



SPONSORSHIP OPPORTUNITIES



In 2009, \$456,775 in prize money, 644 entries, 117 stallions and over 300 competitors from the Pacific Northwest.

Be a part of Canada's most dynamic and exciting western horse event that began over 30 years ago.

For seven days, September 27th to October 3rd, 2010, the Westerner Exhibition in Red Deer will play host to the Canadian Supreme. The Canadian Supreme is the most prestigious Cutting/Reining/Cow Horse show in Canada. The competitors and spectators are upscale and sophisticated consumers of many goods and services.

The Canadian Supreme is held at the Westerner Exposition, a top facility in Red Deer, Alberta with good seating, concession booths and excellent parking. Geographically, Red Deer is in the centre of horse country and draws a good representation of competitors and spectators.

Horsemen are noted supporters and promoters of their horses and their related sports. Sponsorship at the Canadian Supreme will give your company exposure to this unique group of people and their purchasing power. The exposure that the Canadian Supreme provides ensures that spectators, competitors, and owners know about your company.

The following information lists sponsorship opportunities with the Canadian Supreme. We want you to be a sponsor and will consider any variations to the standard sponsorship options.

Suite 550, 717 - 7th Avenue S.W.
Calgary, Alberta T2P 0Z3
Telephone: (403) 313-8673
Fax: (403) 313-8601
Website: www.canadiansupreme.com

CANADIAN SUPREME FACT SHEET

Organization

The Canadian Supreme is a not-for-profit society whose sole purpose is to manage a major western horse event called appropriately enough the Canadian Supreme. The event is held in Red Deer each year, the week before Thanksgiving. The group is run by 30 volunteers who plan, direct and work at the show all for the glory of making a significant contribution to the western horse industry. The Show Chairman is Pete Fraser, and the Past Chairman is Dave Robson.

Over 30 Years of History

The show started in 1976 as the Alberta Stakes and Futurity Association and the first show was held at Spruce Meadows. The promoters of the show were Bill Collins, John Miller, Gary Coleman, Hans Hansma, Roger Heintz, Fred Duke and Chuck Strom. The following year, the show moved to Claresholm which was more suitable as the show needed cattle facilities. Classes at the first show included fence work, reining, pleasure and trail. The overall winner was Art Graves riding Magnolia Sun.

Today

The show is now located in Red Deer at the Westerner Exposition where it has resided since 1983. The show runs from Monday through Sunday afternoon. In 2009, the show had 644 entries in 35 classes encompassing cutting, cow horse and reining. These are the premier western horse events. Added money for the show was \$166,950. The payout to event finalists in 2009 was \$456,775. The budget for the show is approximately \$800,000. Funding for the show comes from entry fees, commercial exhibit fees, gate admission, a portion of the fees generated by the Canadian Supreme Stallion Program, practise works and sponsorships from supporters of the sport. Neither subsidies nor government money are involved. The show has generated a small surplus each year.

Stallion Program

The Canadian Supreme Stallion Program began in the early 80's as a method of supporting the show. For many years that program grew. In 1990, the program was changed so that foals by these stallions would be subscribed to the Program and would be eligible to compete as 3 year olds at the show for a substantial purse. Today, the program has 117 stallions enrolled, there are approximately 470 foals eligible to compete this year and the added purse from the Program is in excess of \$75,000.

Western Lifestyle Marketplace

As early as 1982, commercial exhibits have been part of the show. Today, in the Red Deer facility, we are able to accommodate 70 exhibitors in 67,000 square feet of first class space. Each year, we have a waiting list of groups wanting to show at the Supreme. Many visitors to the show make Red Deer the destination for the weekend and use this opportunity to shop at the Western Lifestyle Marketplace.

Western Horse Sale

On Friday evening of the Supreme week, the Western Horse Sale is held. About 60 horses are sold each year and the sale has become a feature sale for the horse industry. Spectator attendance at the sale is overwhelming. The majority of these spectators not only raise the attendance at the show but provide a new group of customers for the Western Lifestyle Marketplace.

Saturday Night

The Supreme has gone to considerable effort to put on a spectacular show on the Saturday evening. A special opening ceremony is developed each year featuring famous Canadian horses and horsemen. The evening is planned with the spectators in mind: spotlights, a giant size video, outstanding music, announcers and tight choreography. Then, the evening is turned over to the horses and riders who compete in the finals for 3 premier classes. The show lasts 3 hours and the spectators always stay till the end. Attendance exceeds 2,000 on Saturday night.

Attendance

Attendance is free until Friday at which time admission is charged. Weekend passes are available and are the preferred method of admission. Thousands of dedicated horse enthusiasts, cutters, cow horse, reiners, spectators, exhibitors, etc. attend the Canadian Supreme every year.

