



## **SPONSORSHIP 2019**

**CASCADE COW CUTTERS**

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**Established in 1989**  
**Non-Profit Organization, Tax Exempt Status 501 (c) (4)**  
**Home arena: Bloom Pavilion, Ellensburg, WA**

Dear Friend,

The Cascade Cow Cutters would like to welcome you to partake in our sponsorship program. Our membership of over 160 and growing is made up of competitive individuals from WA, OR, MT, ID, and Canada who crave the thrill of riding a “Cutting Horse”. We would love the opportunity to present your business to our membership with our unique Sponsorship Package. **\*\*\*\* But first, what is “Cow Cutting”?\*\*\*\***

**The sport of Cow Cutting: Western-style equestrian competition in which a horse and rider work as a team before a judge or panel of judges to demonstrate the horse’s athleticism and ability to handle cattle during a 2 ½ minute performance, called a “run”.**

Cutting originated back when horses were used to work the ranches. Cattle would have to be cut out of the herd and held until they could be roped or secured in order to doctor them. The good old quarter horse didn’t take long to figure out his job, and the next thing you know the sport was born!

**Sponsor our sport of “Cow Cutting”**

The Cascade Cow Cutters (CCC) is a NCHA Affiliate Cutting Horse Club that puts on five weekend Cutting Horse Shows per year. All revenue is invested back into the events, arena maintenance and awards for its membership at year-end. We also support and manage a Youth Scholarship Fund that was started in 2015.

We are considered a social welfare organization, such as a civic organization or a neighborhood association. This organization is considered by the IRS to be operated exclusively for the promotion of social welfare if it is primarily engaged in promoting the common good and general welfare of the people of the community. Net earnings must be exclusively used for charitable, educational, or recreational purposes.

Any dues or contributions to our organizations **are deductible as a business expense (i.e. Dues and Subscriptions or Advertising), not as a charitable contribution.**

**CCC’s Annual Review and Objective**

CCC is able to produce twelve superior Shows spread over 18 days per year, pay cash prize premiums to members, support the local cattle suppliers and merchants, present awards to year-end finalists and host a quality awards banquet for its members, their families, friends, and also to recognize our valued Sponsors. Any support whether it is given monetarily or is offered by volunteering, helps to continue our goal to promote the sport of Cutting.

**Supporting our Community and Each Other**

Producing a Horse Show takes many hands and dedication by our board members and general membership. We take pride in our horses and our friendship with each other to make such a fantastic event a reality. We have a great time together! Isn’t that what life is about, to be together, have fun and help one another?!

Having our shows in a community such as Ellensburg, WA brings various levels of commerce to this small, but strong city. Our membership is known to frequent the following types of businesses when a Horse Show is in progress: Hotels, Gas Stations, Restaurants, Feed Stores, Tire Stores, Grocery stores and not to mention a few Saloons. By having these social but competitive gatherings, we are supporting the local businesses and providing a form of entertainment that is free to the public if one decided to come and sit in the stands and watch these very athletic horses and dedicated riders in action. This is an excellent occasion to have your banner in our arena or your custom produced commercial viewed on our Monitors/Live Webcast throughout the 3 day shows.

**Sponsorship attachments and Summary**

We have included a Class Awards Sponsorship sheet and a Live Webcast proposal for your review. If you are interested in becoming a sponsor of CCC, please do not hesitate to contact us. In addition, we hope this brief but detailed summary of our mission, hobby and passion will inspire you to help in the growth and development of the amazing sport we call “Cutting”. We thank you in advance for your sponsorship.

**Live Webcast ad and Custom Internet Commercial Sponsorship:**

**What is a Live Webcast?** It is a media presentation distributed over the Internet using streaming media technology to distribute a single content source to many simultaneous listeners/viewers. A webcast may either be distributed live or on demand. Essentially, webcasting is “broadcasting” over the Internet.

**What is a Custom Internet Commercial?** Online videos are the video ads played on a website just prior to the media or images a person has clicked to view. For example, if you wanted to go to CNN to watch a news story, you would watch an online video ad first. Hitchiker Productions will create a custom ad for your use, and then CCC will run that ad on our live webcast of each show and/or on our monitors in the show arena for everyone to view. The ad is yours to keep, so you are able to use it with other Webcasts if you desire.

