

ROCKY MOUNTAIN CHUCKWAGON ASSN.



&

**“WPCA World  
Championship”**

**August 15<sup>th</sup>-19<sup>th</sup>, 2012**

**Tarp Auction**

**Date: April 3, 2012**

**Location: Boston Pizza**

**Address: 4402 – 41 Avenue**

**Rocky Mountain House**

**Time: 4 pm Registration**

**Auction: 5 pm**

**“BATTLE OF THE ROCKIES”**  
**North Saskatchewan River Park**  
**Rocky Mountain House, Alberta**  
**August 15 – 19, 2012**  
**Wed. – Sat. @ 7:00 p.m., Sunday @ 2 p.m.**

January 1, 2012

Dear Potential Sponsor:

The 3<sup>rd</sup> Annual **“BATTLE OF THE ROCKIES” & “WORLD CHAMPIONSHIP”** brought to you by the RMCA and the WPCA Pro Tour is coming to Rocky Mountain House. Chuckwagon racing is one of Alberta’s major sporting events and is a part of our community and our western heritage. This event contributes to an increase in tourism and economic gains to the Town of Rocky Mountain House and The MD of Clearwater, with significant gains to retail sales. This event costs RMCA \$300,000 to host the World Championships and Battle of the Rockies along w/ all other entertainment. RMCA also puts all raised funds back into the North Saskatchewan River Park.

In 2012 we had 265 vacation trailers from visitors out of town camped down @ the North Saskatchewan River Park and averaged over 2000 people per day to watch this World Class Event.

This year, the Battle of the Rockies will be held **August 15 – 19, 2012** at the **North Saskatchewan River Park**. As a non-profit organization, the RMCA requires the generous support from businesses and organizations such as yours as well as individuals in order to fund this event which provides great family entertainment and helps to promote our western heritage.

For 2012, the Rocky Mountain Chuckwagon Committee is looking for sponsorships for a large variety of categories. Please refer to the attached information package.

Please feel free to contact Brad Smith or Lynn Cadrain at your earliest convenience to discuss what type of role your company may play in the **“BATTLE OF THE ROCKIES”**. Any support your business can provide will be highly appreciated. With your support we can make the **“Battle of the Rockies”** the one **“can’t miss”** event this season!

Thank you in advance for your time and careful consideration.

Sincerely,

Brad Smith  
President  
RMCA  
Phone: 403-846-5919

Lynn Cadrain  
Director  
RMCA  
Phone: 403-845-0830

**ROCKY MOUNTAIN CHUCKWAGON ASSOCIATION**  
**P.O. BOX 252**

Rocky Mountain House, Albert T4T 1A2

E-mail: [mail@battleoftherockies.org](mailto:mail@battleoftherockies.org)

[lcadrain@telusplanet.net](mailto:lcadrain@telusplanet.net)

[brad@smittysoutdooradventures.ca](mailto:brad@smittysoutdooradventures.ca)

**[www.battleoftherockies.org](http://www.battleoftherockies.org)**

# **BATTLE OF THE ROCKIES 2012**

## **TITANIUM SPONSOR \$10,000.00 +**

- \* 2 Infield Banners (3'x8') & 1 Grandstand Banner (3'x8')
  - \* Flag Carried in the Grand Entry
  - \* Full Page Colour Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard & radio advertising
- \* 10 Sponsor Passes – 5 Sponsor Parking & Camping Passes
  - \* 10 Regular Admission Passes in reserved seating
  - \* RMCA Memento

## **PLATINUM SPONSOR \$7,500.00**

- \* 2 Infield Banners (3'x8')
  - \* Flag Carried in the Grand Entry
  - \* Full Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard & radio advertising
- \* 8 Sponsor Passes – 3 Sponsor Parking Passes & Camping Passes
  - \* 6 Regular Admission Passes in reserved seating
  - \* RMCA Memento

## **GOLD SPONSOR \$5,000.00**

- \* 1 Infield Banner (3'x8')
  - \* Half Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard & radio advertising
- \* 6 Sponsor Passes – 2 Sponsor Parking & Camping Passes
  - \* 4 Regular Admission Passes in reserved seating
  - \* RMCA Memento

## **SILVER SPONSOR \$3,000.00**

- \* 1 Infield Banner (3'x8')
  - \* Quarter Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard, & radio advertising
- \* 2 Sponsor Passes – 1 Sponsor Parking Pass – 4 Regular Admission Passes

## **BRONZE SPONSOR \$2,000.00**

- \* Quarter Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard & radio advertising
- \* 4 Regular Admission Passes

## **COPPER SPONSOR \$1,000.00**

- \* Sponsor Listing in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 4 Regular Admission Passes

## **Wagon Buddies \$500.00 - \$999.99**

- \* Sponsor Listing in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 2 Day Passes