Show Schedule

The show starts Monday in the Stockman's Pavilion where the cutting and cow horse classes are held. Classes continue through Sunday afternoon. On Thursday, the Agricentre, the other indoor working arena, is available to the reining horses for familiarization and warm-up. The reining show starts on Friday and continues through Sunday.

SPONSORSHIP OPPORTUNITIES

Canadian Supreme Show Sponsor\$10,000

- Exclusive name association of the entire Canadian Supreme show
- Ongoing promotional identity as the Canadian Supreme sponsor for current year
- Honorary flag/banner(s) displayed on site - *provided by the Supreme*
- Identification on all press-releases, signage, banners, show program and other promotional material to be distributed locally, provincially and internationally
- One year subscription to Western Horse Review
- Prime 10' x 10' booth/exhibit location
- One page prime show program advertisement
- Friends of Canadian Supreme arena signage
- Logo and website link on the home page of the Canadian Supreme website
- Logo on the annual show poster
- Presentation opportunity and photos
- Ten complimentary drink tickets
- Ten reserved seating passes
- Ten show weekend passes
- Ten tickets to the Supreme invitational wine & cheese
- Ten tickets to the Supreme Saturday evening dinner

Platinum Saturday Evening Class Sponsor\$3,000

- Name association with a class
- Banner prominently displayed in arena
- Promotional mention by announcer during the class
- Your Company's name proudly engraved on Canadian Supreme Buckle
- One page show program advertisement
- Friends of Canadian Supreme arena signage
- Your Logo and website link on the home page of the Canadian Supreme website
- Your Logo on the annual show poster
- Presentation opportunity and photos
- Six complimentary drink tickets
- Six reserved seating passes
- Six show weekend passes
- Six tickets to the Supreme invitational wine & cheese
- Six tickets to the Supreme Saturday evening dinner

Gold Class Sponsor\$1,500

- Name association with a class
- Banner prominently displayed in arena
- Promotional mention by announcer during the class
- Your Company's name proudly engraved on Canadian Supreme Buckle
- 1/2 page show program advertisement
- Friends of Canadian Supreme arena signage
- Presentation opportunity and photos
- Four complimentary drink tickets
- Four reserved seating passes
- Four show weekend passes
- Four tickets to the Supreme invitational wine & cheese
- Four tickets to the Supreme Saturday evening dinner

Silver Class Sponsor\$1,000

- Name association with a class
- Promotional mention by announcer during the class
- Your Company's name proudly engraved on Canadian Supreme Buckle
- 1/4 page show program advertisement
- Friends of Canadian Supreme arena signage
- Presentation opportunity and photos
- Four complimentary drink tickets
- Four reserved seating passes
- Four show weekend passes
- Four tickets to the Supreme invitational wine & cheese
- Four tickets to the Supreme Saturday evening dinner

Platinum Saturday Reserve Sponsor\$500

- Promotional mention by announcer
- Acknowledgement in show program
- Friends of Canadian Supreme arena signage
- Presentation opportunity and photo
- Two show weekend passes
- Two tickets to the Supreme Saturday evening dinner

Reserve Sponsor\$300

- Promotional mention by announcer
- Acknowledgement in show program
- Friends of Canadian Supreme arena signage
- Presentation opportunity and photo
- Two show weekend passes
- Two tickets to the Supreme Saturday evening dinner



Thank you for your interest in providing sponsorship to the Canadian Supreme.
Please complete the following and return to Betty Gardner either at the address or fax number listed below:

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

Contact Person: _____

Invoice Required: _____ Cheque Attached: _____

SPONSORSHIP DETAILS

- Canadian Supreme Show Sponsor _____ \$10,000
- Platinum - Saturday Evening Class Sponsor _____ \$3,000
Please specify class.
- Gold - Class Sponsor _____ \$1,500
Please specify class.
- Silver - Class Sponsor _____ \$1,000
Please specify class.
- Platinum - Saturday Reserve Sponsor _____ \$500
- Reserve Sponsor _____ \$300

Please specify your variations to the standard sponsorship options:

Date: _____ Signature: _____



THANK YOU SPONSORS OF THE 2009 CANADIAN SUPREME

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ALLAN DALE INDUSTRIES
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BUTLIN RANCHES
EXISS/SOONER TRAILERS
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CLINT & SUSAN CHRISTIANSON
LOREN & LISA CHRISTIANSON
CINCH
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CLAY WEBSTER PERFORMANCE HORSES
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DFI
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REINHARDT QUARTER HORSES
RIATA PARTNERS INC.
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SIMS & ASSOCIATES INSURANCE SERVICES
CODY & AMANDA SMITH
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VIC BENNETT SADDLES
WEI'S WESTERN WEAR
WILLOW SPRING RANCH
WYETH ANIMAL HEALTH