District to bring another great rodeo to our community and promote Cariboo Regional District to our contestants, fans and community as a community minded business. The attached schedule details our standard sponsorship packages which support our community and the sport of rodeo. If you require further information, or have any ideas about other sponsorship and promotional possibilities, please feel free to contact Mel Petersen at (250) 991-7939, or by e-mail at quesnelrodeo@gmail.com. I look forward to hearing from you.

Respectfully yours,


 Mel Petersen
 Quesnel Rodeo Club
 Sponsorship Committee
www.QuesneRodeo.com
 Email: quesnelrodeo@gmail.com
 Telephone: (250) 991-7939

2020 SPONSORSHIP PACKAGES¹

#	Sponsor Category	Sponsorship Includes	Value
1	Title Sponsor	<ul style="list-style-type: none"> • 4ft. x 16ft. Announcer's Booth Rodeo Arena Ad Sign. • Identified in all Quesnel Rodeo Club's print and radio ads as the rodeo's title sponsor. • A location in a high pedestrian traffic area for a promotion and sales kiosk. • Placement, in high pedestrian traffic areas, of any banner ads provided by Cariboo Regional District. • Placement of Cariboo Regional District corporate logo on all Quesnel Rodeo General Admission Tickets. • In the sponsor promotion loop which runs on the video replay screen, Cariboo Regional District corporate logo will receive a higher priority with longer and more frequent spots in the loop. This loop runs continues prior to and following every rodeo performance. As time and events permit, this loop is also run during every rodeo performance. • Three 30 second video ads, per rodeo performance. This is a \$900.00 value. • Option to purchase at a discounted price, 30 second and/or 60 seconds video screen ads. Contact committee for details. • Cariboo Regional District will be named in the rodeo club's newspaper ad which thanks all of our sponsors. • Includes one hundred, personalized rodeo admission tickets with your company name embossed on the ticket. The value of these tickets is \$1,500.00. These tickets can be used as part of a business sales promotion, gifted to valued customers, or shared with employees and friends. 	\$10,000.00
2	Saddle Bronc Riding (CPRA)	<ul style="list-style-type: none"> • Always looking to improve the entertainment value of our rodeo, Quesnel Rodeo is hosting a Canadian Professional Rodeo Association (CPRA) sanctioned event. • Without a doubt, this event will be one of our rodeo's premier events. • Based upon our conversations with CPRA officials, contestants and our 2019 rodeo, we anticipate a large number of entries, with rodeo contestants travelling from the USA and Canada. • Our rodeo announcer will announce to our rodeo audiences that our CPRA Saddle Bronc event is sponsored by Cariboo Regional District. • Our video replay screen will introduce the event with a full screen shot of Cariboo Regional District's corporate logo. • Cariboo Regional District will be identified on our rodeo's "Day Sheets" as the event sponsor. • On a number of times during every rodeo performance, our rodeo announcer will announce Cariboo Regional District's sponsorship of this event to our rodeo audiences. • Cariboo Regional District's corporate logo will be placed on Rodeo Club's Internet web site with a link to any sponsor's Internet web page. • In the sponsor promotion loop which runs on the video replay screen, Cariboo Regional District's corporate logo will receive a higher priority with longer and more frequent spots in the loop. This loop will be played prior to and following every rodeo performance. As time and events permit, this loop is also run during every rodeo performance. • Includes thirty-five, personalized rodeo admission passes with a value of \$525.00. These tickets can be gifted to valued customers, or shared with employees and friends. • Option to purchase at a discounted price, 30 second and/or 60 seconds video screen ads. Contact committee for details. 	\$3,500.00

