

Corporation of the Municipality of South Huron

Exeter Rodeo Committee

Agenda

Date: March 16, 2023

7:30 PM – 9:30 PM

South Huron Rec Centre

1. Call To Order

2. Agenda

Recommended Motion:

That the agenda for March 16, 2023 be approved as presented.

Motion: 06-2023

Moved by:

Seconded by:

Result:

3. Delegation

Maggie Delbridge, Acting Treasurer – Presentation of Rodeo Reserve and 2022 financial snapshot

4. Disclosure of Pecuniary Interest and the General Nature Thereof

5. Minutes

Recommended Motion:

That the minutes of January 19, 2023 be adopted as presented.

Motion: 07-2023

Moved by:

Seconded by:

Result:

6. Business Arising from the Minutes

6.1 L. Connolly – Overview of meeting with Rick Sickinger surrounding partnership

6.2 L. Connolly follow up on possible parade

7. Business to be Discussed

7.1 Security

7.2 Liquor Licence

7.3 RAM Marketing Booklet

7.3 New Business

7.4 Deferred Business

7.5 Council – Updates

8. Committee Updates

- 8.1 Facilities, Grounds and Arena Signage – S. Nickles
- 8.2 Marketing and Promotions – L. Connolly
- 8.3 Vendors – D. Cook
- 8.4 Admissions/Volunteers – S. Clarke
- 8.5 Special Events/Entertainment – M. Clarke
- 8.6 Sponsorships – J. Fields

9. Correspondence

- 9.1 L. Connolly resignation from the BIA

Recommended motion:

That the Exeter Rodeo Committee receive the correspondence from L. Connolly re: resignation from the BIA and agree to requesting that she continue her position on the Committee as a voting member in a volunteer capacity.

Motion: 08-2023

Moved by:

Seconded by:

Result:

- 9.2 RAM Rodeo Committees meeting
- 9.3 Sponsorship package – Draft
- 9.4 2023 Exeter Rodeo Entertainment Lineup: Booking Inquiry

10. Adjournment

Recommended Motion:

That the Exeter Rodeo Committee hereby adjourn at _____ to meet again on _____ at ____ PM or at the Call of the Chair.

Motion: 09-2023

Moved by:

Seconded by:

Result:

UNAUDITED
2022 STATEMENT OF REVENUE & EXPENDITURES
Activity: Rodeo

Revenue

| | |
|------------------------------------|------------------|
| Provincial Government Transfers | 17,205.00 |
| Unrestricted Donations/Fundraising | 47,786.71 |
| Sponsorships | 30,540.00 |
| | <hr/> |
| \$ | 95,531.71 |

Expenditures

| | |
|---------------------|------------------|
| General Supplies | 19,331.65 |
| Advertising | 3,191.00 |
| Contracted Services | 38,910.00 |
| | <hr/> |
| \$ | 61,432.65 |

Net Revenue (Loss) **\$ 34,099.06**

2022 Transfer to Reserve Amount **\$ 34,099.06**

UNAUDITED
2022 STATEMENT OF RESERVE
Exeter Rodeo

| | | |
|------------------------------------|-----------|------------------|
| 2022 Reserve Opening Balance | \$ | 55,801.47 |
| 2022 Net Revenue (Loss) | \$ | 34,099.06 |
| 2022 Reserve Ending Balance | \$ | 89,900.53 |

Corporation of the Municipality of South Huron
Exeter Rodeo Committee
Minutes

Date: January 19, 2023
7:00 PM – 9:00 PM
Via: Zoom

Members Present: Jo-Anne Fields, Scott Nickles, Steve Clarke, Mike Clarke, Darcey Cook, Jim Dietrich, Laura Connolly

Exeter Lions Club members present: Darryl Beaver

Delegation: Rick Sickinger, Huron County

Staff: Laurie Clapp

1. Chair J. Dietrich called the meeting to order at 7:01pm

2. Agenda

That the agenda for January 19, 2023 be approved as presented.

Motion: 01-2023

Moved by: D. Cook

Seconded by: S. Nickles

Result: Carried

3. Delegation

The Chair invited Rick Sickinger, Huron County Economic Development Officer: Tourism to say a few words. Rick shared an interest in County cooperation with promoting the 25th annual rodeo as a tourism event. He had a few questions to leave with the committee for discussion.

- What type of support would you like?
- How can Ontario's West Coast and Huron County help support marketing and possibly appoint people to the event?
- Promotional opportunities: Social Media, Ontario's West Coast tourism site, Visitors guide

It was decided that J. Fields, L. Connolly would meet with him some time in March and discuss possible promotional supports and bring back points to the next meeting. Rick left the meeting at 7:07pm.

4. Disclosure of Pecuniary Interest and the General Nature Thereof

None

5. Minutes

Recommended Motion:

That the minutes of November 02, 2022 be adopted as presented.

Motion: 02-2023

Moved by: D.Cook

Seconded by: L. Connolly

Result: Carried

6. Business Arising from the Minutes

None

7. Business to be Discussed

7.1 Exeter Lions Club – Update

Darryl Beaver from the Exeter Lions shared that the Exeter Lions will be withdrawing from being part of the Exeter Rodeo effective immediately. M. Clarke and J. Dietrich expressed thanks for the partnership and appreciation for the efforts of the Lions. Darryl left the meeting 7:07pm.

7.2 Exeter Rodeo - 25th Anniversary

Everyone confirmed a commitment to their current positions.

7.2.1 Facilities, Grounds and Arena Signage – S. Nickles

7.2.2. Marketing and Promotions – Laura Connolly

7.2.3. Vendors – Darcey Cook

7.2.4. Admissions/Volunteers – Steve Clarke

7.2.5. Special Events/Entertainment – Mike Clarke

7.2.6. Sponsorships – Jo-Anne Fields

7.3 New Business

L. Connolly suggested the possibility of a parade at some point through the Rodeo weekend. D. Cooke said that the Canadian Cowgirls shared interest in being a part of a parade for the 25th anniversary. L. Connolly is going to investigate the potential of a parade and bring details back to the next meeting for a decision.

S. Clarke brought forward the need for someone to take the place of the Lions in acquiring a liquor licence and SOP. M. Clarke and S. Clarke will speak with standing members of the Exeter Optimists as to their interest in partnering through an SOP and liquor licence and will extend an invitation to attend the next meeting to discuss details. If no other options come through it was agreed that RMG would be approached to provide a SOP.

Security was discussed and it was agreed that there should be more security and that committee members should be on rotation in teams of two to assist with it. D. Cook will speak to OPP in Perth re: paid duty for the Rodeo.

7.4 Deferred Business

7.5 Council - Updates

8. Committee Updates

9. Correspondence

9.1 2023 Rodeo Contract – change in dates of 2023 event

*note: contract approved through By-Law 15-2022 was signed for a 2 year term (2022 & 2023, attached contract is for reference only. No new contract required)

Whereas Council did approve By-Law 15-2022 for the Exeter Rodeo in 2023; that an amendment to the contract be made to indicate the change in event dates from August 5 & 6 to August 12 & 13.

Motion: 03-2023

Moved by: S. Nickles

Seconded by: M. Clarke

Result: Carried

9.2 2023 Saddle Club Sponsorship

That the Exeter Rodeo Committee would agree to sponsor a 2023 year-end award for youth members of the Exeter Saddle Club, as follows:

- One \$100 division award for the division winner with highest points.