## **Under \$500.00**

- \* Listing in the Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)

## **Event Sponsors**

### **Outrider Flat Track Race \$ 2500 Sunday Only!**

- \* Thank-you in Advertising Program
- \* Public Address Mentions at event, newspaper & scoreboard
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 4 Event Sponsor Passes for Sunday Only

### **Dash for Cash \$ 2500 Sunday Only! ( 10 )**

- \* Thank-you in Advertising Program
- \* Public Address Mentions at event, newspaper, scoreboard
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 4 Sponsor Admission Passes for day of Sponsorship ( Sunday Only ) or reserved seating

## **Heat Sponsors**

### **\$1,500.00 / Heat for 5 nights ( 9 )**

- \* Flag run after heat has run
- \* Sponsor Listing in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard
- \* 2 Regular Admission Passes per night

### **Pre-Wagon Entertainment \$2,000.00/ Night ( 5 )**

- \* Quarter Page Advertising in Program
- \* Public Address Mentions at event, newspaper, scoreboard
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 4 Regular Admission Passes for night of Sponsorship

### **Kids Wild Pony Race \$1,500.00/ Night ( 5 )**

- \* Sponsor Listing Program
- \* Public Address Mentions at event, newspaper, scoreboard
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 4 Regular Admission Passes daily

### **Wednesday, Thursday, Sunday Night Entertainment \$1,500.00 ( 3 )**

- \* Banner on Stage (3' x 8')
- \* Quarter Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard
- \* 4 Regular Admission Passes

### **Friday Night Entertainment \$3,000.00 ( 1 )**

- \* Signage on Stage (3'x8')
- \* Half Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard
- \* 10 tickets for Friday Night Dance

### **Saturday Night Entertainment \$3,000.00 ( 1 )**

- \* Signage on Stage (3'x8')
- \* Half Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard
- \* 10 tickets for Friday Night Dance

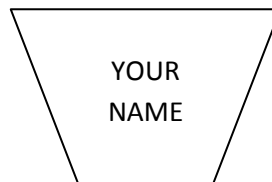
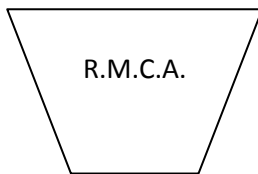
## **ADVERTISING OPPORTUNITIES**

### **Video Com Scoreboard \$2,000.00/ Day**

- \* Banner under the Scoreboard (3' x 8')
- \* Quarter Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard & radio advertising
- \* 4 Regular Admission Passes in reserved seating

### **Beer Cups \$1,000.00 + cost of cups ( 1 )**

- \* 2 Regular Admission Passes



### **Finish Line & Outrider Finish Line \$1,200.00 ( 1 )**

- \* Sign located by the finish lines
- \* Sponsor Listing in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 2 Regular Admission Passes

### **Outrider Gate \$2,000.00 ( 1 )**

- \* Banner on Outrider Gate (3'x8')
- \* Quarter Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard
- \* 4 Regular Admission Passes

### **Wristbands \$2,500.00 ( 1 )**

- \* Quarter Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard
- \* 4 Regular Admission Passes

### **Ambulance \$1,500.00 ( 1 )**

- \* Listing in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 4 Regular Admission Passes

### **Port a Potty's \$1,000.00**

- \* Flyers in Port a Potty's
- \* Sponsor Listing in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 2 Regular Admission Passes

**Buckles \$2,500.00 ( 1 )**

- \* Quarter Page Advertising in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* Public Address Mentions at event, newspaper, scoreboard
- \* 4 Regular Admission Passes

**Daily Inserts \*\$1,500.00                      or**

- \* Name displayed on Daily Insert
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 4 Regular Admission Passes

**\*\$500.00 / Night**

- \* Name Displayed on Daily Insert
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 2 Regular Admission Passes for night

**Roadside Banners**

- \* (3'x8') Banner on roadside entering the Rodeo grounds \$1,000.00
- \* Sponsor Listing in Program
- \* Recognition on RMCA Website [www.battleoftherockies.org](http://www.battleoftherockies.org)
- \* 4 Regular Admission Passes

**Thank you for your time. We are looking forward to working with you.  
Any Questions or Concerns Please Contact:**

**Our deadline for the sponsorship program is May 31, 2012. If an extension is needed please contact us and we will make arrangements that will work for you.**

**All sponsorship must be paid by June 30, 2012.**

<b>Brad Smith</b>	<b>403-846-5919</b>
<b>Lynn Cadrain</b>	<b>403-845-0830</b>
<b>Twyla Roberts</b>	<b>403-844-0508</b>

**Let's make 2012 a great year!**

**[www.battleoftherockies.org](http://www.battleoftherockies.org)**