3	Rodeo Announcer's Booth Sign	<ul style="list-style-type: none"> • A 4ft x 16ft sign rodeo arena sign which identifies you as a major sponsor for the 55th Annual Quesnel Rodeo. This sign is the most prominent fixed sign in the rodeo arena. • The Quesnel Rodeo Club will cover all costs related to having the sign produced and maintained. • Following our rodeo, we leave our arena signs handing. This has resulted in our sponsor signs being viewed during other events held in the arena. Including events hosted by Quesnel Team Ropers, British Columbia Team Roping Association, Quesnel High School Rodeo, Quesnel Pony Club, North Cariboo Gymkhana and day riders who use the arena to train horses. This results in hundreds of additional viewings of your sponsorship sign. • A full screen Cariboo Regional District corporate logo will be included in our pre-rodeo / post rodeo sponsor loop. This sponsor loop will be professionally produced at no additional expense. • Sponsor's company logo/name will be placed on the "Home" page and the "Our Partners" page of the Rodeo Club's Internet web site with a link to the sponsor's Internet web page. • During every rodeo performance, on a number of occasions the rodeo announcer will acknowledge the sponsor as a major sponsor. • Cariboo Regional District will be named in the rodeo club's newspaper ad which thanks all of our sponsors. • Includes twenty-five, personalized rodeo admission tickets with your company name embossed on the ticket. The value of these tickets is \$375.00. These tickets can be gifted to valued customers, or shared with employees and friends. • This Sponsorship package is not available if Sponsorship Package # 1 is purchased. 	\$2,500.00
4	Video Replay Screen – Replay Sponsor	<ul style="list-style-type: none"> • \$800.00 per day / \$2,400.00 for all three rodeo performances. • One of the most engaging benefits our video replay screen brings to our rodeo is the replay. Cariboo Regional District has the opportunity to have your corporate logo on the screen as the rodeo audiences and contestants look to the screen and watch exciting rodeo replays. • Our rodeo announcer will direct the rodeo audience to watch the replay brought to them by Cariboo Regional District. • Cariboo Regional District's logo will be on the screen which will then transition into the replay. • A full screen Cariboo Regional District's corporate logo will be included in our pre-rodeo / post rodeo sponsor loop. This sponsor loop will be professionally produced at no additional expense. • Includes twenty-four, personalized rodeo admission passes with a value of \$360.00. These tickets can be gifted to valued customers, or shared with employees and friends. • Option to purchase at a discounted price, 30 second and/or 60 seconds video screen ads. Contact committee for details. 	\$2,400.00
5	Video Replay Screen - Highlight Video Sponsor	<ul style="list-style-type: none"> • \$500.00 per day / \$1,500.00 for all three rodeo performances. • Following Friday and Saturday's rodeo performances we will produce a highlight video which will show our rodeo fans all of the exciting rodeo action. Once completed, this video will be uploaded to You Tube and will be included in Saturday & Sunday's pre-rodeo / post rodeo video replay screen show. • Friday's pre-rodeo / post rodeo video replay screen show will have highlights of our 2018 Quesnel Rodeo. • A full screen shot of Cariboo Regional District's corporate logo will start each highlight video. The rodeo announcer will identify Cariboo Regional District as the highlight video's sponsor. Cariboo Regional District's corporate logo will also be displayed in the upper portion of the screen while the video is being played. • In addition to being included in our highlight video, Cariboo Regional District's corporate logo will also be included in our pre-rodeo / post rodeo sponsor loop. • Includes fifteen, personalized rodeo admission passes with a value of \$225.00. These tickets can be gifted to valued customers, or shared with employees and friends. • Option to purchase at a discounted price, 30 second and/or 60 seconds video screen ads. 	\$1,500.00

