

4th Annual Florida Ranch Rodeo Finals & Cowboy Heritage Festival 2011 Fact Sheet

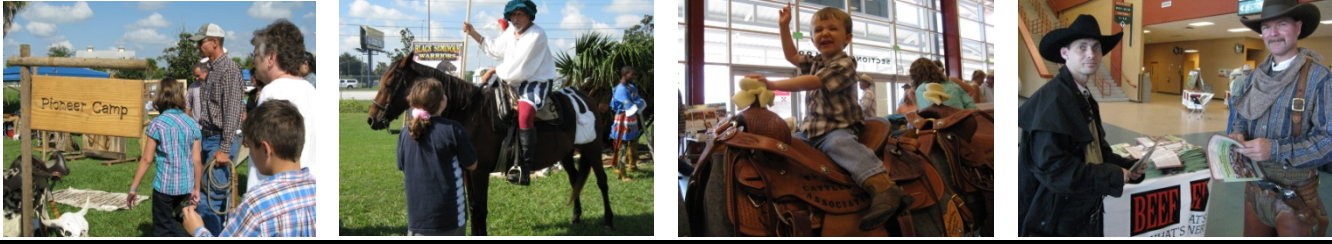


- Come join us for an action packed weekend of history, heritage and rodeo excitement at the Silver Spurs Arena at the Osceola Heritage Park in Kissimmee.
- Thousands of spectators from around Florida come to our annual event.
- Proceeds go to the Florida Cattleman's Foundation, an IRS recognized 501c3 charity, to fund youth leadership training, environmental stewardship and land management awareness and historic artifact preservation.

Florida Ranch Rodeo Finals

- Held at 7:00 p.m. on Friday, September 30 & Saturday, October 1, 2011
- More than 100 Ranch Rodeo teams from across Florida compete in 16 regional events to determine the winners who will be invited to the Florida Ranch Rodeo Finals.
- Eight exciting events are conducted at the Finals Rodeo and many of them are unique to our competition - meaning you won't see them anywhere else!
 - Bronc Riding
 - Calf Branding
 - Team Sorting
 - Wild Cow Milking
 - Relay Race
 - Team Doctoring
 - Colt Riding
 - Double Mugging
- Join us for a "**Cowboy Meet & Greet**" before the **Saturday** rodeo performance and let your children meet some of the famous "real life cowboys" who will be competing.
- There are also children's activities, vendors, food, concessions and much more to keep your attention. Make sure your kids participate in the Boot Scramble Event.

Free Cowboy Heritage Festival:



- Saturday, October 1, 2011 from 10:00 a.m. to 6:00 p.m.
- There is no entry fee for the Festival which features dozens of performers, actors, exhibits and displays featuring a wide range of Florida history and cowboy art.
- Activities throughout the day include:
 - Tour many **Historical Camp Sites** including the Seminole Heritage Camp, Spanish Heritage Camp Site, Cracker Cow Camp; Cow Calvary Camp; Timucuan Camp; and a Pioneer Camp.
 - Hear singers and cowboy poets who describe the history of our region.
 - View the work of Florida Cowboy Artists using photography, oil and water color.
 - "Meet The Author" with writers who produce Florida History and Heritage books.
 - Watch an exciting **Florida Cattle Rustling** reenactment.
 - See and taste Swamp Cabbage and other traditional foods being prepared.
 - Watch demonstrations on how cow whips, spurs and saddles are made.
 - Enjoy the Whip Popping/Cracking Contest.
- The Festival also includes our famous "**Brisket Cook Off Competition**" where teams from throughout the southeastern United States compete for prizes. You can judge the winning beef recipe through our People's Choice Award!



For more information:

- ✓ Contact the Florida Cattleman's Association at 407-846-6221

4th Annual Florida Ranch Rodeo Finals & Cowboy Heritage Festival 2011 Sponsorship Fact Sheet



- Partner with us as we create an action packed weekend of history, heritage and rodeo excitement at the Silver Spurs Arena in the Osceola Heritage Park in Kissimmee.
- Receive corporate exposure from thousands of spectators from around Florida who come to our annual event and who attend the regional ranch rodeo competitions throughout the year.
- Show your community support by helping us raise funds for the Florida Cattleman's Foundation which provides youth leadership training, environmental stewardship and land management awareness and historic artifact preservation.
- Your corporate or personal donation is tax deductible through the Foundations' IRS recognized 501(c)(3) charity status.

