



2024 Sponsorship Package

Happy Anniversary RAS!

Dear Sponsor,

Can you believe it?! We are 125 years old! What a milestone!

In 1899, a petition was sent to the Lieutenant Governor of the North-West Territories to put into place a name (Rosthern Agricultural Society) and to create some rules around who could be a member, how much the annual fee would be, and more.

People in the Rosthern area gathered to share produce, promote agriculture, and show off their livestock. Throughout the years, this has continued, but the addition of rodeos, exhibitions and workshops have blossomed to make the Rosthern Agricultural Society what it is today.

Many successes and struggles have transpired since then, but one thing that has remained consistent is volunteers. Without their dedication and passion, the association would not have made it this far.

The Rosthern Agricultural Society has embarked on a collaborative partnership with Seager Wheeler Farm, a Canadian National Historical Site located on the outskirts of Rosthern, Sk. The Rosthern Agricultural Society determined that a site transition to the 'Farm' will benefit both organizations. With common goals as cited in our mission and value statements and Memorandum of Understanding, this will continue to expand our agricultural and community focus.

A strong volunteer base representing a broad cross section of agriculture in areas such as livestock, horsemanship, farming practices, 4H and historical storytelling will make this site a destination for central Saskatchewan's population. With a dedicated group and an expansive site, both organizations will benefit from this combined synergy. In-kind support from our local community is strong and will only strengthen with this shared focus.

The cost of organizing and promoting successful community events is forever increasing, and therefore our reliance upon generous donations grows each year. We recognize that sponsors are major contributors to the success and future of our organization and your support and assistance is always greatly appreciated.

Please review our sponsorship opportunities and choose one that is best suited for your organization or business. You may also contact us directly to create a partnership plan that is customized specifically for you.

If you have questions or concerns, please don't hesitate to contact Crystal Klassen, the President of the Rosthern Agricultural Society. She can be reached at 306-945-2084.

*Sincerely,
Guylaine Green, Secretary
Rosthern Agricultural Society*



Mission:

The Rosthern Agricultural Society will promote agriculture through education, competition, and community involvement.

Vision:

The Rosthern Agricultural Society will be the provider of high-quality agricultural education and entertainment which will cultivate strong community partnerships.

Core Values:

- *Agriculture*
- *Community*
- *Education*
- *Partnerships*
- *Sustainability*

Goals and Objectives for the next 12 to 24 months:

- *Complete the construction of all components at Seager Wheeler*
- *Promote the rich culture and heritage of Rosthern and area*
- *Introduce new and innovative activities to be held during the year*
- *Expand the awareness and appreciation for agriculture and community building*
- *Enhance economic activity via tourism appeal*

The Rosthern Agricultural Society (RAS) will host a handful of activities in 2024, thanks to the new partnership with Seager Wheeler Farm. Our plan is to offer fun-filled, family-oriented events, full of diverse activities and entertainment, educational opportunities, great food, and many interesting sights to see and do. Most of these events will be taking place at our new home, at Seager Wheeler. We must add that some of our events will remain within the town limits of Rosthern.

What's happening in 2024?



Gymkhana: June 22, 2024, September 21, 2024 and October 19, 2024

Gymkhana is an equestrian event consisting of speed pattern racing and timed games for riders on horses. It is an action-packed, precision sport of equestrian events. A good gymkhana horse must have the speed of a racehorse, the turning quickness and agility of a cutting horse, and the control and responsiveness of the stock horse. You don't want to miss these events!

KCRA Rodeo: July 26, 27 & 28, 2024

It's baaaack! Similar to 2023, it will be a full weekend of events! Rodeo performances, cowboy church, slack, food trucks, beer gardens, and so much more! Want to volunteer? We have plenty of areas to 'fill your boots'! Follow us on our website and Facebook for more information.

The Homestead Horse Show: July 13, 2024

This will be a grassroots horse show, specifically geared for kids, those new to showing, or for more experienced riders wanting a relaxed show atmosphere. This is an event where new riders can learn from seasoned competitors. This show will help the local horse community to create attainable goals and to work towards achieving those goals with their equine partners. Many youth classes will be available, as well as walk/trot sessions that are great for beginner riders (of all ages), or horses that aren't ready to compete in the loping classes.

Barrel Racing Jackpots: follow Facebook for specific dates

Barrel racing is an event in which a horse and rider attempt to run a cloverleaf pattern around preset barrels in the fastest time. It's the combination of the horse's athletic ability and the horsemanship skills of a rider, to safely and successfully maneuver the horse around three barrels placed in a triangle pattern.

We plan on hosting multiple events this year at Seager Wheeler, not only for seasoned riders, but for new riders as well. These events bring people together, giving them a sense of belonging and an opportunity to increase and challenge their abilities.