Motion: 04-2023

Moved by: M. Clarke

Seconded by: S. Clarke

Result: Carried

10. Adjournment

That the Exeter Rodeo Committee hereby adjourn at 7:48PM to meet again on March 16 at 7:30PM at the South Huron Recreation Centre or at the Call of the Chair.

Motion: 5-2023

Moved by: M. Clarke

Seconded by: D. Cook

Result: Carried

RAM RODEO TOUR

AGM
2023

 **RAM**
RODEO TOUR
Celebrating 26 Years



RAM RODEO
TOUR

ramrodeoontario.com

COMMUNITEE
PACKAGE

ROSS MILLAR GROUP

ANNUAL AGM MEETING

WELCOME TO THE RAM RODEO TOUR 2023

We are excited to be producing the 25th year of RAM Rodeo Tour. Proudly showcasing the historical sport of Rodeo while raising funds for community projects and charities.

The RAM rodeo is proud to be the number 1 rodeo tour in Eastern Canada giving competitors an opportunity to compete and showcase their skills while providing entertainment for communities.

The Tour goes through Ontario throughout each summer with the final showcase being the Championship weekend in October.

The support and dedication of the committees and sponsors along with RMG's commitment to success, offering the tools essential to providing your community with a great event. have helped the RAM rodeo tour enjoy its success.

The following package is designed to act as an information tool for all of us that are helping to promote the sport of rodeo while raising funds for our communities.

RMG will work constructively with your committee to ensure a successful event. The Spectators, Committees, Sponsors and Cowboys/Girls are all important partners in ensuring a successful event.

LOOK FORWARD TO A GREAT 2023 SEASON
ROSS MILLAR
President Ross Millar Group

ANNUAL AGM MEETING



ABOUT RAM RODEO AND THE ROSS MILLAR GROUP

The sport of Rodeo has been an Ontario tradition for more than 60 years now. The Ross Millar Group was formed to operate and promote the RAM Rodeo Tour in an effort to give more to the cowboys and cowgirls through competition and more cash prizes. RMG works to provide the fan an astonishing experience in the Ontario market. Indeed, as this tour and the sport have grown so has Ross Millar Group. RMG is today a multimedia promotional company offering printed materials, websites, special events as well as publishing its own online magazine and newsletters. Making RMG a full service turnkey operation with support unsurpassed in Ontario to make each event a success.

With more cowboys and cowgirls than ever before, the RAM Rodeo Tour provides a first rate chance to compete for championship buckles, prizes and over \$250,000.00. The RAM Tour dates take place in communities across Ontario. More than 400 cowboys and cowgirls travel from across Eastern North America to compete at RAM Rodeo Tour Events. Cowboys earn points at each designated Rodeo working towards the Championship round, where the top competitors of each event compete for the RAM Rodeo Tour buckles and cash prizes. Points earned at RAM Rodeo Tour events also count towards totals qualification for the Toronto Royal Rodeo. The development of the RAM Rodeo Tour started the dramatic growth of the sport in Ontario and enhances the importance of Rodeo to the competitors and growing number of fans, creating a new tradition of competition for the province while ensuring communities raise funds for various projects throughout the province.

RAM first became an official sponsor of professional Rodeo in 1981. RAM Rodeo is a program commonly seen in Professional Rodeo Cowboy Association (PRCA) sanctioned events. It is the official truck of the PRCA and RAM Rodeo sponsors numerous events within the PRCA and a separate RAM Rodeo Tour within the PRCA. RAM now continues to develop its involvement in Rodeos across North America and is the title sponsor of the RAM Rodeo Tour here in Ontario with strong support from –Case IH, Alberta Premium Rye Whiskey – System Fencing and Ontario Tourism.

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SOME FACTS ABOUT RODEO

While the state of Kentucky is renowned as North America's horse centre, in Ontario there are more than 315,000 horses living on more than 48,000 pastures. More and more of those horse owners are finding their way into the timed events of the RAM Rodeo Tour with more than 200 competitors in timed events this year.

- Ontarians spend close to \$600 million dollars per year on horse-related goods and services. They have more than \$5.5 billion in assets and investments.
- Rodeo membership has more than doubled in the past 19 years in Ontario with this season marking the biggest ever in terms of competitor numbers, rodeo locations and prizes available.
- Bull Riding was named the World's Most Dangerous Sport by the American Sports' Writers Association. Atop competitor will ride 50% of the bulls.
- Cowboys from Ontario and our circuit have gone on to compete in larger circuits in Alberta and the United States.
- There are no rules regulating how a cowboy trains and there are no contracts about when and where he competes. It is up to the cowboy and cowgirl to enter each Rodeo and they are responsible for training, having their equipment and getting to each show site for their event. The cowboy is answerable only to himself.
- There is a strict set of rules that cover everything from how each rodeo event operates to the acceptable equipment a cowboy may use.
- In Ontario, the rodeo cowboy often travels with his family. At each site, a tent and trailer community sets up for the weekend and while competition is tough among cowboys, afterward, a family reunion style atmosphere exists in the make shift community.

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Ross Millar Group has specialized in partnering with Brands through event marketing for 25 years. Specializing in reaching the agriculture and horse industry, RMG created and developed Eastern Canada's most marketed rodeo tour, the RAM Rodeo Tour.

This tour partners with community groups producing their town's major event of the year. RMG has since developed the most comprehensive equine marketing program reaching directly, Canada's largest population. The Can-Am All Breeds Equine Expo is Eastern Canada's premier equine show, while the RAM Equestrian program takes sponsor partners to all disciplines of the equine industry. RMG produces an exciting rodeo performance each year to Toronto as part of the Royal Agricultural Winter Fair. HorsePower Live! is the family-fun entertainment show that focuses on the power of horses to amaze and entertain audiences. Front Row Bleachers provides bleacher seating rentals for events all over Ontario. The NEW Coors Xtreme Bull Freestyle is a fast growing event affiliated to rodeo that showcases the athleticism of both athletes, bull and bull freestylers in an entertaining, action-packed show experience.

RMG promises hands on partnerships with their marketing partners and are proud of their history and accomplishments. There might be someone that works and executes like RMG but we feel that there is NOBODY BETTER.

ROSS MILLAR President

Phone: 416.587.0003

Email: rmillar@rmillargroup.com

Hosting Rodeo Inquiries
Major Sponsorship Inquiries

JENNIFER GORDON (OFFICE)

Marketing, Committee and
Media Co-ordinator

Phone: 519-942-3011

(Office) email

jgordon@rmillargroup.com

Marketing Publishing Website Inquiries
Media Inquiries Committee Inquires

ALEX VANEVERY

Onsite Operations Manager

Onsite Operations
Committee Inquiries

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ANNUAL AGM MEETING



OBJECTIVES 2023

The 2023 season is based on the core objectives of Rodeo. “Continue to improve Rodeo for all Partners”

Spectators * Committees * Sponsors * Cowboys

Spectators

Cosmetics – Appearance of show
Sound experience
Performance

Committees

Community Involvement
Professional Marketing

Sponsors

Exposure
Community Involvement
Marketing

Cowboys

Communication
Purse
Competition

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ANNUAL AGM MEETING

PARTNER ONE- THE FANS

For the Price of admission.....

