



Greetings from the Wisconsin Little Britches of Wisconsin Rodeo Association!

The Wisconsin Little Britches of Wisconsin Rodeo Association (LBW) is made up of student athletes ranging from 6 years old to 12th grade from communities all over Wisconsin. As members of the LBW they have the opportunity to compete in traditional rodeo events – such as barrel racing, bull-riding and calf-roping and peewee goat undecorating. The LBW is the top rodeo organization for young adults. It builds character, self-discipline, responsibility and pride. The purpose of the LBW is to provide safe opportunities for our youth to grow in the sport of Rodeo. We would love for you and your company to ride along with us!

I'm writing to you today to ask you to become a sponsor of the Wisconsin Little Britches Rodeo Association. Included in this packet you will find a list of our sponsorship packages and a sign-up card with a self-addressed stamped envelope for your convenience. The LBW is a nonprofit 501c3 operated by a volunteer board of directors. Our goal is to increase our fundraising efforts in order to increase the amount and quality of year-end championship awards and provide even more scholarship opportunities for the student athletes.

The LBW hosts 8 regional rodeos every year in the following communities: Viroqua, Gays Mills, Highland, Neosho, Decorah, Mondovi, Amherst. We wrap up our year at the State Finals at one of the original LBW rodeo locations, established in 1974 in Amherst Wisconsin, in mid-August. Your business sponsorship will be highlighted during all these competitions. Thousands of people attend each event and your business will receive great exposure and awareness. All the contestants compete in their events accumulating points throughout the year in hopes of earning a spot to be one of the Top 20 point earners in each event are eligible to ride in the LBW Finals. We appreciate your interest and investment in the Wisconsin Little Britches Rodeo program and we look forward to working with you during the 2025 season. If you have sponsored our program in the past, we hope we can count on you and your continued support. If you have any questions or concerns, please feel free to contact me at any time.

Sincerely,

Jake Heckendorf

Wisconsin Little Britches Association Board
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