Sponsorship Opportunities Include:

- Brand the rodeo with your corporate name and logo
- Dedicated space and bio information on our web portal with links to your organization
- Corporate partner "thank you" announcement messages throughout the weekend event
- Participate in opening ceremonies on the Main Stage and during the Awards Presentations
- Corporate partner ad in the weekend Program Book
- Corporate partner ads in the Florida Cattlemen's monthly magazine
- Corporate logo printed on all rodeo tickets
- Corporate literature on display in a premium booth location at Festival and in Rodeo Arena
- Corporate logo on promotional posters and literature marketing the event
- Banners, signage and posters displayed throughout Festival and Rodeo Arena
- Invitation to VIP Sponsor Reception during event weekend
- Complimentary rodeo tickets in VIP seating area
- Sponsors are featured in various media releases throughout the rodeo year

Why should you partner with us?

- **We are a "safe investment" for your corporate dollar:**
 - The Ranch Rodeo Finals & Heritage Festival has been operating successfully for four years and is a "safe investment".
 - The event is managed by a coordinated team of volunteers and assisted by the professional staff at the Florida Cattlemen's Association headquarters office.
- **You are demonstrating community support:**
 - Proceeds from this event go to the Florida Cattlemen's Foundation and help support youth leadership training and other projects throughout the State including Environmental Stewardship and Land Management, and Historic Artifact Preservation.
- **Your donation is fully tax deductible:**
 - The Florida Cattleman's Foundation is an IRS recognized 501(c)(3) charity organization.
- **The Festival & Ranch Rodeo Finals represent a risk free partnership:**
 - The committee carefully selects sponsor partners and avoids any controversial or questionable endorsements or relationships.
 - Our weekend events are "family friendly" and enjoy broad support from the entire community.
- **We partner with you for the entire year:**
 - Our organization works hard to maintain a solid and healthy relationship with all of our sponsors and features them throughout the rodeo year - not just for the rodeo and festival weekend.

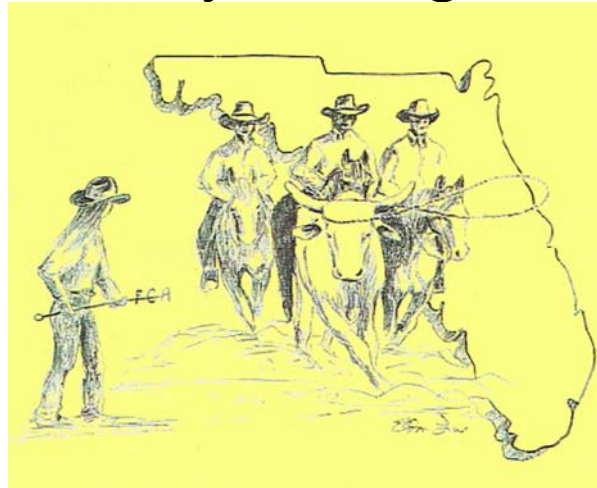
For more information:

- ✓ Contact the Florida Cattleman's Association at 407-846-6221

Florida Cattlemen's Association



Florida Ranch Rodeo Finals and Cowboy Heritage Festival



2011

Corporate Sponsorship Package

Note: While this packet contains sponsorship group levels, we will customize a package to meet a specific sponsor's needs and budget.

Version 7/3/11



2011 PLATINUM

\$ 15,000 CORPORATE LEVEL SPONSORSHIP
(**\$ 25,000 with Regional Ranch Rodeo's in 2012-2013 sponsor year**)

- There shall be only **one** Corporate **Platinum Sponsor** for the Florida Ranch Rodeo Finals and Cowboy Heritage Festival which shall be the primary sponsor.
- Sponsor has exclusive right to **brand** and **name** the Florida Ranch Rodeo Finals and Cowboy Heritage Festival with their corporate identity.
- Logo on main page of the Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site, and at top of sponsorship page on web site , and again on main Florida Cattlemen's Association (FCA) sponsors' web page.
- One page web page "bio" about sponsor on dedicated page on Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site
- Link from Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site to sponsor web site and link from Florida Cattlemen's Association (FCA) web site to sponsor web site.
- Thirty second audio acknowledgement message which will run a total of **four** times at the Florida Ranch Rodeo Finals (during rodeo opening, twice during the main rodeo performance and rodeo closing).
- Thirty second audio announcement message which will be read a total of four times during the Heritage Festival (throughout the day)
- Participate in the opening Welcome Message for the Heritage Festival.
- Participate in on stage introduction and thank you announcement for sponsors during the Heritage Festival "High Noon" welcome message on the "Main Stage".
- One full page corporate partner ad placed in the Florida Ranch Rodeo Finals and Cowboy Heritage Festival program (inside front cover).