- Most polished show in Eastern Canada
- Galvanized arena cleaned before every performance
- RAM Rodeo Tour Vehicles feature wraps and logos
- Workers wear uniforms
- Banners always clean and presentable
- State of the art computerized sound system
- Live commentary with 2 announcers - light comedy and educational content about what the fan is watching and why things are happening
- Performance features the full traditional rodeo events – Saddle Bronc, Bareback, Barrel Racing and Bull Riding
- Featured events – Jr. Barrels, Pole Bending and Jr. Bulls
- Specialty acts – trick riding, trick roping
- Show last typically 2 ½ hr with a 20min intermission
- Website presence that updates the action weekly
- Best stock available with Stock Contracting that ensures exciting rides of top quality
- Committees offer Breakfasts, BBQ, Beer Gardens, Displays and Vendors

PARTNER TWO - THE COMMITTEES

- Turn key community event
- Marketing support including website and print material specialized to each event
- Full graphic design and print service at the committee's disposal
- Advance ticket sales via tickeweb.ca available
- Produce RAM advance tickets for committee distribution through local locations
- Media support on behalf of the community
- RMG assumes full responsibility for dealing with any animal rights issues that may occur and act as a spokesperson
- Provides a money making event with full support from RMG

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ANNUAL AGM MEETING



PARTNER THREE - THE SPONSORS

Major Sponsors

- No other rodeo tour in Eastern Canada is as rich in sponsorship as the RAM Rodeo Tour
- Allows major sponsors to have the opportunity to touch and feel their customers in the rural market
- Rewarded with exclusivity and vendor space at each event
- Monies from major sponsors go directly into marketing of the entire RAM Rodeo Tour including the promotion of each community event. This money is used to create posters, schedule cards, print advertising, audio, websites and all manner of advertising-creating a vast marketing pool for our committees.
- Sponsorship monies go towards prize monies to keep the tour the richest in the east. Sponsorship dollars also go towards buckles, saddles and prizes which are costly.

Local Sponsors

- Cost effective marketing
- Access to their own communities showing support for the charity or project raising funds for
- Captured audience
- Ability to interact with their customers
- Collect data bases - Brand their business

PARTNER FOUR - COWBOYS

- Attracts competitors from all over Eastern North America
- A rodeo weekend can see cowboy attendance of around 200 and families
- All RAM Rodeo Events are sanctioned by the Central Rodeo League Compete for \$250, 000 in prize money for the season and to Qualify for the RAM Rodeo Championships (\$50,000 Qualify for the Toronto Royal Agricultural Winter Fair Rodeo)

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ANNUAL AGM MEETING



RAM

RAM

The Chrysler Dealers Association began the RAM Rodeo Tour throughout Ontario with Rodeo Management Group 20 Years ago. The Tour has since developed into the Premium Tour in Eastern Canada. Dodge's commitment to the sport of Rodeo, combined with their community support, has given community groups the opportunity to raise monies while providing entertainment featuring Canada's Oldest Sport & preserving the history of the Canadian Cowboy.



CASE IH

As the title sponsor of the successful Ultimate Rodeo Tour, Case IH is a global leader in agricultural equipment. Case IH has a network of more than 4,900 dealers and distributors that operates in over 160 countries for more than 160 years. Since its inception in 2013 the Case IH Ultimate Tour now brings 5 stops into towns across Southern Ontario.



**ALBERTA
PREMIUM**

ALBERTA PREMIUM - CANADIAN RYE WHISKEY

Since its inception, the RAM Rodeo Tour has been brought to you in part by Alberta Premium Canadian Rye Whiskey - The only Rye made from "Natural Rye" in Ontario. We are proud of the support the Cowboys and Cowgirls have given to this product and congratulate Alberta Premium on being named Canadian Whiskey of the Year for 2006, 2007 & 2008 proving what we have known now for 14 years. Alberta Premium - a must have for those searching for the real thing!



SYSTEM FENCING

System Fencing (Ontario's, world respected fencing company) comes out of the RAM Rodeo Tour's chutes as a full partner/sponsor. Introducing their rodeo system, the RAM Rodeo Arena is the only fully galvanized rodeo arena that we know of. The System Fence rodeo Arena panels are built to world class specs, designed to handle the toughest rigors of stock. The System Arena highlights the toughness and versatility to withstand the extremes of a rodeo event. With that type of quality just imagine what they could do for you. Everything they do is aimed toward their mission: To provide the customer with the best fence and stall systems, the best service and selection, including the best quality and price!



B&W TRAILER HITCHES

B&W Trailer Hitches manufactures gooseneck, fifth wheel and receiver hitches for trailers. They have some of the industry's best and brightest craftsmen that are committed to providing innovative quality products, that are built strong utilizing the latest technology and methods. B&W makes only the best hitches and accessories so you can focus on the road ahead and never worry about what's behind you.



COORS ORIGINAL

The official beer of the RAM Rodeo Tour. A golden lager with an inviting aroma of freshly baked bread and understated hints of banana and pear. Its satisfying flavor, which balances subtle sweetness and malty refreshment, offers a crisp, smooth finish. Molson Coors Canada



DICKIES WORKWEAR

A century ago, we were just a small Texas company making bib overalls. Built with quality, grit, and quiet pride, every pair that came out of our shop embodied the spirit of the American worker. Eventually, the rest of the world caught on and wanted what Dickies was doing too. While we're now the number one work apparel manufacturer worldwide, we're not all that different from when we began. We still make bib overalls. We're still a Texas company. We still embody that spirit of the American worker. The only difference is we get to do what we do for more hard-working folks like you than ever before.



PEAVEY MART

A 100% Canadian owned down to earth retail chain with stores in Ontario, Alberta, Saskatchewan, British Columbia and Manitoba. Peavey Country, our Online Benefits Club for folks wanting to receive the extra mile from Peavey Mart – product highlights and promotions for farm and country home improvement, working the land, and outdoor hobbies.

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ANNUAL AGM MEETING



THE YOUTH RODEO LEAGUE

Children and youth 15 years old and younger will be allowed to enter both RAM and Case IH Rodeo Tours in the Youth Rodeo League. This is designed to allow kids an affordable way to enter the world of rodeo. Kids are drawn into the rodeo performances and slacks the same way all competitors.

CENTRAL RODEO LEAGUE

Now entering its 9th year in 2023, the Central Rodeo League has over 1500 different Cowboys in its membership. The CRL has a new state of the art entry system and looks forward to 2023 season.

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ANNUAL AGM MEETING

HOW TO MAKE A RODEO HAPPEN

Setting up a committee -It would be suggested that a committee be set up in a similar manner as follows for maintaining communication and continuity.

7-10 people Committee Planning Process

- Chair Person - Responsible for chair meetings, communications,
- Treasurer - Responsible for all financial dealings of the event
- Marketing - 1-2 people - Responsible for working with RMG graphic design department to ensure all ad copy, website information and changes, proofing all printed material, working with the community marketing the event.
- Sponsorship - 2-3 people - Responsible for going out to the community and selling sponsorship and vendor spots.
- Logistics - 1-2 people - Responsible for attaining permits, licenses', wrist bands, booking entertainment, ordering liquor, washrooms, bleachers etc.

Note: there is a quantitative amount of work ensuring each event is a financial success, so ensure that each committee member has full commitment as this process takes months of work for its best financial gain. It would be suggested that each member take assigned tasks at each meeting and present back to the committee monthly the strides gained in the planning and promotion of this event. Communication is essential to the process.