6	Video Replay Screen - Rodeo Leaderboard Sponsor	<ul style="list-style-type: none"> • \$800.00 per day / \$2,400.00 for all three rodeo performances. • Everyone, including contestants and our audiences want to know who the event leader is and where their favorite contestant stands. • Cariboo Regional District's sponsorship of our leaderboard will provide you an opportunity to have your corporate logo prominently displayed as everyone checks see who is leading in each event. • Our rodeo announcer will direct everyone's attention to the video replay screen to check our Cariboo Regional District's leaderboard. • Your Cariboo Regional District logo will be on the screen which will then transition into the leaderboard. • In addition to being included in our leaderboard, Cariboo Regional District's corporate logo will also be included in our pre-rodeo / post rodeo sponsor loop. • Option to purchase at a discounted price, 30 second and/or 60 seconds video screen ads. Contact committee for details. • Includes twenty-four, personalized rodeo admission passes with a value of \$360.00. These tickets can be gifted to valued customers, or shared with employees and friends. 	\$2,400.00
7	Pick-up Riders	<ul style="list-style-type: none"> • Shirt or vest to be worn by Pick-up Riders for all performances. • Shirts will be given to the pick-up riders, with the request that they wear them at other BCRA rodeos. • Corporate Logo placed on Rodeo Club's Internet web site with a link to sponsor's web page. • Announcements by rodeo announcer acknowledging sponsorship. • Includes ten, personalized rodeo admission passes with a value of \$150.00. These tickets can be gifted to valued customers, or shared with employees and friends. 	\$1,200.00
8	Chute Sign	<ul style="list-style-type: none"> • Sponsor's name is displayed on a sign which is attached to a chute for all rodeo performances. Each time a rider exits the chute, the chute's sponsor is announced by the rodeo announcer. • Our chute signs offer the highest profile and recognition of any ground level rodeo arena sign. • Located directly across from the arena grandstands and are easily viewed by our rodeo audiences. • During every rodeo performance, when our rodeo announcer is directing the audience's attention to a specific chute, he will only refer to the chute, by the chute sponsor's name/sign. • Our rough stock chutes are used for six rodeo events. For five of these events our rodeo announcer will be directing the audience's attention to the specific chute that the next rodeo contestant will be exiting from. The audience read the chutes signs looking for this chute. • Depending on the number of contestants entering our rodeo, during each rodeo performance a chute may be used 5, or 6 times during every rodeo performance. • Even the chute signs attached to chutes that do not have the next rodeo contestant coming out of it, are still read by the audiences as they search for the chute which the announcer has directed their attention to. • Following our rodeo, we leave our arena signs hanging. This has resulted in our sponsor signs hanging in the arena and being viewed during other events held in the arena. Including events hosted by Quesnel Team Ropers, British Columbia Team Roping Association, Quesnel High School Rodeo, Quesnel Pony Club, North Cariboo Gymkhana and day riders who use the arena to train horses. This results in hundreds of additional viewings of your sponsorship sign. • In addition to our chute sponsors being identified during rough stock events, our chute sign sponsors are also mentioned by our rodeo announcer as he acknowledges and thanks all of our rodeo sponsors. • Our sponsors are also identified and thanked on the Home and Our Partners pages of our Internet web site, http://www.quesnelrodeo.com/index.htm. As our 2020 rodeo plans come together we will be updating our web site. • Our sponsors are also acknowledged and thanked in our Quesnel Cariboo Observer ad and our rodeo video screen's pre-rodeo /post-rodeo sponsor loop which is played on our rodeo arena video screen. 	\$1,200.00

