



Ladies & Gentlemen;

California was founded with the culture of the “Old West” consisting of farming and ranching, including the vast dairy and beef cattle ranches of the American Cowboy and the Mexican Vaquero. Our own Sonoma County was home to the General Vallejo Ranch and its rich traditions of the West. This unique, honorable way of life with its ranching and agricultural history is fading beneath modern progress. In the communities of Petaluma and all of Sonoma County, we strive to keep this historical heritage alive. Vintage Cutting Horse Association, a non-profit local club, has for many years been dedicated to providing a forum for riders to show their American ranch horses in cattle competitions, in the style of ranching once done on the open range where cattle herds roamed free and were numbered in the thousands.

Today, open space and number of cattle are limited. Competitions are held in an arena setting. Cattle are contained in a small and manageable herd by single riders on horseback relying on the talents of their horses. In addition of modest annual membership dues, contestants pay at each show an entry fee, which is also modest. Winners earn points for their placings and are awarded prizes at the end of the year. These prizes are items used in owning and caring for their horses. Spectators are welcome and encouraged at our shows with no cost. Contestants devote countless hours during the year, working to improve their riding skills and building a relationship with their horses, providing support and an atmosphere for the animals’ well-being. Very much like a person competing in sporting events, these horses are athletes and strive to perform. Our members come from all walks of life and all ages. Club volunteers run our shows, plan events, prepare newsletters and anything else needed to run a successful club. We sponsor clinics for training, advancing skills and developing camaraderie. The club’s costs in holding such activities involve arena and cattle rental, insurance, computers for maintaining records, public address system, annual awards and miscellaneous expenses. Meetings are held at member’s homes or local restaurants. As such, the Club relies on local sponsorships without whose participation, the club would not be able to continue.

VCHA would be grateful if you would consider contributing to this cause by sponsoring our events and annual awards. 100% of our sponsorships go directly back into our club, we take no administrative costs. Sponsors are heavily recognized at our shows, as well as on our website and in our monthly newsletters.

Help us keep our California western heritage alive and accessible to our community, and most of all a legacy to give to our children so that they too can learn, enjoy and preserve this valuable piece of accomplishment and history before they are lost among progress. Attached is a schedule of the sponsorships we are seeking; each level reflects the additional benefits to the sponsor.

We thank you for taking the time to consider a sponsorship of VCHA.

Sincerely,
VINTAGE CUTTING HORSE ASSOCIATION

Sponsorship Packages

LEVEL	DONATION	ADVERTISING BENEFITS
PLATINUM	\$500+	<ol style="list-style-type: none"> 1. Announcement at shows, clinics & events. 2. Business Card Ad in each Newsletter & Website 3. Acknowledgement on Club's Facebook Page, with paid promotion (wider audience reached) 4. Sponsor provided banner and/or promotional materials displayed at shows & events 5. Invitation for sponsor to have product for sale at shows & events. 6. Link to Sponsor's business on website, to include promotion of sponsor's special events/sales 7. Invitation to attend annual dinner & awards banquet 8. Sponsor will receive an email copy of Club Newsletter
GOLD	\$350	<ol style="list-style-type: none"> 1. Announcement at shows, clinics & events. 2. Business Card Ad in each Newsletter & Website 3. Acknowledgement on Club's Facebook Page, with paid promotion (wider audience reached) 4. Sponsor provided banner and/or promotional materials displayed at shows & events. 5. Link to Sponsor's business on website. 6. Invitation to attend annual dinner & awards banquet 7. Sponsor will receive an email copy of Club Newsletter
SILVER	\$200	<ol style="list-style-type: none"> 1. Announcement at shows, clinics & events. 2. Business Card Ad in each Newsletter & Website 3. Acknowledgement on Club's Facebook Page, with paid promotion (wider audience reached) 4. Sponsor provided banner and/or promotional materials displayed at shows & events 5. Link to Sponsor's business on website 6. Sponsor will receive an email copy of Club Newsletter
BRONZE	\$100	<ol style="list-style-type: none"> 1. Announcement at shows, clinics & events. 2. Acknowledgement on Club's Facebook Page. 3. Business Card Ad in each Newsletter 4. Sponsor will receive an email copy of Club Newsletter
CONTRIBUTORY	Discretionary	<ol style="list-style-type: none"> 1. Announcement at shows, clinics & events. 2. Acknowledgement on Club's Facebook Page. 3. Business Card Ad in each Newsletter 4. Sponsor will receive an email copy of Club Newsletter

YOU MAY MAIL YOUR CHECK TO: VCHA P.O. Box 751003 Petaluma, CA 94975 OR email
vchacutting@gmail.com and we will be happy to pick it up.