Committee during the Event - There are three main Areas to raise monies to pay for the rodeo.

Revenue from the Gate - Revenue from local Sponsors - Revenue from the Dance. It is advised to have one person Chair a group in each of the main areas.

Gate Revenue: This is the monies received from each person coming to watch the Rodeo. RAM Rodeo admission price is: adult \$20.00 / Youth \$15.00 / Children (5 & under \$5.00) For this you'll need a group of people to be at the gate on the Rodeo days and collect the admission money.

Local Sponsor Revenue: is the monies paid by local sponsors for supporting the Rodeo in return for recognition as a supporter of this community event. Generally, 2-3 people work together to canvass potential sponsors within the community. RMG can produce a sponsorship kit on your behalf. A sample is included

Dance/Beer Garden Revenues: The dance is a very important part of the for the event. Generally, the Rodeo dances in small towns attract 650 plus people. Monies are generated through gate admission and the sale of drinks.

Logistics during the event

Gate People – 6-8 people for the event

Vendor/Banner Person – 1 person

Security - 4 – 6 people

Bar Staff - 4-6 people

Clean up - 2 -4 people

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ANNUAL AGM MEETING



SPONSORSHIP AND VENDOR SALES

Sponsorship and vendor sales are a large part of the fundraising efforts. Having as many vendors as possible makes for a better experience for the spectator and allows community companies to get out and interact with their consumers. This is a win-win situation and should be maximized as efforts of the committee which will assist in reaching the financial goals of the event.

Check the space your grounds and set a goal of vendors and sponsor wanted for the grounds. Then create a data base of community business and then take the sponsorship package and begin approaching local business for their support. Do this as early as possible

Also note the more businesses approached is also direct marketing of the event even if the business does not want to participate so remember every time the event is discussed it is one more person who knows about it.

A sample sponsorship package is included if needed.

ANNUAL AGM MEETING

RODEO MEDIA AND MARKETING STRATEGIES FOR 2020

- RMG will publish releases media kits for each event to generate both advance coverage and coverage of the actual event
- Massive web based presence
- Each committee will receive its own web page and have it maintained by RMG
- The Can-Am Equine Expo in Markham will feature a RAM Rodeo Booth and it will feature your event All RAM Rodeos will be published.
- RMG staff will assist in organizing and attending one press conference per Rodeo to help launch the announcement of the event. MAJOR SPONSORS MARKETING

Ram Trucks

- Bring a display for the vendor area
- Support the committee by buying sponsorship
- Provide place for press conference

Case Agriculture

- Provide Tractor for Arena Set-Up
- Have Tractor Displays On Site
- Promotion in Dealerships

Alberta Premium – Canadian Rye Whiskey

- Provides t-shirts and cups
- In store LCBO advertising
- Assist a committee to determine bar needs
- Weekly awards to cowboys

B&W Trailer Hitches

- Coors
- Supplies Cups
- Works with local restaurants/bars

Music 21

- Provides state of the art sound system brand new every season

Peavey Mart

- In store promotion of rodeo tour

Additional Suggestions for the Committee

- Contact local media and arrange a press conference
- Radio ads on local stations
- List your event on as many community online and bricks and mortar bulletin boards
- Provide at least 4 advance ticket sales outlets
- Purchase large road sign advertising space weeks before the event
- Get local students or saddle club to participate in selling advance tickets
- Attend local trade shows and farmers markets to promote your events.

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ANNUAL AGM MEETING



EVENT PRICING for 2023

STANDARDIZED PRICING WOULD SEE ADMISSIONS AT THE FOLLOWING LEVELS...

TICKETS AT THE GATE

Adults: \$30.00, Youth: (6-12 Years): \$20.00, Kids: (5 Years and Under): \$5.00

ADVANCED TICKETS

All Advanced tickets will be \$5.00 off and Kids Free (5 and Under)

TICKETWEB IS NOT MANDATORY BUT IS THERE FOR YOU IF YOU WANT IT OR YOU MAY USE YOUR OWN SYSTEM

- Tickets may be ordered Online or by telephone
- Tickets are mailed out to customers
- Will Call list is easy to check and print out
- Committee will be able to monitor in real time

NOTE: Tickets are sold individually for each rodeo. We are happy to promote these locations on your behalf as well as create these tickets for you. Local Advanced tickets should also reflect the standard pricing of the \$5.00 off

Dance Pricing

A suggested \$10 at the door for a dance is suggested. The committee may decide to have advance ticket sales for this event alongside the Rodeo Ticket Sales. The dance is a very important part of the fundraising for the event. Generally, the Rodeo dances in small towns attract 650+ people.

Liquor Pricing

A suggested \$5 a drink or 4 for \$20 tickets is a formula that continues to work. Make sure your bartenders are Smart Serve Certified.

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ANNUAL AGM MEETING

LOOKING AT RODEO TOUR'S ONLINE ARENA

Ross Millar Group on behalf of the Rodeo Tours, builds and maintains multiple websites to best inform the fans and the competitors about what is going on with this season's tour. To find out what you need to know just have a look at all of the options below. This is a great way to familiarize yourself with all things rodeo.

www.ramrodeoontario.com

A great spot to start your journey down the RAM rodeo trail. You can quickly find all of our dates, ticket information, sponsors as well as a host of information ready to go for our competitors. If you not sure what you look for then this is the place to start!

The Ram Rodeo Tour Facebook Page

Like to interact? We've got Facebook users covered. Just log into your account and give a quick search for the "RAM Rodeo Tour". It's a big community made up of both fans and competitors. Check out the latest photos and announcements or throw a question or two out there on the message board. We'd love to have you!

Instagram: [Instagram.com/RAMRodeoTour](https://www.instagram.com/RAMRodeoTour)

A picture says a thousand words, and we've got plenty to share! Instagram is one of the fastest growing social media outlets and is a great place where we're able to share some of our memorable moments and attract a younger generation

Twitter@Insiderodeo

Throughout the rodeo season event details, ticket information, schedules and more can be found on Twitter by searching @insiderodeo. By encouraging fans and competitors to interact by retweeting, favouriting or replying to tweets is an exciting way to spread the word of rodeo!

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ANNUAL AGM MEETING

2023 RODEO TOUR MARKETING PACKAGE

Items included

11 X 17 POSTERS (300)
COMMUNITY RODEO WEBSITE PAGE ON RAM RODEO WEBSITE (INCLUDED)
RACK CARDS (5000)
TABLE TOP TENT CARDS(250)
ADVANCE LOCAL TICKETS (1500)
COASTERS (1000)

The committee receives graphic design support. This will ensure all sponsor logos and ad copy are done within the expectations of RMG.

Notes on the website:

All committees will now have their own website **PAGE** promoting their rodeo. All people will need to do is click on the event list and they will be taken directly to your PAGE.

The schedule of events page on **WWW.RAMRODEOONTARIO.COM** will feature a running list of all RAM Rodeos in order of appearance on the schedule

Each rodeo committee's PAGE will describe that event with photos, local sponsor logos with live links, ticket information. The text for this website will come from whatever information you Fill out in this package..

You are encouraged to Participate

This increase in website edits will better service your local promotional efforts and become a valuable part of your local sponsorship sales efforts.