Photo credit Wick Photography

Projects, Activities and Workshops: May to December 2024

- Farmer & Rancher Mental Health Workshop
- Bread Making and Food Preserving Workshops
- Horticulture and Gardening Workshops
- Farm and Ranch Tours
- Food Safety Course
- Flower Arranging Workshops
- Food Security Workshops
- How to care for animals

Harvest Festival: September 21, 2024

As of 2024, the Town of Rosthern is spearheading this event. The Ag Society will still be involved, but NOW, so will many other local non-profit associations!

This day is full of activities for the entire family: pancake breakfast, parade, threshing demonstrations, business & artisan market, agricultural education at Seager Wheeler, live entertainment, car show, kids' activities and so much more. Events will be hosted at Seager Wheeler, the Youth Farm and within the town limits of Rosthern.



Relocation to Seager Wheeler

The last couple of years have been very exciting with the relocation to Seager Wheeler. The 2023 KCRA Rodeo was a huge hit; one of the best rodeos held in the history of the Ag Society! Capital improvements are continuing, such as:

- ✓ Facility upgrades such as improved bleachers, landscaping, and fencing
- ✓ Arena infrastructure such as penning, lighting, and additional chutes
- ✓ Migration of existing building components from original site such as sheds, buildings, and barns
- ✓ Foundational improvements to new site such as power and water
- ✓ And more!

Want to be involved in this project? Apart from funding, we are always looking for extra muscles. You probably have THE skills we are looking for! If anything, join us for some physical activity, some beneficial vitamin D and of course, some great FUN!



Sponsorship Opportunities

Friends of RAS **\$100 - \$249**

- ✓ Business name on sponsorship recognition sign (grounds entrance)
- ✓ Business name on our website

Little Britches **\$250 - \$499**

- ✓ Business name on sponsorship recognition sign (grounds entrance)
- ✓ Business name on our Facebook page and website
- ✓ 2 admission passes to each event

Wrangler **\$500 - \$999**

- ✓ Business name on sponsorship recognition sign (grounds entrance)
- ✓ Corporate name mention via MC: 1x per event
- ✓ Business name, logo and hyperlink on our Facebook page and website
- ✓ Business name on regional and local advertising: programs
- ✓ 2 admission passes to each event

Outlaw **\$1000 - \$2999**

- ✓ Business name on sponsorship recognition sign (grounds entrance)
- ✓ Corporate name mention via MC: 2x per event
- ✓ Business name, logo and hyperlink on our Facebook page and website
- ✓ Corporate banner placement in area of activity (Sponsors must provide banner)
- ✓ Business name on regional and local advertising: programs, newsletters, and media releases
- ✓ 4 admission passes to each event

Cowboy **\$3000 +**

- ✓ Corporate public appearance: granted 2 minutes to speak per event
- ✓ Business name on sponsorship recognition sign (grounds entrance)
- ✓ Corporate name mention via MC: 3x per event
- ✓ Business name, logo and hyperlink on our Facebook page and website
- ✓ Corporate name mentions on different radio stations
- ✓ Corporate banner placement in area of activity (Sponsors must provide banner)
- ✓ Business name on regional and local advertising: posters, programs, newsletters, and media releases
- ✓ 6 admission passes to each event



Sponsorship Agreement

Name of business or organization: _____

Contact person: _____ Preferred Phone: _____

Complete mailing address: _____

Email: _____

OPPORTUNITY	COST	SUB TOTAL
Cowboy	\$3000 +	
Outlaw	\$1000 - \$2999	
Wrangler	\$500 - \$999	
Little Britches	\$250 - \$499	
Friends of RAS	\$100 - \$249	

Note: Receipts will not be submitted for donations under \$100.

If you wish to discuss other sponsorship opportunities (i.e. capital investment, naming rights, etc.) please contact Ken Guedo. His email is kquedo@gmail.com.

Please choose one of the following:

_____ I have included a cheque made payable to Rosthern Agricultural Society. Please send a receipt to the address above.

_____ Please send me an invoice, made out to the business listed above. I will mail you a cheque to the address listed below or will submit payment by E-transfer to rosthertreasurer@gmail.com. (Please make security answer: Rosthern)

Please send the completed sponsorship agreement form and payment by **APRIL 15, 2024** to the address listed below. Completed forms can be emailed to agsocietyrosthern@gmail.com.

THANK YOU! YOUR SUPPORT IS GREATLY APPRECIATED!

Mail payment to the address below:

Rosthern Agricultural Society
P.O. Box 338
Rosthern, SK. S0K 3R0

Questions or comments:

Crystal Klassen – President of RAS
E: agsocietyrosthern@gmail.com
Cell: 306-945-2084