

*Miss Rodeo  
Canada*



## **MISS RODEO CANADA**

Miss Rodeo Canada  
14707 – 116 Street  
Edmonton AB T5X 1J4  
Ph: 780-721-8606

Website: <http://missrodeocanada.ca>

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## **SPONSORSHIP PROGRAM 2017**

## 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 their titles](#) through a number of skill competitions: horsemanship, public speaking, rodeo knowledge, fashion show, a personal interview, and display of public and community relations. Often these candidates have prepared for many years to get to this level.

Miss Rodeo Canada is crowned at the Canadian Finals Rodeo each November. Throughout her one-year reign, she is invited to make over 500 personal appearances including charities, schools, senior homes, media functions, fundraising events, business receptions and professional and amateur rodeos across Canada, the United States and internationally. The outstanding young women that have earned the title have gone on to be great leaders and mentors in their communities and throughout North America.

The MRC [Board of Directors](#) is made up of the following volunteer positions: President, Vice President, Treasurer, Secretary, Legal, Sponsorship, Activities and Scheduling, Alumni, Communications and Marketing, Pageant, Rodeo Liaison, Media Relations, Members At Large, and former MRC title holders. The activities of the Board are a year-round commitment. We currently have over fifteen very dedicated board members who support this program and the royalty that is crowned annually.

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 Western Canadian Provinces and Western 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 gifts and services in order to represent rodeo and our country.

The role of MRC is important in working with charities and organizations, while promoting the sport of rodeo, but mostly to the development of young Canadian women and it is the Board's desire to support her in every possible way. The association between the MRC Board and the Pro-Rodeo Canada Association (PPC), Edmonton Northlands and the City of Edmonton is paramount in ensuring sustainability of the MRC Pageant and Program. 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 such as various media groups such as CFCW Radio, Global Television Edmonton, magazines, social media, the internet and more. 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 close to 100,000 views a year on the website and over 8,500 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 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

## Sponsorship Levels

	Bronze Gift in Kind up (Value up to \$500)	Silver (1,000-2,000)	Gold (3,000-5,000)	Platinum (10,000)	Diamond (25,000)
Name on web	X				
Name & link on web		X			
Logo, link name			X		
Logo, name ,link, facebook				X	
Logo, name, link, facebook, twitter, Instagram					X
Logo on MRC Vehicle				X	X
CFCW Commercials			X (2)	X (3)	X (5)
Pageant program			¼ Page	½ Page	Full
Brochures distributed at MRC functions				X	X
Social media		2/year	4/ year	6 per year	12 per year
Signed photo			X	X framed	X framed & appearance visit
*Appearance (*subject to availability and with chaperone)				X	X
Pageant tickets (*Tickets available at door)	1	1	2	3	4 for horse & public
Crowning tickets (*Ticket available at door)	1	1	2	3	4

## 2017 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: [sponsorship@missrodeocanada.ca](mailto:sponsorship@missrodeocanada.ca)

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

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

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

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

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

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

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

Website Address: \_\_\_\_\_

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 \_\_\_\_\_ 20\_\_\_\_ at \_\_\_\_\_ (town/city)

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

## Miss Rodeo Canada 2017

### Ali Mullin



Roping and riding across the Canadian prairies is where you'll find Ali Mullin. This cowgirl got her start in the equine industry by ranching with her parents on their Manitoba quarter horse operation. Doctoring cattle, starting colts, and showing home-raised Clay Ranch Quarter Horses led to a keen interest in the horse business, and a rodeo career spanning junior, high school and college ranks. Besides rodeo, Ali was involved in a variety of sports and activities in her time as a student at Cartwright High School. Hockey, fastball, track and field, singing and 4H filled her schedule. After high school, Alberta's opportunities in rodeo and post-secondary education caught her eye. In 2014, she graduated with honours from Lakeland College and a diploma in Agribusiness – Marketing Communications

– as well as Cowgirl of the Year and High-Point Cowgirl honours from the Canadian

Intercollegiate Rodeo Association. Since then, Ali has relocated to Redcliff, west of Medicine Hat, Alberta, and has discovered a passion for Alberta's sunny south. Currently, she remains involved with her family's quarter horse program back home in Manitoba, where her parents still ranch. Ali is in her second year of study at Medicine Hat College where she is pursuing a Bachelor of Applied Arts in Visual Communications. Upon completion of her education, she intends to begin a graphic design career. Ideally, Ali would like to focus her work in those areas that she has a personal passion for, being small businesses, the equine industry, and other agricultural advertising. Having the opportunity to represent the Medicine Hat Exhibition and Stampede as the 2015 Queen was an honour, and a fantastic experience. Ali will inevitably continue promoting the sport and lifestyle that she loves so much; being able to do so as Miss Rodeo Canada would be an incredible privilege.

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