



**2021**  
**ROUGH RIDER ROUNDUP**  
*A Special Western Day*

## **SPONSORSHIP PACKET**

Howdy Friends,

Roughout Ranch Foundation Inc (RRFI), a growing 501(c)3 charitable organization, is on a mission to provide meaningful ranch experiences that inspire, motivate, and enrich the physical, mental and social health of vulnerable and underserved populations in Shasta County. Located on the scenic Roughout Ranch in Bella Vista, CA, the organization specializes in offering therapeutic and education opportunities for youth, improve the quality of life for special populations including Veterans, people with disabilities, and at-risk youth and also provides meals to over 100 homeless individuals a year. RRF programs, events, and services improve quality of life, confidence and self-esteem while also encouraging community-building for people of all ages, abilities, and backgrounds in Shasta County and beyond.

RRF's signature annual event, Rough Rider Roundup, is an inclusive day of old west and rodeo-themed activities that brings the community together and engages people with disabilities of all ages and their families. Last year's event featured 73 volunteers and served 26 individuals with special needs and their families. This year, the event is expanding to serve 40 individuals and their families!

As a young nonprofit organization, Roughout Ranch Foundation thrives on the generosity of the Shasta County community. As we prepare for our next season, we ask you to consider creating a positive impact in your community by:

**Sponsor:** Sponsorship of RRFI's programs or annual Rough Rider Roundup event helps the Foundation keep its programs and events free or at low-cost to participants and provides your organization with valuable marketing benefits and excellent community exposure. The included Sponsorship Opportunities provide a variety of levels and benefits to fit your budget and needs. All sponsorships are 100% tax deductible.

**Volunteer:** RRFI welcomes groups or individuals to volunteer at its events or in ranch maintenance throughout the year. Corporate teams will find a variety of fun and rewarding volunteer opportunities that make a positive impact and allow you to provide life-changing programs to those in need.

Please visit our websites ([www.roughoutranch.org](http://www.roughoutranch.org), [www.roughriderroundup.com](http://www.roughriderroundup.com)) for more information and to see the amazing work that you are supporting in Shasta County for those in need. We look forward to partnering with you this season to bring vital therapeutic, educational, fun and much needed services and opportunities to Shasta County! Yee-haw!

Best Regards,

*Rough Rider Roundup*

Kathy O'Donnell

Founder & Executive Director

209-256-9640



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*Roughout Ranch Foundation Inc. has a variety of sponsorship opportunities available, that include sponsorship of our 2<sup>nd</sup> Annual Rough Rider Roundup Event or sponsorship of our 2020 season that includes event recognition. All sponsorships are 100% tax deductible.*

## **2020 Rough Rider Roundup (RRR) Event Sponsorship**

*The Rough Rider Roundup, A Special Western Day, is an event for the special needs community and their supporters. This fun, educational, inclusive, and family-friendly event uses old west and rodeo-themed activities to bring the community together and furthers Roughout Ranch Foundation's mission. Sponsorship of this event help us keep this event **free** for all attendees.*

### **Arena: \$600**

- Logo on the event website (hyperlink), event program, promotional marketing materials and t-shirts
- Two complimentary t-shirts
- 11x17 laminated event signage
- Listed in event program
- Company mentioned in on Facebook
- Opportunity to include branded giveaway items to all attendees\*
- Two (2) cross-promotional social media posts within 12 weeks of the event

### **Bull Rider: \$400**

- Logo on the event website (hyperlink)
- 11x17 laminated event signage
- Listed in event program
- Company mentioned in on Facebook
- Opportunity to include branded giveaway items to all attendees\*
- One (1) cross-promotional social media post this year

### **Cowboy/Cowgirl: \$200**

- Listed on the event website (hyperlink), program and on barrel sign
- Company mentioned on Facebook
- Opportunity to include branded giveaway items to all attendees\*

**To sponsor at any of the levels above, please contact Kathy O'Donnell at Roughout Ranch Foundation 209-256-9640 or [info@roughoutranch.org](mailto:info@roughoutranch.org).**

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\*Giveaway items must be approved in advance by Roughout Ranch Foundation and provided by the donor.



## SPONSOR INFORMATION FORM

Name/Business: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Person: \_\_\_\_\_

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

Donation Amount:

\_\_\_\_\_

In Kind Donation (List Items Donated and Give Total Value):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do You Need a Receipt?     Mailed     Emailed     Delivered     I Do Not Need a Receipt

Would the employees/members of your business/organization be interested in volunteer opportunities with Rough Rider Roundup?  
(Mark all that apply)

Yes, at the Roundup     Yes, as needed throughout the year     No

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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**SPONSORSHIP/DONATION RECEIPT**

Your generous sponsorship or donation went towards Rough Rider Roundup—A Special Western Day which will be a day of “modified” rodeo-like activities, games and family fun for the Special Needs Community where they become cowboys and cowgirls for the day in Shasta County. Providing the opportunity that gives people with disabilities an active outlet while building confidence for special minds. Your sponsorship or donations will go towards buying equipment, creating activities, entertainment, supplies, food, prizes, giveaways, marketing and general necessities, etc.

Name/Business: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

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

Donation Amount:

\$ \_\_\_\_\_

For In-Kind Donations, list items donated:

\_\_\_\_\_  
\_\_\_\_\_

RRR Representative:

\_\_\_\_\_

Date: \_\_\_\_\_

Kathy O'Donnell  
Founder and President  
Roughout Ranch Foundation Inc.  
21449 Roughout Road  
Redding, CA 96003  
EIN 84-2226876

*Roughout Ranch Foundation Inc. is a 501(c)(3) non-profit organization. All donations are tax deductible to the extent allowed by law. Programs and events are open to all people without regard to race, color, religion, sex, national origin, age, disability, genetic information or veteran status*