2011 PLATINUM

\$ 15,000 CORPORATE LEVEL SPONSORSHIP, Continued
(\$ 25,000 with Regional Ranch Rodeo's in 2012-2013 sponsor year)

- Corporate logo or name on all Florida Ranch Rodeo Finals printed tickets
- One full page corporate partner ad placed in 4 FLORIDA CATTLEMEN'S MAGAZINE .
- Corporate literature on display at the Heritage Festival and Florida Ranch Rodeo Finals.
- Corporate Logo on the annual neckerchiefs used by officials.
- Corporate Logo on all Florida Ranch Rodeo Finals and Cowboy Heritage Festival posters
- Sponsor credited with funding "All Around" winner Buckles and Saddles at the Florida Ranch Rodeo Finals. Sponsors representative may present buckles to rodeo contestant winners at Awards Ceremony.
- Corporate Flag, provided by Sponsor, carried on horseback during Florida Ranch Rodeo Finals at rodeo half time.
- Six banners, provided by FCA, placed throughout Heritage Festival grounds and Rodeo Arena
- 20 tickets to Florida Ranch Rodeo Finals in VIP Seating Area.
- 5 FCA Rodeo Tee Shirts or baseball caps for Corporate partner staff or guests.
- A dinner invitation for two with the Executive Board of the Florida Cattlemen's Association to be scheduled in conjunction with another FCA event.



2011 PLATINUM

\$ 15,000 CORPORATE LEVEL SPONSORSHIP, Continued
(**\$ 25,000 with Regional Ranch Rodeo's in 2012-2013 sponsor year**)

- Corporate "in person" recognition during the Florida Ranch Rodeo Finals during the opening of the rodeo.
- One corporate booth space at premium location at Florida Ranch Rodeo Finals and one premium booth space on the Heritage Festival grounds.
- One Rodeo Chute in main arena named for the Platinum sponsor.
- Six tickets to VIP reception during Florida Ranch Rodeo week.
- FCA designated in person liaison during rodeo weekend.
- Corporate literature at all Florida Ranch Rodeo meetings, planning sessions and events.
- Sponsor invited to address the Florida Cattlemen's Association Annual Meeting.
- Corporate recognition and thanks contained in three media releases broadly distributed by FCA to designated media partners (at rodeo year start, pre Ranch Rodeo Rodeo and post Rodeo).
- Recognition during FCA Speakers Bureau presentations held around the State.
- Invited to participate in annual check presentation and media event for FCA designated charities.
- Ability to use Florida Ranch Rodeo and Cowboy Heritage Festival logo for approved marketing and publicity events.
- First right of refusal for renewal in new corporate sponsorship year.



2011 GOLD

\$ 10,000 CORPORATE LEVEL SPONSORSHIP
(**\$ 15,000 with Regional Ranch Rodeo's in 2012-2013 sponsor year**)

- There shall be a maximum of **four** Gold Sponsors.
- Each Gold Sponsor may select one of the four exclusive classes of sponsorship for Florida Ranch Rodeo Finals and Cowboy Heritage Festival:
 - Ranch Rodeo Team Sponsor
 - Ranch Rodeo Operations Sponsor
 - Heritage Festival History Camps
 - Heritage Festival Main Stage
- Logo placement on Florida Ranch Rodeo Finals and Cowboy Heritage Festival main page web site below Platinum sponsor and again on FRRF-CHF sponsors' web page.
- Link to sponsor web page from FRRF-CHF web site sponsors page.
- 2 Corporate Sponsor banners, provided by FCA, one on Cowboy Heritage Festival grounds and one in the Rodeo Arena.
- Audio acknowledgement message read twice during the Florida Ranch Rodeo Finals or Cowboy Heritage Festival based on sponsorship class selected.
- One page corporate partner ad placed in 2 issues of the FCA Florida Cattlemen's Magazine.
- Corporate literature displayed at Florida Ranch Rodeo Finals area and Cowboy Heritage Festival Sponsors Booth.
- Corporate logo on all FRRF-CHF posters and materials.
- Full Page ad (standard placement) in Ranch Rodeo Finals and Cowboy Heritage Festival Program.



2011 GOLD

\$ 10,000 CORPORATE LEVEL SPONSORSHIP
(**\$ 15,000 with Regional Ranch Rodeo's in 2012-2013 sponsor year**)

- One Rodeo Chute in main arena for each Gold level sponsor.
- 10 tickets to Florida Ranch Rodeo Finals and Cowboy Heritage Festival in VIP rodeo seating area.
- Attend Sponsor breakfast with FCA President and Executive Board representatives during FCA annual business meeting.
- Corporate recognition and acknowledgement in two media releases issued by the Florida Ranch Rodeo Finals and Cowboy Heritage Festival.
- Four tickets to VIP reception during Florida Ranch Rodeo Finals.
- Recognition at Florida Cattlemen's Association (FCA) Annual Meeting.
- Participate in on stage introduction and thank you announcement for sponsors during the Heritage Festival "High Noon" welcome message on the "Main Stage".
- First right of refusal for renewal for Gold Level sponsorship.



