



Dear Prospective Sponsor,

On behalf of the Carbondale Wild West Rodeo Association, we would like to sincerely thank you for your interest in becoming a sponsor. Sponsors play a very important part in the success of our rodeo season, as most individual rodeos are a money-losing proposition. The funds from sponsors help to bridge that gap. Without sponsors, we do not have a rodeo.

In return for your support, we would like to let you know the value and benefit of being a sponsor of the rodeo. Sponsoring the Carbondale Wild West Rodeo is an effective and affordable way to reach your customers in the Roaring Fork Valley and beyond. With a sponsorship you get weekly exposure during the Rodeo to an average attendance of 1,000 spectators who are residents and visitors of our valley. In addition, your signs will be viewed at multiple arena events throughout the year and by thousands of motorists who pass by on County Road 100.

Please see the attached sheet for the different levels of sponsorship. Not all of these levels may be available, as we offer our existing sponsors the right of first refusal. Please contact Mike Kennedy or Dave Weimer (their contact information is listed below) to determine if the sponsorship level that you are interested in is available.

**2017 Sponsorship Level Benefits include:**

- Visibility to 15,000 plus attendees during the season, which is every Thursday night, starting on the first Thursday in June and runs for 12 consecutive weeks
- A 4' x 4' sign in the arena (Sponsors are responsible for having their own signs made) and an ad in event program. Ad size varies on sponsorship level.
- Reinforce your name, brand, and logo to a loyal and brand-conscious spectator audience
- Your business and/or family name listed on the CWWRA website with a link to your website and listing of your contact information. Check it out at [www.carbondalerodeo.com](http://www.carbondalerodeo.com)!!
- CWWRA now has a Facebook page which offers further recognition of our sponsors throughout the rodeo season. We currently have over 7500 "likes"!!
- Free Individual event tickets for the rodeo. Number of tickets varies on sponsorship level.

**Sponsorships sell out quickly, so please reach out as soon as possible to reserve your sponsorship. The deadline to sponsor this year is March 30, 2017.**

Once you have reached out to Mike and confirmed that the sponsorship level is available, please send a check payable to: "Carbondale Wild West Rodeo Association". Mail your checks to: CWWRA, PO Box 1739, Carbondale, CO 81623.

(If you would like to have a website link or an ad in the program, please enclose that information with your check).

If you have any questions about your current sponsorship, please contact:

**Mike Kennedy, President 970-379-3907, [mikekennedy@sopris.net](mailto:mikekennedy@sopris.net)**

We sincerely appreciate your interest and sponsorship of the 2017 Carbondale Wild West Rodeo Series. As mentioned before, without all of our sponsors, our rodeo would not happen!

The Carbondale Wild West Rodeo Association is a not for profit, volunteer organization committed to keeping the Roaring Fork Valley's western heritage alive by offering a fun, family oriented event to residents and visitors.

**The CWWRA is managed by an all-volunteer board of directors who receive no financial compensation.**

CWWRA, PO Box 1739, Carbondale, CO 81623 [www.carbondalerodeo.com](http://www.carbondalerodeo.com)