



Jody
Motley
Memorial
BE A BLESSING TO SOMEONE TODAY

2022 Sponsorship Opportunities



Dear Perspective Sponsor,

WHEW! We made it through some more tough times this year, didn't we? We are happy to be back at it and in full swing it seems. Torrington, Wyoming was, again, an amazing host city and fairgrounds last year. It has made a wonderful home for the Jody Motley Memorial Barrel Race. This event has been an amazing blessing to so many others and this year it seems is just as, or more important, than all of them!

We want to thank those who have generously given to this barrel race each and every year. What we have done in the past is immeasurable in terms of the help and support this race has provided to families and individuals. This year, we understand the struggles all of us are facing and we would like to thank you for even considering being a part of this incredible event. Once again, last year, we produced the biggest barrel race in the area and we absolutely know we could not do it without sponsors like you!

Jody was, above all, an amazing person. She touched many people's lives and changed her surroundings for the better on a daily basis. She was full of energy, smiles, laughter, and passion. Throughout her life she always put others first, usually at her expense. Knowing how much she loved others and her passion for her sport, we decided to produce a barrel race in her honor every year.

We kicked off the inaugural race in 2015 with astounding success and support. Due to the support we have received over the last seven years, we have been able to support many worthy causes. We do not have specific requirements for the fund as some do – such as only breast cancer patients, or only children. We believe that there are many reasons people need a hand or support and we don't want to limit our abilities to help. With that in mind here is a short synopsis of what we do to raise funds to distribute to others.

The barrel race is over the course of three days starting on a Friday evening and finishing sometime Sunday afternoon. This year the dates will be September 16th through the 18th in Torrington, Wyoming.

Every cent of the money raised goes into the Memorial fund. We also have a silent auction from items donated from sponsors like you to help fund the account.

Sponsor money is used to help provide awards and added money to the barrel racers and fund the Memorial. The awards this year will include but not be limited to: FOUR Scott Thomas trophy saddles, beautiful custom buckles, custom saddle pads, breast collars, daily awards for the placers in the barrel race, awards for the Pee Wee division (every child entered will receive a daily award), average awards, high money winners, etc. We also have \$5,000 added money in the Open 4D.

Sponsors also provide items for the silent auction with 100% of the funds going to the Memorial. So, if merchandise is better for your company, we would LOVE to have it.

We accept sponsorships in any amount as we want to help others as much as we can, and we honor and accept any amount of love filled donations. We have set up sponsorship levels, but please understand that these are just guides.

In 2020 we decided to change up our “big” award for the barrel racers. The winners of the average in each D of the open will be able to partake in a drawing for a custom Cricket Golf Cart that they will keep forever.

We thank you very much for the opportunity to present our advertising and sponsorship package to you. We appreciate your time and we certainly thank you for even considering being a part of something that means the world to us.

Blessings to you and yours,

Laura Lambert

Presenting Sponsor

\$7,000 AND ABOVE

This level will be the presenting sponsor of the entire race. The race will be named for your company. For instance, the "2022 Jody Motley Memorial Barrel Race Presented by Great West Trailer & Truck, Inc." This will be announced all throughout the three days and you will be named on the flyers and advertising pre-race and post results.

- Banners (up to 3) in arena all weekend – provided by you
- Announced as main presenting sponsor all weekend
- Company logo on flyers and advertising
- Social Media postings with company name/logo
- Literature can be included in check-in documents
- Logo included on Cricket Golf Cart
- Logo Included in Awards Photos

Open Title Sponsor

\$5,000 - ONE Available

- Banners (up to 2) in arena all weekend--provided by you
- Announced during every big drag
- Company logo on flyers and advertising
- Literature can be included in check-in documents
- Name stamped on 1D Average Champion Saddle

Platinum Title Sponsor

\$2,500 - ONE Available

- Banner (up to 2) in arena all weekend--provided by you
- Announced during every derby drag
- Company logo on flyers and advertising

Saddle Sponsor

\$1,250

- Banner (2) in arena all weekend – provided by you
- Social Media postings with company name/logo
- Company logo on flyers and advertising pre-race

- Name stamped on saddle

Gold Sponsor

\$750 AND ABOVE

- Banner (2) in arena all weekend – provided by you
- Company logo on flyers and advertising pre-race
- Social Media postings with company name/logo
- Literature can be included in check in documents

Silver Sponsor

\$300 through \$749

- Banner (1) in arena all weekend – provided by you
- Company logo on flyers and advertising pre-race.
- Social Media postings with company name/logo
- Literature can be included in check in documents³

Buckle Sponsor

\$125 AND ABOVE

- Banner (1) in arena all weekend – provided by you
- Company mentioned on post results advertising
- Facebook postings with company name/logo
- Contestants will be told who sponsored each buckle
- Business card included in buckle box

Love Sponsor

ANY AMOUNT

We appreciate any and all donations in memory of my mom. She couldn't always do a lot but what she did was always done in love and we know that no matter the amount that you or your company can donate, it is in her honor and she would be touched just as much as we are by the simple offering. We thank you in advance and look forward to being able to bless many because of her.

2022 Sponsor Form

Sponsor Name: _____

Contact Name: _____

E-Mail: _____

Phone Number: _____

Address: _____

May we publish your contact information? Yes No

Level: Presenting Open Title Open Title Platinum

Gold Silver Buckle Love

Please e-mail a PNG (no background) file of your logo to:

Brayden@greatwesttrailers.com

Sponsorships, Materials and Banners can be sent to:

Jody Motley Memorial
C/O Laura Lambert
PO Box 70
Wiggins, CO 80654

You can also contact Laura via phone at 719.502.5150