



**2020
Ranch Rodeo
Committee**

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**Mission of the
Salinas Valley Fair**

To showcase the annual fair, promote the talent and education of citizens of all ages and provide a year round setting for community service and celebration.

**Mission of the
Monterey County
Cattlemen's
Association**

The Monterey County Cattlemen's Association proactively promotes and educates its membership and the entire community regarding sustainable practices that preserve and protect the heritage and traditions of the beef industry in Monterey County.

Dear Sponsor:

Sunday, January 12th marks the date of the 6th Annual Ranch Rodeo produced by the Monterey County Cattlemen's Association (MCCA) & the Salinas Valley Fair (SVF). The event combines the customs of both organizations and is held at the Rava Indoor Equestrian Arena located at the Salinas Valley Fairgrounds in King City.

As is the tradition of the MCCA, a Memorial Saddle is awarded to the All Around Winner of the Ranch Rodeo. The 2020 MCCA/SVF Ranch Rodeo Memorial saddle is dedicated to the memory of MCCA member *Don DeRoza*.

Don, a graduate of Gonzales High School, was a gold card member of the PRCA and an avid roper. He was always at the ranch rodeos, local ropings, and traveled to the big ropings often teaming up with Bill Whitney or Lew Borzini. Don supported the District 4 CHSRA as a volunteer arena director for many years donating his expertise so that young rodeo athletes could nurture their skills and cultivate their passion for the sport of rodeo. He truly loved horses and especially found satisfaction in raising "good" roping horses. It is fitting that we honor the memory of Don DeRoza with this year's memorial saddle.

We invite you to become a partner by sponsoring this local tradition! Proceeds from this year's Ranch Rodeo will go towards the purchase of awards for participating cowboys and cowgirls. The event will also go towards MCCA educational events, MCCA scholarships and Salinas Valley Fair improvements of the equestrian facilities. In 2019, the Salinas Valley Fair purchased a new header box which was quickly put to use over the winter to support local High School Rodeos and the February PRCA rodeo.

With your support, our partnership will produce the best Ranch Rodeo event for cowboys and cowgirls in the Salinas Valley continuing this fine western tradition! Please consider one of the sponsorship categories listed below and send your financial contribution with the form included in this letter.

<u>Sponsorship Investment</u>	<u>Sponsor Category</u>
\$500	Buckle Sponsor
\$250	Partner
\$100	Donor

If you would like to sponsor an event in any amount different than which is set forth above, please feel free to do so; all donations are greatly appreciated! Return the enclosed sponsor form with your donation by January 3, 2020 so that we can recognize your generosity on our event banners and promotions.

We appreciate your support and consideration. See you at the Rodeo!
Sincerely,

TJ Plew, CEO
Salinas Valley Fair



Thank you! Your support of the Ranch Rodeo will help MCCA & SVF to provide awards to winning participants. Please select your sponsorship level, complete the form and deliver to the Salinas Valley Fair by **January 3, 2020**. Mail payments with this form to: Salinas Valley Fair, 625 Division Street, King City, CA 93930. Make checks payable to: Salinas Valley Fair.

Sponsor Name _____ Contact Name _____

Contact Phone & Email _____

Mailing Address _____ Website _____

Sponsorship(s) Selected	Investment	Sponsor Level	Sponsor Benefits & Recognition
	\$500	Buckle Sponsor or Ladies All Around Buckle	Your Company Banner in the arena Sponsor Name & Logo in Event Program, Sponsor Logo (or Name) on SVF Website, Inclusion in SVF Social Media, Sponsor Name and Logo on Sponsor Banner at Event Sponsor Name Included in MCCA/SVF Press Releases
	\$250	Ranch Rodeo Partner	Sponsor Name & Logo in Event Program, Sponsor Logo (or Name) on SVF Website, Inclusion in SVF Social Media, Sponsor Name Included on Event Banners
	\$125	Donor or Kids' Event Buckle Sponsor	Recognized in Event Program, Inclusion in SVF Website & SVF Social Media Name Recognition on Event Donor Sign
	Any Amount	Don DeRoza Memorial Saddle Donor	Your name or company name will be included on event signage as a donor of the Don DeRoza Memorial Saddle. Inclusion in post event press release as a Memorial Saddle donor.

Mail Payments with This Form to: Salinas Valley Fair, 625 Division Street, King City, CA 93930

\$ _____ Donation Amount

*Please Make Payments to Salinas Valley Fair
All net proceeds are split between the MCCA & SVF*

If sponsoring an award or event, please select the award category or event. Each award may have more than one sponsor indicated in (#). If award not indicated, organizers will select an award.

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| <input type="checkbox"/> Don DeRoza Memorial Saddle (multiple) | <input type="checkbox"/> Open Single Steer Stopping (1) | <input type="checkbox"/> Ladies All Around (2) |
| <input type="checkbox"/> Junior Calf Branding (2) | <input type="checkbox"/> Over 50 Calf Branding (2) | <input type="checkbox"/> Ladies Breakaway (2) |
| <input type="checkbox"/> Kids Dummy Roping (3) | <input type="checkbox"/> Open Sorting (3) | <input type="checkbox"/> Ladies Calf Branding (2) |
| <input type="checkbox"/> Kids Boot Race (1) | <input type="checkbox"/> Open Cut & Rope (2) | |
| <input type="checkbox"/> Kids Stick Horse (2) | <input type="checkbox"/> Calf Branding (4) | |