For all inquiries about your website contact:

JENNIFER GORDON

Marketing, Committee and Media Coordinator

Phone: 519-942-3011

Email: jgordon@millargroup.com

PLEASE TURN TO YOUR COMMITTEE ARTWORK SAMPLES FOR REVIEW

THE ROSS MILLAR GROUP

633419 Highway 10 Unit C4, Mono, Ontario L9W 6Z1
Phone: 519 942 3011 - Email: rmillar@millargroup.com

ANNUAL AGM MEETING

ROSS MILLAR
ENTERTAINMENT GROUP

CONNECTING BRANDS
TO COMMUNITY EVENTS

REPORT CARD | RAM RODEO TOUR (2020 Figures)



EVENT ENGAGEMENT

| | |
|-----------|-----------------------|
| 149,067 | Attendees |
| 1,834 | Athlete Registrations |
| \$248,636 | Winnings Awarded |
| 426 | Volunteers |
| 10,185 | Volunteer Hours |

FINANCIAL RESOURCES

(LOCAL)

| | |
|-----------|-----------------------|
| \$176,453 | Local Sponsorship |
| \$41,450 | In-Kind Contributions |

ECONOMIC IMPACT

(Ontario TREIM)

| | |
|--------------|---------------|
| \$22,115,502 | Total Spend |
| \$17,638,857 | GDP |
| \$9,584,306 | Labour Income |
| \$7,862,466 | Total Taxes |
| 202 | New Jobs |

COMMUNICATIONS & MEDIA

| | |
|-----------|-------------------------------|
| 4,463 | Twitter Followers |
| 36,535 | Facebook Followers |
| 1,539,295 | Facebook Reach |
| 6,198 | Instagram Followers |
| 120,000 | Marketing Collaterals Printed |
| 293,198 | Page Visits Peak Month |
| 7,200 | E-Newsletter Subscribers |
| 9,976,498 | Local Media Impressions |

RODEO DEMOGRAPHICS

| | |
|-----|-----------------------------|
| 39% | Male |
| 61% | Female |
| 31% | Travelled less than 10KM |
| 41% | Brought children with them |
| 32% | Attending their first rodeo |

www.RossMillarGroup.com

2019 RODEO | RAM RODEO TOUR
MARKETING | CASE IN ULTIMATE RODEO TOUR

THE ROSS MILLAR GROUP
347345 15 Sideroad, Mono, ON L9W 6S4
www.rossmillargroup.com

ANNUAL AGM MEETING

Sample Media Blitz

MARKETING /PROMOTIONAL FORMULA ORANGEVILLE RODEO AS A CASE EXAMPLE

Following is a List of all the promotions executed by the Orangeville Rodeo and is also a good check list for a successful event. It is found that if you do 70% of these your event should be a success.

- Invite Mayor and local politician
- Street banners were displayed 3 weeks before event.
- Directional Signs were up the weekend of the event
- 300 Posters were placed in local business and with a 40km surrounding area Business - this also lead to Sponsorship sales
- 2 Community Events Attended with Booth Space where the community handed out 2000 black and white Flyers created by RMG (Fireworks and a Street Festival)
- 5,000 Rack Cards handed out and distributed through mail
- Newspaper ads?
- Information was up on www.ontariorodeo.com
- A total of 8 Press Releases were sent to local newspapers - 4 made it to print for FREE!
- Radio Ads were run on Country 95.3
- Rodeo information was placed on 7 Community Bulletin boards for Free
- 5 Advanced Ticket locations were used including Ticketweb
- Junior Farmers organization was used to sell tickets to Both Rodeo and the Dance in trade for a donation to said Organization
- Local Sponsorship were sold using RMG presentation at prices within said presentation - this was done by one person by walk up and email
- One Press conference was held for local media



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ANNUAL AGM MEETING



EXAMPLE FLOATS FOR RODEO WEEKEND

MAIN GATE FLOAT – ONE FLOAT IN A CASH BOX – TOTAL 800.00

500.00 in Fives

300.00 in Tens

(prices are all even so we need no change for this float)

COWBOY GATE – ONE FLOAT IN A POUCH – TOTAL 300.00

200.00 in Fives

100.00 in Tens

(prices are all even so we need no change for this float)

DANCE MAIN GATE FLOAT – ONE FLOAT THAT WILL GO IN TWO CASH BOXES – 1000.00

200.00 in Loonies

300.00 in Twoonies

500.00 in Fives

BEER GARDEN/DANCE BAR FLOAT – ONE FLOAT IN A CASHBOX – 1000.00

300.00 in Loonies

300.00 in Twoonies

400.00 in Fives

It would not be a bad idea to have a 1000.00 float held back in case of emergency – Make it up of loonies, twoonies and fives. You may find that the treasurer will be quite busy over the course of the weekend pulling change from one teams cash box and transferring it to another's should you not have this floating back up on hand.

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ANNUAL AGM MEETING

PROMOTIONAL MATERIAL INFORMATION SHEET

RODEO NAME:

RODEO DATE:

PRESENTED BY:

EVENT LOCATION/ADDRESS:

RODEO SHOW TIMES:

FEATURE ITEM 1 (EXAMPLE DANCE):

DESCRIBE ITEM 1:

TIME:

COST:

ETC:

FEATURE ITEM 2:

DESCRIBE ITEM 2:

TIME:

COST: ETC:

FEATURE ITEM 3:

DESCRIBE ITEM 3: TIME:

COST:

ETC:

LOCAL SPONSORS FOR POSTER IF ANY LIST HERE:

EVENT SCHEDULE (SEE SAMPLE FOR EXAMPLE):

OTHER NOTED ITEMS THAT MUST APPEAR ON PROMOTIONAL MATERIAL:

YOU WILL EMAILED THE FORM ABOVE IN WORD PLEASE FILL IT OUT AND SEND TO JENNIFER TO BEGIN YOUR ARTWORK

THE ROSS MILLAR GROUP

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ANNUAL AGM MEETING

IMPORTANT SET UP BEFORE A RODEO A COMMITTEE SHOULD HAVE

SET UP EQUIPMENT

Case IH will supply tractor with loader. This will be organized by RMG. Same equipment to also be available for tear down.

COMMITTEE SUPPLIES

On arrival we will provide committee with 20 T-Shirts for members.

We will also provide 30 directional road signs. (There should be a team assigned to ensure signs posted soon after our arrival).

These should be placed in easily visible locations. (major intersections and road ways leading into the town/city to rodeo site)

We will also provide to committee at the gate:

- 1) a competitors list
- 2) a will call list from ticket web and transaction record of advanced ticket purchases

VETERINARIAN CONTACT INFORMATION

The committee should arrange for a local veterinarian to be on call for the weekend of the rodeo. This does not mean that they need to be at the rodeo itself. A name, address and phone number will be sufficient. This will need to be shown if the SPCA chooses to show up and inspect the rodeo. So, contact someone locally and simply provide us with this information upon our arrival at your event. Just have typed up or printed on a piece of paper and make sure the Vet can work with Horses and Cattle.

POWER

RMG supplies power for dedicated for our sound system.

WATER

Needs to be provided for rough stock and for competitor's livestock.

Best is by direct hook up to tap if available. (Preferably access near arena back pens).

Water could also be provided by tanker equipped truck or tractor, buckets, troughs, lots of garden hose

Keys for tanker truck should be readily available on site.

