



Sponsorship Package

BCBFDI, March 2024

About Us

The BC Barrel Futurity / Derby Incentive was started in 2021 by an amazing group of ladies as a not-for-profit organization intent on promoting the betterment and growth of the futurity / derby segment of the barrel racing industry in BC.

About Barrel Racing

Barrel racing is a timed event where a horse and rider run a cloverleaf pattern, the winner is often determined by just hundreds of a second. With well over 2000-barrel racers in BC, this sport is widely supported.

About Futurity / Derby (Aged Events)

Aged events provide an opportunity for riders, breeders, and owners to showcase the talents of their young horses by allowing them to compete with horses of their same age.

A **Futurity** horse is 5 years and under, who has never previously competed in a barrel race, while a **Derby** horse is aged 6 & 7 years and younger and may have previously competed.

Sponsorship

We are looking for your help to provide cash and prizes to reward the horses, the breeders, and the producers. This is truly a unique sponsorship opportunity as you will be highlighted in our wide social media audience, and on our website, both locally and provincially.

Our Incentive Program

I. Nomination

Horses are nominated to the program via proof of age and a minimal nomination fee, points are tracked throughout the season.

II. Points / Races

Points are earned at **local events** which add a 2D futurity/derby side pot to their open race - every horse entered earns at least one point, and it only takes one point to qualify for our finals.

III. Year End Awards

2024 will be our biggest season yet, we will be handing out awards to stallions, breeders, and producers. We will be offering buckles, jackets and other prizes to both season leaders and finals champions, as well as guaranteed \$5,000 prize money to both the futurity and derby at our 2024 finals.

IV. Finals - 2024

Our finals will be held at JP Ranch in beautiful Kamloops on September 20th – 22nd 2024. We are super excited for our finals this year, JP Ranch is a world-class facility with safe, fast ground conditions, ideal for showcasing a young horse.

In conjunction with our barrel racing finals, JP Ranch will be hosting an **all-girls** team and breakaway roping. The first of it's kind, this event will attract many barrel racers and ropers from across the province, and we appreciate your support to make the barrel race super special!

ALL SPONSORS:

- On-going social media promotion with your logo linking back to your website.
- Banner (you provide) displayed at finals.
- Logo on our website, on our printed /digital finals program, and monogrammed on prizes.
- Multiple announcements of your sponsorship at finals

PLATINUM SPONSOR \$1000 +

- Opportunity for live or pre-taped interviews throughout the year and at finals
- Banners (you provide) will be displayed at races throughout the year and at finals.
- Your company will be advertised on its own via live feed at finals.
- Multiple announcements of your business and your sponsorship at races and finals
- Full page online marketing, printed/digital finals program and website.
- Opportunity for your logo to be embroidered on top 10 year end jackets (must be ordered early)

GOLD SPONSOR \$750 - \$999

- Opportunity for live or pre-taped interview at finals
- Banner will be displayed at local races and at finals.
- Description of your business / sponsorship at finals.
- Half page online marketing, including printed/digital finals program, website,

SILVER SPONSOR \$500 - \$749

- Your logo with three other sponsors advertised via live feed at finals.
- Multiple announcements of your sponsorship at finals.
- One third page online marketing, including printed/digital finals program, website.
- Logo monogrammed on prizes with 2 other sponsors.

BRONZE SPONSOR \$250 - \$499

- Announcements of your business / sponsorship at finals
- One quarter page online marketing, including printed/digital finals program, website.

BC Barrel Futurity Derby Incentive

5420 Trans Canada Hwy W

Kamloops, B.C.

V1S 2A5

250-319-1563

bcfuturityderbyinc@gmail.com

www.bcfuturityderbyinc

To whom it may concern,

We are excited to be heading into our 4th year of this innovative and exciting barrel racing incentive.

With generous support of sponsors, we are looking forward to hosting a world class event with excellent purse money and prizes. We would love to partner with your business and invite your consideration to become involved as a sponsor.

Please see attached, a description of the sport of barrel racing, our incentive program, and our awards. As a partner to this program, you will be involved in a unique opportunity to inform competitors and supporters both in your local area and across the province of BC, the feedback from the entire barrel horse industry has been extremely encouraging, with significant spin-off for supporting businesses.

Sponsorship opportunities exist for cash **as well as product**, we guarantee each one of you value for your advertising dollar, we have significant social media presence with an average post **reach of 2300 on Facebook** alone, we also post to Instagram and our sponsors are given a prime place on our web page.

Please do not hesitate to reach out if you have any ideas or questions, we will follow up via phone call within a week to discuss this opportunity further.

Sincerely,

Lisa Whitman,

BCBFDI sponsorship director

250-319-1563

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