In partnership with Hitchiker Productions, CCC is very proud to announce the following packages for your advertising/sponsorship choice.

Here is how we would like to present each package to our membership:

**\$2000 Custom Internet Commercial Sponsorship:** This is the granddaddy of the video packages. \$500 of your sponsorship will go to Hitchiker Productions to create your 30 second internet commercial and then the remaining \$1500 is your sponsorship to CCC.

- Website listing
- PA recognition
- Internet Commercial run on Live Webcast 5 times a day during the 3 day show
- Internet Commercial run on the monitors in show arena after each class during the 3 day show
- One banner hung in the arena for all six 3day CCC shows
- 4 tickets to our year-end banquet after the finals show

**\$1000 Diamond Live Webcast Ad Sponsorship:** This is the premium Live Webcast Ad package. All of your \$1000 goes towards the sponsorship. Your business will appear on our Live Webcast as an Ad Insertion (Business card format) while herds are being settled between classes.

- Website listing
- PA recognition
- Live Webcast Ad Insertion after each class each day of the 3 day show
- Ad Insertion to run on the monitors in show arena after each class during the 3 day show
- 2 tickets to our year-end banquet after the finals show

**\$500 Gold Live Webcast Ad Sponsorship:** All of your \$500 goes towards the sponsorship. Your business will appear on our Live Webcast as an Ad Insertion while herds are being settled between classes.

- Website listing
- PA recognition
- Live Webcast Ad Insertion after each class on the 2<sup>nd</sup> day of show only
- Ad Insertion to run on the monitors in show arena after each class on the 2<sup>nd</sup> day of show only
- 2 tickets to our year-end banquet after the finals show

## **Class Awards Sponsorship:**

**\$2000 Show Title Sponsorship:** This is the granddaddy of the class sponsorship packages. \$500 of your sponsorship will go to Hitchiker Productions to create your 30 second internet commercial and then the remaining \$1500 is your sponsorship to CCC.

- The Title sponsor for 1 weekend show
- Website listing with a link to your personal website
- Facebook recognition of your sponsorship with a link to your website/Facebook
- PA recognition
- Internet Commercial run on Live Webcast 5 times a day during the 3 day show
- Internet Commercial run on the monitors in show arena after each class during the 3 day show
- One banner hung in the arena for all six 3 day CCC shows
- 4 tickets to our year-end banquet after the finals show

**Ride for the Stars: \$2500** Full saddle sponsor for a class year end champion. The saddle will sport a silver nameplate on the skirt supporting your donation.

- Website listing
- PA recognition
- One banner hung in the arena for all six 3day CCC shows
- 2 tickets to our year-end banquet where your saddle will be presented to the winner

**Diamond Jubilee Sponsors: \$1000-\$501** Sponsor will support awards for two classes from Reserve Champion to 4<sup>th</sup> place.

- Website listing
- PA recognition
- One banner hung in the arena for all six 3day CCC shows
- 2 tickets to our year-end banquet

**Crown Gold Sponsors: \$500-\$251** Sponsor will support awards for one class from Reserve Champion to 4<sup>th</sup> place.

- Website listing
- PA recognition
- 2 tickets to our year-end banquet

**Royal Silver: \$250** Sponsor monies will be combined for year-end awards.

- Website listing
- PA recognition

**Rock Solid:** We appreciate any amount you contribute! You will be listed in our Website Listing.

**Thank you for considering a donation to Cascade Cow Cutters.**  
**Cascadecowcutters.org**  
**Like us on Facebook!**

Please come to our shows and watch our action!

The show dates at Bloom Pavilion in Ellensburg for 2019 are:

**April 5-7**

**May 10-12**

**June 7-9**

**July 5-7**

**August 2-4**

**Finals - September 19-21**

**Sponsor Name** \_\_\_\_\_

**Company Name** \_\_\_\_\_

**Address** \_\_\_\_\_ **City** \_\_\_\_\_

**State** \_\_\_\_\_ **Zip** \_\_\_\_\_ **Phone#** \_\_\_\_\_

**Email** \_\_\_\_\_

Please make checks payable to **Cascade Cow Cutters**  
Mail: C/O Erin Eaton 6760 Canyon Rd, Ellensburg WA 98926