Also good idea to have a method of wetting down arena for dust control, either by water tank equipped grooming machine or hose able to produce ne spray if needed.

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ANNUAL AGM MEETING

FEED

Our stock contractors will be seeking a local source for hay for their animals. We require 2 round bails of horse quality hay.

It would be helpful to have on location at least a day before the rodeo (Location depends on site set up but usually close to back pens or arena). Provide a method of moving hay to stock. Tractor or lift with spike forks for large rolls, Wagon or some type of cart for bails.

EQUIPMENT

Grooming equipment for arena is supplied by RMG during the show. Case IH will supply tractors. Small tractor, rake, furrows, tiller. Details of ground management to be confirmed on site. Groomer. Water should be available in case arena is dry - to be supplied by local committee.

LIST OF SPONSOR READS

Many committees offer sponsor reads as part of their sponsorship packages. We are happy to this as always but require that it be provided to us when we arrive so there is plenty of time to review. You should have your lists of local sponsors typed up and printed out on paper. Please use a fairly large font as reading these notes can be tricky should Ross be doing it on horseback. It's a good idea to make several copies to have on hand. When Ross arrives please find him at the RAM trailer and go over any details about how this list of reads should be handled.

COMMITTEE INTRODUCTION

At the beginning of the show we like to bring members of the committee into the arena for an introduction. This is done in the back of a RAM pickup truck. We can do this in a truck you have on site if you like – please, keep in mind that this pick up should be a RAM. Sometimes, if you have arranged local sponsorship with a RAM Dealer it is a nice perk to use a truck they may have on site. If you want to do this make sure the dealer is there to drive the truck or someone on the committee has the keys and permission to do so and is ready. We can also use one of our logo'd RAM pick-ups that will be on site. Sometime a local community leader will be on site or other major participant will be on hand. It makes no difference to us who takes this ride but the entire group and or the tuck should be in position 15 minutes before the start of the rodeo. There will be a large portion of fence to bring you into the arena through at the correct time at one end of the arena. If you have any questions regarding this please find Randy in the sound booth well before the performance.

NATIONAL ANTHEM

In the odd case a committee will chose to have a local person sing the national anthem instead of using our taped version. If this is the case a committee member and the person should report to the sound trailer at least one hour before the performance to do a sound check. The person singing will be provided a head set mike to sing with and we will need to make sure that person has been checked to the correct sound levels

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ANNUAL AGM MEETING



BANNER HANGING

Banners are hung each morning at roughly 10:00 am. We hang our own sponsor banners in the four corners of the arena. We will have someone dedicated to doing this job. Send your people over to hang your sponsor banners and our person will be happy to assist you as to where you are to hang them. This helps in getting them all displayed properly and quickly. Remember to pick up some zip ties for hanging – zip ties 8 or 11" are always handy to have around even for hanging other banners in your beer garden, etc. We take down our major sponsor banners immediately after each performance as they always seem to disappear pretty quickly at night. You have the option of leaving your banners up or taking them down at night. That choice will be yours.

BLEACHERS

Delivery and set up of bleachers should be in place.

Placement of bleachers may depend on arena set up so it will have to be coordinated. Ross could help supply contact numbers for companies that supply bleachers if needed.

FOR COMPETITORS

Well posted signs for entrance to grounds

Signs posted for direction to cowboy/girl camping area

(important as competitors will arrive at odd hours during the night when gates may not be attended) Information about facilities available - hours of access i.e. showers, gas stations, grocery stores, restaurants

Porta potties available near camping area if no washroom facilities available. (at least 3)

Garbage cans available around cowboy camping area and bleachers

QUESTIONS

If you have any questions or concerns or would like suggestions or direction regarding your event and the onsite operations, please feel free to contact Alex VanEvery.

We will be happy to try to help. If we can't answer your questions we can find out who can.

Alex Van Every

Onsite Operations

Manager Ram Rodeo Tour

THE ROSS MILLAR GROUP

347345 15 Sideroad, Mono, ON L9W 6S4

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ANNUAL AGM MEETING



TIPS - REVENUE AND EXPENSES

- Bleachers
- Steel or Aluminum
- If you have an evening Rodeo, it's an ideal lead in for a dance. If you have an afternoon rodeo, you could go with a dinner and a dance. Remember the Rodeo generates a captive audience of 1 to 2 thousand people. Whatever you do, don't have dead time, where they leave and have to come back. If you have a dance, 1st choice is video dance, you don't need production, station advertises, and usually provides a host. Plug it in, away you go. Drawback, probably get a lot of kids, and low admission price. If you go live, get someone who will be a decent draw. If you get a bar band get someone with a good following, plus they'll usually play the night. If you get a headliner, you'll need an opening act. For live you'll need a stage, if you get a headliner, you'll need production.
- When advertising on radio, go with more than 1 station - you'll still have a #1 station. If you can get one that does live remotes as that works well. Go more radio than print, but don't neglect that either. It's important to get promotional material in restaurants, where people are on the go. You get excellent material from RMG; use it all, as it works.
- Don't get the cheapest washrooms, get the best. Make sure your supplier will clean them overnight.
- Beer & Liquor. Know the laws and regulations. Don't take shortcuts. Have either a highly rated security rm or OPP, don't have both.
- Get your community involved.
- Make schedules for key areas, parking, bar, food, etc. Match volunteers to an opening on the schedule. Get the right people in the right place, at the right time.
- You'll probably generate close to \$75,000 revenue in cash Watch the money. All tickets should be custom printed for your event, especially bar. People carry tickets with them.
- Send plenty of updates for your website to keep it active. History has proven that the more website hit the higher the ticket sales.

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ANNUAL AGM MEETING

BANNER SIZES

We suggest you contact a local sign company and give them sponsorship in return for a discount on the work you will provide them. Please ensure signs are made to the sizes indicated by RMG

STANDARD BANNERS

18 Inches Tall x 4 Feet Wide
We Recommend Cut Vinyl on White
Chloroplast
Grommel Holes are Not
Necessary



UP TO 50 SPACES AVAILABLE

CHUTE BANNERS

2 Feet Tall x 6 Feet Wide
We Recommend Cut Vinyl on White
Chloroplast
Grommel Holes are Not
Necessary



UP TO 8 SPACES AVAILABLE

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ANNUAL AGM MEETING



IMPORTANT - ANIMAL RIGHTS AND RODEO

Ross Millar Group is proud of its fair practice code pertaining to employment and Animal Welfare.

R.M.G. has an open-book relationship with the S.P.C.A. Inspectors from the S.P.C.A. are welcome to all events as are the Government agency for transportation of Animals.

These are the 2 recognized government groups that all questions regarding animal welfare should go through. In the event that there is a situation regarding questions in this area please contact personnel from Rodeo Management Group.

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ANNUAL AGM MEETING

GENERAL NOTES

Coors Banquet and Alberta Premium and Ram are exclusive sponsors so this means no other beer or rye or car dealership is allowed onsite at this event.

A rodeo will operate rain or shine!

RMG is not responsible for any lost or stolen money, and it is the sole responsibility of the committee to ensure there are trustworthy people in place for regular money pickups during the event.

FREQUENTLY ASKED QUESTIONS

What if it rains on the day of the event?

The show goes on rain or shine. This is why the promotion of advance ticket sales is vital to the process.

What if too many people show up?

