

ALBERTA TEAM CATTLE PENNING ASSOCIATION

2018 SPONSORSHIP PACKAGE



A LITTLE ABOUT TEAM CATTLE PENNING

Team Cattle Penning is a western equestrian sport that evolved from the common ranch work of separating cattle into pens for branding, doctoring, or transport.

Today it is a fast-paced event that gives a team of three riders on horseback from 60 to 90 seconds (depending on the class or the sanctioning of the event) to separate three specifically identified cattle from a herd of 30, and put them into a 16' x 24' pen through a 10' opening, at the opposite end of the arena.

The sport features 30 head of cattle, typically yearling beef cattle (mature cows or bulls are not allowed), with numbers affixed to their back, three each wearing a number from 0 through 9. Timing starts once the line judge has dropped his flag as the lead rider's horse crosses the foul line. At that time, the announcer identifies the cattle to be separated by calling out a randomly drawn number. The riders must cut out the three head that have been nominated, take them to the opposite end of the arena, pen them and call for time.

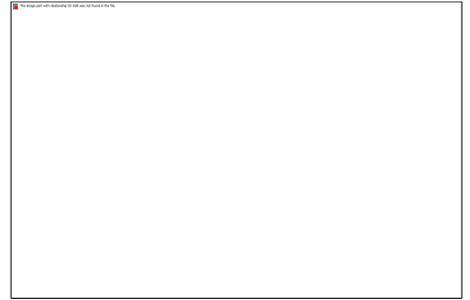
Teamwork is the key with all three riders working in harmony to cut out the correct cattle and drive them to the pen while keeping the rest of the herd (sometimes called *trash or dirty cattle*) back.

The Alberta Team Cattle Penning Society mission is to develop and promote the sport of team cattle penning. Team cattle penning is an activity that is attractive to the horse enthusiast and provides an opportunity to work with the horse and compete in a safe, friendly, and fun atmosphere. The sport is popular with families and helps young riders learn horsemanship skills, and sportsmanship in a friendly, competitive setting.

A LITTLE BIT ABOUT OUR CLUB

- Number of ATCPS members in 2017 was 135
- Number of visits to the ATCPS website per month is an average of 18,190!
- Average number of registered teams per day was 285 teams in the 2017 season
- ATCPS runs 7 different classes including a SR youth and a JR youth class to have our children involved in the sport
- Number of Cattle used in the 2017 season was 1,260 head
- 61 awards were presented at the 2017 ATCPS Annual Award Banquet
- At the Canadian Nationals our members brought home 1st place in the 5 class, 3rd and 4th in the 7 class, 4th place in the open shoot out and 1st place in the 8 shootout

ALBERTA TEAM CATTLE PENNING ASSOCIATION



Title Sponsor \$5000.00

- Company Banner displayed in arena during event
- Company recognized bi-weekly on ATCPS Facebook page
- Advertised on ATCPS website with acknowledgment the company is title sponsor (Home page display)
- Picture with Winners of the class sponsored by company with the company banner
- Announcements by show announcer at the ATCPS show specified by company representative
- Company name announced throughout the ATCPS show (including recognition of title sponsor)
- Team buckles, company representative can choose which class they wish to sponsor buckles for

Platinum Sponsor \$3000.00

- Company Banner Displayed in arena during event
- Company recognized monthly on ATCPS Facebook page
- Advertised on ATCPS website with acknowledgement the company is platinum sponsor
- Picture with winner of class sponsored by company with company banner
- Announcements by show announcer at the ATCPS show, specified by company representative

CATTLE NUMBER SPONSOR PACKAGES

Gold Sponsor \$1500.00

- Company Banner Displayed in arena during event
- Display of Company name on ATCPS Website with notification of gold sponsor
- Company name announced every time the cattle number(s) that are sponsored by the company is called in the class(s) that the company representative has chosen. Up to 5 cattle numbers in 5 different classes or sponsorship can be split up to other options.

Silver Sponsor \$600.00

- 2 Cattle numbers, 2 different classes of the company representative's choice
- Display on Facebook and ATCPS website, company has sponsored 2 cattle numbers

Bronze Sponsor \$300.00

- 1 Cattle number, 1 class of the company representative's choice
- Display on Facebook and ATCPS website, company has sponsored 1 cattle number

Buckle Sponsor per class \$1500.00

- Display of company name or logo on ATCPS website as buckle sponsor
- Company can choose class that buckles are sponsored for
- Announcements during ATCPS show that company is sponsoring which class buckles
- Picture of Class winners with buckles (Company representative can present the buckles to winners at banquet)

For additional information or any questions please contact;

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