



*Sponsorship
Opportunity*



ABOUT BARREL RACING

Barrel racing is an intense sport where the winner is determined by just thousandths of a second, it combines the athletic ability of a horse with the skills of the rider, to run around three barrels in a cloverleaf pattern in an arena.

From local “jackpots” to professional events, barrel racing is enjoyed internationally, with riders competing for money, points, and prizes. Barrel racing is a fan favourite in the rodeo world, with spectators ranking it high in enjoyment.



Photo Credits: Candice Camille/Sarah Gerard



SPONSORSHIP – THE ADVERTISING REACH

Barrel racers come from all walks of life, ages 5 to 75, skill levels vary from beginners and weekend warriors to trainers and elite professionals

While barrel racing has its roots in rodeo, its popularity has increased over the years and it now flourishes as a stand-alone event, supported by a diverse and faithful fan base.

Barrel racing fosters a healthy, dedicated, family-based lifestyle. It is a sport rich in sportsmanship, as participants provide mentorship and support to each other, while embracing youth competitors.

With upwards of 1000 BC barrel racers, local mid-week events will see as many as 70 riders while larger races will see over 300 entries.



Photo Credits: Williams Lake Tribune/BCBRA Finals



ABOUT FUTURITY / DERBY – BC Futurity Derby Incentive Program

A futurity or derby is a barrel race that showcases the talents of young horses, only horses 5 years and younger in their first year of competition are Futurity eligible; Derby horses must be 7 years or younger.

Created this year by volunteer barrel racers and producers, The **BC Futurity Derby Incentive**, is a non-profit organization which has grown a membership of over 100, in its first year!

This incentive encourages Futurity/Derby competitions for every level of horse and rider, members have been earning points during 2021 by competing at races that have held futurity/derby side-pots. These competitors are now eligible for year end awards and entry to our Final(s) to compete for additional money and prizes, and where champions will be declared.



Photo Credits: Carleigh King



SPONSORSHIP

We are just finalising the details of our Finals Event, it will be held in _____ on _____

In conjunction with _____ we estimate a total of over 200 entrants, of which 100 will be futurity and derby horses.

Sponsorship of **money, merchandise, product** or **services** is gratefully accepted, no amount is too small – your generosity will help us achieve our goal of producing fun, family oriented, barrel racing events that highlight the talent and skill of our competitors who train and compete on young horses.

Sponsors will receive:

- Wide coverage on social media, our **BC Futurity/Derby Facebook** page has an average of 400 people who respond per post with Cross posts to **Instagram** as well as our website
- Opportunity for you or your company **name or logo** to be placed on prizes and merchandise
- Provided **logo's** will be used on social media and web based advertisements
- Sponsor-provided **banner** will be hung in the arena
- All sponsors will get repeated **mention** at the Finals event

<https://www.facebook.com/bcfuturityderbyincentive>

<https://bcfuturityderbyinc.wixsite.com/website-1>