



## **SPONSORSHIP PROGRAM**

Miss Rodeo Canada  
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## ABOUT MISS RODEO CANADA

Since 1955, Miss Rodeo Canada (MRC) has proudly represented the professional sport of rodeo across the country and around the world as an official ambassador to our heritage and western way of life. Miss Rodeo Canada candidates compete for the title through a number of skill competitions: horsemanship, public speaking, rodeo knowledge, fashion show, a personal interview, and display of public and community relations. Before competing the candidates must hold a title, or have just given up a title, to a professional rodeo in Canada. Often these candidates have prepared for many years to get to this level.

Each year it takes approximately \$150,000 in cash and gifts-in-kind to run the program at the minimum level. Sponsorship is provided by major corporate and stakeholder contributions. Financial support is required for travel costs such as flights, accommodations, meals, ground transportation as well as a vehicle for travel within the Canadian Provinces and the United States. Costs associated with operating the vehicle, such as fuel and insurance also require coverage. MRC is provided with clothing, printing services, a saddle, chaps, jewelry, hats, footwear, salon services, and media coverage amongst numerous other sponsorships of gifts and services in order to represent rodeo and our country.

The role of MRC is important in working with charities and organizations, the development of young women through the program, and most importantly to promote the sport of professional rodeo. It is our desire to pursue these opportunities. This is a viable and committed program dedicated to ensuring the continuance of rodeo and the lifestyle it represents.

As a public figure, Miss Rodeo Canada attracts a lot of attention at all her events with various media groups, magazines and social media. This constant exposure enables Miss Rodeo Canada and the MRC organization to promote your business by crediting your sponsorship through advertising and publicity at events and on other media sites. We have a presence on [Facebook](#), Twitter, Instagram, and on our corporate website, <http://www.missrodeocanada.ca>. Miss Rodeo Canada receives over 100,000 views a year on the website and over 10,000 followers on Facebook. We also partner with many groups and blogs that share links to our website on their websites. Sponsoring Miss Rodeo Canada is an ideal way to advertise your business – locally, nationally and globally.

We know that you have many avenues in which to advertise and promote your business, products and services. Our dedicated sponsorship team will ensure that you will receive exemplary service in recognizing your sponsorship, both now and in the future. As a volunteer, non-profit association we welcome any form of sponsorship or donation including, but not limited to:

Products ~ Services ~ Prizes/Silent Auction Items ~ Financial Support (cash and donations)

**If you are interested in supporting the organization, please complete the Sponsorship Commitment Form attached to this package and submit it to Miss Rodeo Canada.** Thank you for your time and consideration. We look forward to speaking with you about this incredible opportunity.

Sincerely,

Sheona Lucas  
President  
MISS RODEO CANADA

Tracy Keith  
Sponsorship  
MISS RODEO CANADA

# Miss Rodeo Canada Sponsor Levels

## ~ *Friends of Miss Rodeo Canada* ~

~Gift in Kind or Monetary Donation valued up to \$999.00~  
Name Recognition on Website

## ~ *Turquoise Level* ~

~Gift in Kind or Monetary Donation \$1,000.00 - \$4,999.00~  
Name Recognition on Social Media  
Name Recognition on Miss Rodeo Canada Website  
Recognition in CFR Pageant Program  
Logo on Autograph Sheets

One (1) Appearance by Miss Rodeo Canada at your event (schedule permitting)

## ~ *Silver Buckle Level* ~

~Gift in Kind or Monetary Donation \$5,000.00 - \$7,499.00~  
Name Recognition on Social Media  
Name Recognition on MRC Website with Link to your Website  
Name Recognition on Radio Spots  
Recognition in CFR Pageant Program  
Logo on Autograph Sheets

Two (2) appearances by Miss Rodeo Canada at your event (schedule permitting)

