



Box 763, Armstrong, BC V0E 1B0

February 28, 2010

Dear Prospective Sponsor:

The Reinin' In The Sun Horse Show Assoc. (RITS) is a non-profit organization dedicated to promoting the sport of Reined Cow Horse and Reining as well as good sportsmanship. RITS is committed to providing a venue where exhibitors can relax and have fun while showing their reining horses. We are asking for your support to help us fulfill our mission.

The show itself is well established, having been held on the same date and location for more than a decade. The event took a short hiatus in 2006, and was sorely missed in the calendar of events in British Columbia. Realizing the importance of such a competition, a new enthusiastic group of local volunteers sought to revive the popular event, and in 2007, with no history, budget, or bank account to fall back on, the fledgling team produced a highly successful horseshow, with 343 runs rounding out the 2-½ day competition. 2008 saw that number jump to 403 total runs, with previous exhibitors returning and bringing along their stable mates and trainers to enjoy the competition and camaraderie. Many exhibitors stayed an extra day or more, taking time to enjoy all that the beautiful Okanagan has to offer at that time of year. 2009 saw an exhilarating 379 runs which surpassed our expectations due to a climate where the economy was struggling.

As 2010 approaches, the show will run over a period of 3 days, retaining approvals beyond the National Reining Horse Assoc., to include sanctions by the National Reined Cowhorse Assoc. and the American Quarter Horse Assoc.

Since our organization devotes much of its focus to Amateur and Non Pro riders, we are asking that you help us by becoming a sponsor at our 4th Annual **Reinin' In The Sun** Horse Show, to be held at the Armstrong Parks and Recreational facility, July 30 to August 1, 2010. Your sponsorship will help us to offer awards and prize money that should attract competitors from across the Western Provinces and the United States.

We offer many sponsor benefits, including:

- ❖ public announcements during the show by a world class announcer, describing your business or service and acknowledging your class sponsorship.
- ❖ a representative from your organization is encouraged to attend the event and personally present the awards for the class you sponsor on the day of the show.
- ❖ your name will be placed in the sponsor listing on our website www.reininthesun.com with a link to your business, if desired.
- ❖ a photo of the class winner will be sent to you with our thanks. The photo can be displayed, for example, in your place of business to show your support for **Reinin' In The Sun**.
- ❖ print advertising on posters and flyers
- ❖ your display ad or business card in the Show Program
- ❖ banner display opportunities in the show arena
- ❖ prizes embossed with the name of your business

We pledge to spread the word and patronize our generous sponsors. Please help us by returning the enclosed form with your sponsorship.

If you have any questions about the organization, or how you can participate as a class sponsor, please contact us. On behalf of all the members of the **Reinin' In The Sun** Show Committee, we thank you for your consideration.

Sincerely,

Sandra Rhodes
Sponsorship Chair