This is a general admission show and people will stand. This is a good problem to have, just ensure there are no re codes being broken for indoor venues. Your security company will assist in this tracking.

Where do I get a liquor license?

www.lcbo.com or ask your local outlet.

How and when do I get my money from ticket web if I use it?

You will receive the money within 10 business days of the event from RMG

What do I do with advance tickets at the gate?

Keep them so you can make sure you get the right amount of money from the outlets after the show.

What if animal rights people contact the committee?

Do not respond and contact Ross Millar immediately. RMG has an open-book relationship with the S.P.C.A. Inspectors from the S.P.C.A. are welcome to all events as are the Government agency for transportation of Animals n

How do I get my website edits done?

jgordon@rmillargroup.com

Can my local sponsors bring their banners?

Yes, but they must be the standard size required by RMG. See sign sizes. This is for the safety of the animals, competitors and to ensure the best viewing of the fans.

THE ROSS MILLAR GROUP

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www.rossmillargroup.com



RAM

RODEO TOUR

ROSS MILLAR GROUP

**EQUINE
ENTERTAINMENT**

ROSS MILLAR

President

Phone: 416-587-0003

Email: rmillar@millargroup.com

JENNIFER GORDON

Marketing & Committee Coordinator

Phone: 519-942-3011

Email: jgordon@millargroup.com

WWW.ROSSMILLARGROUP.COM

From: <info@exeterbia.com>
Date: Tue, Jan 31, 2023 at 1:02 PM
Subject: RE: RSM RODEO MARKETING MEETING
To: Jo-Anne Fields <j.fields7575@gmail.com>

Jo,

I made the difficult decision to leave the BIA effective Feb 21. I can stay on the Rodeo Committee as a volunteer and would happily continue to work on marketing of course. I suspect there will be a new BIA manager in time that may want to step in though if they desire once they have been selected and I would not want to get in the way of their participation.

Let me know your thoughts when you have a chance.

All the best,

Laura Connolly

Manager, Exeter BIA
p: 226-423-3028
c: 519-671-3501
e: info@exeterbia.com

South Huron Welcome Centre
PO Box 189
303 Main Street South, Exeter ON, N0M 1S1

From: [Jo-Anne Fields](#)
To: jdietrich@hay.net; [Stephen Clarke](#); [Mike Clarke](#); [Darcey Cook](#); [Georgia Athanasiou, BIA Rep](#); [Scott Nickles](#); [Brenda McCarter](#); [Dennis Gower](#); [Dave Marshall](#); [Laurie Clapp](#)
Cc: [Jo-Anne Fields](#)
Subject: Fwd: Meeting Re Cap
Date: Tuesday, January 31, 2023 6:43:06 AM

Good Morning Everyone:

Sharing correspondence from the meeting that was held with the various RAM Rodeo Committees.

I'm sure not if someone on the Committee agreed to check out bleachers and prices. Mike Timmermans rents them out, however I am uncertain of the rental details. Would someone like to take the lead on bleacher rental options?

Laurie ... Please include this as correspondence for our next meeting. Thank you.

If anyone is interested in attending the banquet on March 4, 2023, let me know and I will advise Ross. Scott and I are unable to attend.

Smiles,

Jo

----- Forwarded message -----

From: **Ross Millar** <rmillar@rmillargroup.com>
Date: Tue, Jan 24, 2023 at 4:22 PM
Subject: Meeting Re Cap
To: Michele Harris <micheleharris@bell.net>, Lacy Liedtke <lacyruddy@gmail.com>, George Taylor <purplehillcountryhall@gmail.com>, Casey Trudeau <casey@trudeaupark.com>, Chad Roberts <Chad.Roberts@wsps.ca>, mike timmermans <timmermansestate@gmail.com>, > <loriloach1971@hotmail.com>, Joanne Fields <j.fields7575@gmail.com>, ODAS Park <odaspark@gmail.com>, montasola farms <Montasolafarms@gmail.com>, Mike Straw <mstraw@execulink.com>, Jennifer Gordon <jennifergordon@live.ca>

Thank you so much for the meeting.

There was a lot of input from everyone and a great meeting.

I have included the link for your viewing of the Xtreme Bull Freestyle <https://www.youtube.com/watch?v=eQPqE11aFOc> Price is \$15,000 for a night show.

Please contact Mike Timmermans soon if you want to book the VIP bleachers. He has lots of other bleachers but only 1 VIP. Our special price for this year is \$2200 to try it. His email is on here.

When applying for your liquor permit include the entire area.including tiered seating.

Local Sponsorship - The day of \$200 dollar sponsorships do not make sense these days.

- Simcoe sold a bunch at \$2200 that included 20 tickets

Everyone is invited to the RAM Banquet March 4. Please let me know if you are attending.

We will have our next ZOOM meeting as our regular yearly committee meeting. It will be a 1 hour meeting and I will advise you on the date.

Ross

--

Ross Millar

President | [Ross Millar Entertainment Group](#)

P: 519.942.3011 | M: 416.587.0003

E: rmillar@rmillargroup.com

W: www.rossmillargroup.com



From: [Jo-Anne Fields](#)
To: jdietrich@hay.net; [Stephen Clarke](#); [Mike Clarke](#); [Darcey Cook](#) -; [Georgia Athanasiou, BIA Rep](#) -; [Brenda McCarter](#); [Dennis Gower](#) -; [Dave Marshall](#); [Scott Nickles](#)
Cc: [Laurie Clapp](#); [Jo-Anne Fields](#); [Ross Millar](#)
Subject: DRAFT - Exeter RAM Rodeo Sponsorship Package - 25 Anniversary Edition
Date: Tuesday, January 31, 2023 6:30:45 AM
Attachments: [Exeter RAM Rodeo Sponsorship Package - 25th Anniversary.pdf](#)

Good Morning Everyone:

Hope all is going well at home.

Please find attached the draft sponsorship package for the 2023 Rodeo. I would appreciate everyone reviewing and let me know if there are any errors, omissions or changes that you would like made.

Amber Marshall has confirmed that she will be attending the Sunday performance to announce in partnership with Ross. Once we have received photo approval, I thought we could maybe include it on the front of the page of the package.

Special thanks to Greg O'Brien for designing and creating the package.

Please let me know your thoughts and enjoy your day.

Smiles,

Jo

25 YEARS
RAM
RODEO TOUR



EXETER RODEO



LOCAL SPONSORSHIP PACKAGE

AUG 12-13

AT THE SOUTH HURON
RECREATION CENTRE

DETAILS AT:
RAMRODEOONTARIO.COM

FEATURING

LIVE MUSIC

WATCH FOR DETAILS!

CONTACT

SPONSORSHIP INFO:

Jo-Anne Fields
519-494-9466
j.fields7575@gmail.com

RODEO INQUIRIES:

Jenna Bilcke
519-235-0310 x 303
jbilcke@southhuron.ca

2023



EXETER RAM RODEO



Dear Potential Local Sponsor

Thank you for allowing me the opportunity to forward our Rodeo sponsorship package for your consideration. Proceeds from this unique community event are earmarked to go directly back into Recreation projects in South Huron.

Please do not hesitate to contact me, should you have any questions for concerns. I can be reached at 519.494.9466. I would be more than happy to schedule a meeting with you to discuss this partnership further.

