



Dear Rodeo Fan,

What if you had a unique opportunity to engage with new potential customers, would you explore it?

What if you had a way to thank hundreds of loyal customers that walk in your doors each day, would you do it?

And what if you had a way to strengthen your brand, show existing and future customers the depth of products that you have to offer and how they truly fit their lifestyle, would you jump at it?

And what if there was a way you could support a youth organization dedicated to fostering good family values and hard work?

We are the Wisconsin Little Britches Rodeo Association, a non-profit organization dedicated to help 6-18 year old children reach their goals, develop their skills and promote the highest level of conduct and sportsmanship in the sport of rodeo ([www.lbwrodeo.com](http://www.lbwrodeo.com)). We feel that our association would be a great fit to be able to partner with your company and offer a mutually beneficial relationship to both organizations that I think could accomplish all of the above.

With over 100 families and 300 contestants, our association is made up of ranchers, farmers, hobby farmers, small business owners, and hardworking rural mid-westerners. We have over 1000 in attendance on any given Rodeo weekend that come to watch, participate, and engage with "America's Sport", the sport of Rodeo. Our participants are from 6-18 and learn about sportsmanship, winning, losing, helping each other out, cheering on their competition, animal care, camping, cooking, outdoors, family, and friends.

We have enclosed a list of sponsorship opportunities that we use as a starting point, but are certainly willing to discuss further options with you. We would love the opportunity to be brand ambassadors for your organization and create a mutually beneficial relationship.

I would be happy to meet in person, if that is an option, or with everything going on a phone call or video chat would be perfectly understandable as well. You can reach me at (608) 415-8433 or by email at [shanraydan@gmail.com](mailto:shanraydan@gmail.com).

Thank you for your time. #RodeoTime

Sincerely,

Shannon Daniels  
LBW Sponsorship Program Chairman