## ~ *Gold Crown Level* ~

~Gift in Kind or Monetary Donation \$7,500.00 - \$9,999.00~  
Name Recognition on Social Media  
Name Recognition on MRC Website with Link to your Website  
Name Recognition on Radio Spots  
Recognition in CFR Pageant Program  
Logo on Autograph Sheets

Logo on Miss Rodeo Truck Tail Gate  
Three (3) appearances by Miss Rodeo Canada your event (schedule permitting)  
Invitation to MRC Crowning Reception

## ~ *World Champion Level* ~

~Gift in Kind or Monetary Donation \$10,000.00 or more~  
Same as Gold Crown Level plus

Four (4) appearances by Miss Rodeo Canada at your event

## 2019 Sponsorship Commitment Form

Thank you for your interest in becoming a sponsor of the Miss Rodeo Canada Program. Please complete the information below and email your form back to us at: [tracy@carpetandflooring.com](mailto:tracy@carpetandflooring.com)

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

**Contact Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

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

**Term Dates (1-5 years)** \_\_\_\_\_

**Value of Sponsorship:** \$ \_\_\_\_\_ (Fair Market Value)

**Website and/or Facebook Address:** \_\_\_\_\_

**Brief description of your sponsorship:** \_\_\_\_\_

\_\_\_\_\_

**May we use your logo on our website/Facebook/printed matter?** \_\_\_\_\_

Please note: Use of the Miss Rodeo Canada logo for any purpose must be approved by the MRC organization. Please contact us for permission prior to using our logo.

**BY SIGNING BELOW, I HEREBY ACKNOWLEDGE AND UNDERSTAND THAT MY PRODUCT or SERVICE MAY NOT BE EXCLUSIVE AND THAT ALL CONSUMERS AND INDIVIDUALS ARE WELCOME TO SPONSOR.**

Signed this \_\_\_\_\_ day of \_\_\_\_\_ 2019 at \_\_\_\_\_ (town/city)

Signed by \_\_\_\_\_ (print name) \_\_\_\_\_ (signature)



## *Miss Rodeo Canada 2019*

### *Jaden Holle*

When Jaden Holle was a young girl, she saw some sparkly beautiful ladies on horseback ride past her as she sat on the curb watching the High River Little Britches parade. At that moment, something happened. She didn't know what those fringed girls did, or who they were, but she knew how she felt when one of them waved RIGHT AT HER; she knew she wanted to be one.

On September 25, 2017 Jaden's dream began when she was crowned the 2018 Calgary Stampede Princess. It was an honour for Jaden to be a part of the Greatest Outdoor Show on Earth, find her own royal wave for the first time, and ride in the same parade that inspired this dream all those years ago.

Jaden then went on to be the very first Charesholm Chad Besplug Invitational Queen in 2018, representing a top CPRA special event. The dream only continued when she was crowned 2019 Miss Rodeo Canada in Red Deer, Alberta at the Canadian Finals Rodeo - Canada's pinnacle rodeo event.

The High River cowgirl has a thirst for world knowledge as evidenced by the three languages she speaks - Spanish, French & English - and, as a Metis is also getting back to her roots by learning Cree, the language of her grandparents. Jaden has also studied Mandarin and Portuguese and encourages you to teach her a word or phrase in your native language! She is also halfway through the Saskatchewan Urban Native Teachers Education Program, a Metis teaching program that has helped her rediscover her roots.

That thirst for world knowledge is also apparent with some of Jaden's most cherished experiences: her time as an au pair in France and as a Rotary Exchange Student in Mexico.

As Miss Rodeo Canada, Jaden's prayer is that she can inspire people to have the courage to follow their calling and to become the best versions of themselves. For Jaden, this title not only represents being an ambassador for the sport and a role model for the littlest rodeo fans, but carrying on the Western spirit that makes this way of life special. Jaden wants to show others how they can be a cowboy or a cowgirl, even if they have never ridden a horse. For being a cowboy or cowgirl simply means hard work, helping others, and always getting back in the saddle whenever life throws you.