



Magnificent 7

One for all and all for one

Four Steps to Getting Rodeo Sponsorships

Step 1. Identify potential sponsors:

- ★ Family, friends, and neighbors – Consolidate small donations to reach your \$350 minimum
- ★ Your vet, local feed store, farrier, and others in the “horse” business
- ★ Your dentist, favorite restaurant, car dealership, places you shop, and your bank or credit union

The more people you ask, the more sponsors you’re likely to get.

Step 2. Put together a sponsor packet:

- ★ Include the brochure with the form and sponsor information.
- ★ Write a cover letter introducing yourself. Include information such as:
 - The events you compete in
 - The names of your horses and the events each one does
 - Your goals for the season
- ★ Include a picture of you and your horse. Pictures of you competing are always good.

Step 3. Deliver the packet in person:

- ★ Talk about how sponsorships help the district:
 - Helps keep rodeo entry fees affordable.
 - Provides funding for year-end awards and recognition for participants.
 - Enables the district to award college scholarships to members who go on to college.
- ★ Explain the sponsor benefits. (See the Friends of District 7 info sheet for details.) They include such recognition as:
 - An ad in the Mid-State Classic Rodeo program
 - Sponsor name on an arena banner
 - An individual arena banner and even a rodeo flag
 - Sponsor recognition in the District 7 awards banquet program and CHSRA State Finals program
- ★ If the potential sponsor wants some time to think about it, leave the packet along with a stamped envelope addressed to Heidi Haynes, District 7 Sponsorship Chair, PO Box 767, Santa Margarita, CA 93453. That will make it easy for the sponsor to get the form/check to the right person.

Step 4. Recognize the sponsor’s support:

- ★ Send a thank-you note to anyone who sponsors you — preferably a handwritten one. You may want to send it after the first rodeo so you can tell the sponsor how you did.
- ★ Send another thank-you letter at the end of the year telling your sponsors about the rodeo season.
- ★ This follow-up will be a real plus next year when you are looking for sponsors again.