2011 GOLD

\$ 10,000 CORPORATE LEVEL SPONSORSHIP
(**\$ 15,000 with Regional Ranch Rodeo's in 2012-2013 sponsor year**)

Ranch Rodeo Team Sponsor credited for:

- Ranch Team Cowboy "Meet and Greet" event
- Grand Entry Ceremony
- Friday Rodeo Team Party

Ranch Rodeo Operations Sponsor credited for:

- Day Sheet printing recognition
- Stock & Stock Transportation
- Announcer
- Pick Up Men
- Awards Ceremony

Heritage Festival History Camps Sponsor credited for:

- Seminole Heritage War Camp
- Spanish Heritage Camp
- Cracker Cow Camp
- Tomicuan Camp
- Cow Calvary Camp
- Florida Cattle Rustling Reenactment and Shoot Out

Heritage Festival Main Stage Sponsor credited for:

- Main Stage
- Meet the Author
- Performers
- Artists
- Brisket Cook Off



2011 SILVER

\$ 7,000 CORPORATE LEVEL SPONSORSHIP

- Logo placement with link on Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site, on the sponsorship web page.
- One page corporate partner ad placed in one issue of the Florida Cattlemen's Magazine.
- Corporate logo on the Florida Ranch Rodeo Finals and Cowboy Heritage Festival posters and marketing materials (limited to the first five Silver level sponsors)
- 1/2 page ad in Florida Ranch Rodeo Finals and Cowboy Heritage Festival program guide.
- An audio acknowledgement thank you message during Florida Ranch Rodeo Finals.
- Two banners, provided by FCA. One banner placed on Heritage Festival grounds and the other banner placed in the rodeo arena.
- May select on a first come, first serve basis to be the sponsor for various programs to include, but not be limited to
 - Ambulance and Medical Team Sponsor
 - Safety and Security Sponsor
 - Ticketing Sponsor
 - Vet and Ferrier
 - Prime sponsor for a single regional qualifying rodeo
- Corporate literature displayed at Florida Ranch Rodeo Finals area and Cowboy Heritage Festival Sponsors Booth.
- 10 tickets to Florida Ranch Rodeo Finals and Cowboy Heritage Festival in the VIP seating area.
- Recognition at Florida Cattlemen's Association (FCA) Annual meeting.



2011 TRAIL BOSS:

\$ 5,000 CORPORATE LEVEL SPONSORSHIP

- Logo placement on Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site on sponsorship web page.
- Corporate sponsor banner, provided by FCA displayed in the rodeo arena.
- 1/4 page ad in Florida Ranch Rodeo Finals and Cowboy Heritage Festival Program.
- 1/4 page ad in the Florida Cattleman's Association (FCA) Magazine for one issue.
- Sponsor recognition by rodeo announcer during evening rodeo
- 5 tickets to Florida Ranch Rodeo Finals and Cowboy Heritage Festival with VIP seating area access.
- One ticket to VIP reception during Florida Ranch Rodeo Finals and Cowboy Heritage Festival.
- Corporate literature displayed at Florida Ranch Rodeo Finals area and Cowboy Heritage Festival Sponsors Booth.
- Opportunity to be listed as the "exclusive sponsor" of a rodeo event, selected on a first come basis:
 - Bronc Riding
 - Calf Branding
 - Wild Cow Milking
 - Team Doctoring
 - Double Mugging
 - Team Sorting
 - Relay Race
 - Colt Riding
- Recognition at Florida Cattlemen's Association (FCA) Annual meeting.



2011 Friend of the Rodeo:

\$ 1,000 CORPORATE LEVEL SPONSORSHIP

- Logo placement on Florida Ranch Rodeo Finals and Cowboy Heritage Festival web site on sponsorship web page.
- Corporate sponsor banner, provided by FCA, on the Heritage Festival Grounds.
- Business card sized ad in Florida Ranch Rodeo Finals and Cowboy Heritage Festival Program.
- Business card sized ad in the Florida Cattleman's Association (FCA) magazine for one issue.
- 2 Tickets to the Florida Ranch Rodeo Finals with VIP seating area access.
- Ability to sponsor or provide in kind services not limited to one of the following events or functions:
 - Heritage Festival Sound System
 - Radio Communications System
 - Brisket Cook Off meat donations
 - Rodeo Contestant Party food and beverage