		<ul style="list-style-type: none"> Includes twelve, personalized rodeo admission passes with a value of \$150.00. These tickets can be gifted to valued customers, or shared with employees and friends. 	
9	Bull Fighter	<ul style="list-style-type: none"> Shirt with the sponsor's name written on the back of it worn by the Bull Fighters for all performances. Sponsor's name is detailed on the rodeo's "Day Sheets" for each performance. Sponsor's name is announced by the rodeo announcer. The sponsor's logo, or name placed on Rodeo Club's Internet web site with a link to any sponsor's Internet web page. Includes ten, personalized rodeo admission passes with a value of \$150.00. These tickets can be gifted to valued customers, or shared with employees and friends. 	\$1,000.00
10	BCRA Major Event Sponsor * Please see additional information provided below.	<ul style="list-style-type: none"> Sponsor's name is detailed on the rodeo's "Day Sheets" for each performance. Sponsor's name is announced by the rodeo announcer. A full screen shot of Cariboo Regional District's corporate logo will start the sponsored event. The sponsor's logo, or name placed on Rodeo Club's Internet web site with a link to any sponsor's Internet web page. Includes ten, personalized rodeo admission passes with a value of \$150.00. These tickets can be gifted to valued customers, or shared with employees and friends. 	\$1,200.00
11	Video Replay Screen Ads	<ul style="list-style-type: none"> Three, thirty seconds ads per rodeo performance. For a total of nine video replay screen ads. In the event of rodeo performance delays, additional screenings of your ad may be played. Video ads must be produced and provided by the sponsor. Sixty second video ads will be considered. Contact committee for details. Includes nine, personalized rodeo admission passes with a value of \$135.00. These tickets can be gifted to valued customers, or shared with employees and friends. 	\$900.00
12	4x4 signs	<ul style="list-style-type: none"> Sponsor's name is displayed on a sign which is placed in the arena for all rodeo performances. Our sponsors are also acknowledged and thanked in our Quesnel Cariboo Observer ad and our rodeo video screen's pre-rodeo /post-rodeo sponsor loop which is played on our rodeo arena video screen. Corporate Logo placed on Rodeo Club's Internet web site with a link to sponsor's web page. Following our rodeo, we leave our arena signs hanging. This has resulted in our sponsor signs being viewed during other events held in the arena. Including events hosted by Quesnel Team Ropers, British Columbia Team Roping Association, Quesnel High School Rodeo, Quesnel Pony Club, North Cariboo Gymkhana and day riders who use the arena to train horses. This results in hundreds of additional viewings of your sponsorship sign. Announcements by rodeo announcer acknowledging sponsorship. Includes five, personalized rodeo admission passes with a value of \$75.00. 	\$500.00
13	4 x 8 Sign	<ul style="list-style-type: none"> Sponsor's name is displayed on a sign which is placed in the arena for all rodeo performances. Corporate Logo placed on Rodeo Club's Internet web site with a link to sponsor's web page. Announcements by rodeo announcer acknowledging sponsorship. Following our rodeo, we leave our arena signs hanging. This has resulted in our sponsor signs being viewed during other events held in the arena. Including events hosted by Quesnel Team Ropers, British Columbia Team Roping Association, Quesnel High School Rodeo, Quesnel Pony Club, North Cariboo Gymkhana and day riders who use the arena to train horses. This results in hundreds of additional viewings of your sponsorship sign. Includes eight, personalized rodeo admission passes with a value of \$120.00. These tickets can be gifted to valued customers, or shared with employees and friends. 	\$1,000.00
14	BCRA Minor Event Sponsor * Please see additional information provided below.	<ul style="list-style-type: none"> Sponsor's name is detailed on the rodeo's "Day Sheets" for each performance. Sponsor's name is announced by the rodeo announcer. A full screen shot of Cariboo Regional District's corporate logo will start the sponsored event. The sponsor's logo, or name placed on Rodeo Club's Internet web site with a link to any sponsor's Internet web page. 	\$500.00

- | | | |
|--|--|--|
| | <ul style="list-style-type: none">• Includes five, personalized rodeo admission passes with a value of \$75.00. These tickets can be gifted to valued customers, or shared with employees and friends. | |
|--|--|--|

Rodeo Events

Major Events: These event's. have the highest profile and National following. You may chose from the following events:

Bare Back Riding - Steer Wrestling - Barrel Racing - Team Roping - Bull Riding - Tie Down Roping - Saddle Bronc Riding - Wild Horse Race

Minor Events: As many of the cowboys and cowgirls who enter these events live within the Quesnel trading area, they are very popular with our rodeo fans. You may chose from the following events:

Flat Race - Pee Wee Barrel Racing - Jr. Barrel Racing - Sr. Breakaway Roping - Jr. Breakaway Roping - Wild Cow Milking
Junior Steer Riding

¹ The Quesnel Rodeo Club reserves the right to accept, refuse, terminate, amend, update or delete any Sponsorship Category or Sponsorship Agreement.