For complete details on activities throughout Rodeo weekend, which is August 12 & 13, 2023, please visit www.ramrodeoontario.com.

We sincerely appreciate your financial support and dedication in the past and look forward to working together once again.

Thank you

“South Huron ... Ontario's best kept secret. Throw on your cowboy hat and boots and come experience the playful side of South Huron.”

THANK YOU
to all past & future
sponsors of the
EXETER RAM
RODEO TOUR!
Your support helps
make this weekend
a huge success!

EXETER RAM RODEO - 2023 SPONSORSHIP PACKAGE





2023 RAM RODEO TOUR SPONSORSHIP LEVELS

Previous sponsors will be given first right of refusal
Signage and flags are the expense of the Rodeo Committee

Presenter of the Exeter Rodeo - Sponsor of Canadian Cowgirl \$2,500.00

Exclusive sponsor the Canadian Cowgirls

- 3x5 flag displaying your logo and design will be created to be flown during opening ceremonies as well as during the introduction of the Canadian Cowgirls
- 2 - 72x18 signs to be placed inside the rodeo arena on the north and south sides
- Social media exposure as a Presenter of the Exeter RAM Rodeo
- Verbal recognition throughout the performances on Saturday and Sunday
- 16 Admission tickets - free of charge for your distribution
- 10x10 vendor space on the grounds provided free of charge to market and promote your business
- Exclusive camping area for two trailers will be provide should you and your family wish to camp and enjoy a unique Rodeo experience all weekend long

Laramie Limited Sponsors \$1,200.00

2 spots

- 16x48 Laramie Chute Sponsor, with additional signage above the chutes
- Additional verbal mentions during the RAM Rodeo, paired with personalized message
- A 10x10 space in the vendor area to set up a sales display or production presentation (space is limited – please advise asap if interested)
- Large logo recognition with link on Exeter Rodeo webpage
- Social media recognition on Exeter Rodeo Facebook page
- 8 complimentary tickets to the Exeter RAM Rodeo performance

Laramie Chute Sponsors \$1,000.00

6 spots available

- Featured on a 72"x18" Signage attached to one chute at the east end of the ring
- Verbal mention during the RAM Rodeo, paired with personalized message
- A 10x10 space in the vendor area to set up a sales display or production presentation (space is limited – please advise asap if interested)
- Large logo recognition with link on Exeter Rodeo webpage
- Social media recognition on Exeter Rodeo Facebook page
- 8 complimentary tickets to the Exeter RAM Rodeo performance

EXETER RAM RODEO - 2023 SPONSORSHIP PACKAGE





Previous sponsors will be given first right of refusal
Signage and flags are the expense of the Rodeo Committee

Laramie Tent Sponsor – Beverage Garden
\$1,000.00

1 spot

72x18 Signage on Tent

Verbal mention during the RAM Rodeo, paired with personalized message

A 10x10 space in the vendor area to set up a sales display or production presentation (space is limited – please advise asap if interested)

Large logo recognition with link on Exeter Rodeo webpage

Social media recognition on Exeter Rodeo Facebook page

8 complimentary tickets to the Exeter RAM Rodeo performance

Laramie Sound Trailer Sponsor
\$1,000.00

1 spot

72x18 Signage on Sound Trailer

Verbal mention during the RAM Rodeo, paired with personalized message

A 10x10 space in the vendor area to set up a sales display or production presentation (space is limited – please advise asap if interested)

Large logo recognition with link on Exeter Rodeo webpage

Social media recognition on Exeter Rodeo Facebook page

8 complimentary tickets to the Exeter RAM Rodeo performance

Laramie Trick Rider Sponsor
\$1,000.00

1 spot

72x18 Chute sign at west end

3x5 Flag at the beginning of the Trick Riding event

Verbal mention during the RAM Rodeo, paired with personalized message

A 10x10 space in the vendor area to set up a sales display or production presentation (space is limited – please advise asap if interested)

Large logo recognition with link on Exeter Rodeo webpage

Social media recognition on Exeter Rodeo Facebook page

8 complimentary tickets to the Exeter RAM Rodeo performance

EXETER RAM RODEO - 2023 SPONSORSHIP PACKAGE





2023 RAM RODEO TOUR SPONSORSHIP LEVELS

Previous sponsors will be given first
right of refusal
Signage and flags are the expense
of the Rodeo Committee

Laramie Bull Riding Sponsor \$1,000.00

1 spot

72x18 Chute sign at west end

3x5 Flag at the beginning of the Bull Riding event

Verbal mention during the RAM Rodeo, paired with personalized message

A 10x10 space in the vendor area to set up a sales display or production presentation (space is limited – please advise asap if interested)

Large logo recognition with link on Exeter Rodeo webpage

Social media recognition on Exeter Rodeo Facebook page

8 complimentary tickets to the Exeter RAM Rodeo performance

Laramie Bareback Riding Sponsor \$1,000.00

1 spot

72x18 Chute sign at west end

3x5 Flag at the beginning of the Bareback Riding event

Verbal mention during the RAM Rodeo, paired with personalized message

A 10x10 space in the vendor area to set up a sales display or production presentation (space is limited – please advise asap if interested)

Large logo recognition with link on Exeter Rodeo webpage

Social media recognition on Exeter Rodeo Facebook page

8 complimentary tickets to the Exeter RAM Rodeo performance

Laramie Ladies Barrel Racing Sponsor \$1,000.00

1 spot

72x18 Chute sign at west end

3x5 Flag at the beginning of the Ladies Barrel Racing event

Verbal mention during the RAM Rodeo, paired with personalized message

A 10x10 space in the vendor area to set up a sales display or production presentation (space is limited – please advise asap if interested)

Large logo recognition with link on Exeter Rodeo webpage

Social media recognition on Exeter Rodeo Facebook page

8 complimentary tickets to the Exeter RAM Rodeo performance

EXETER RAM RODEO - 2023 SPONSORSHIP PACKAGE





2023 RAM RODEO TOUR SPONSORSHIP LEVELS

Previous sponsors will be given first right of refusal
Signage and flags are the expense of the Rodeo Committee

Big Horn Sponsors \$550.00

- Featured on a 16x48 sign hung on the back of the bleachers
- Verbal mention during the RAM Rodeo, paired with personalized message
- Medium logo recognition with link on Exeter Rodeo webpage
- Social media recognition on Exeter Rodeo Facebook page
- 6 complimentary tickets to the Exeter RAM Rodeo performance

Outdoorsman Sponsors \$350.00

- Sponsor 1 of the 7 competitors during 1 or the 7 events for both days of the competition
- Verbal mention during the Rodeo, paired with personalized message
- Small logo recognition with link on the Exeter Rodeo webpage
- 4 complimentary tickets to the Exeter RAM Rodeo performance

SLT Sponsors \$250.00

- Featured on a 16x48 sign hung on the back of the bleachers
- 4 complimentary tickets to the Exeter RAM Rodeo performance

Tradesman – Vendor Space \$200.00

- A 15x15 area to set up a sales display or product presentation
- Electricity is not available
- Refer to Vendor Contract for specific information

EXETER RAM RODEO - 2023 SPONSORSHIP PACKAGE



25th Anniversary of the Exeter RAM Rodeo - 2023

Sponsor – Business Details

Thank you for agreeing to be a sponsor for the Exeter Ram Rodeo. Please fill in the following information, which will assist our committee in developing personalized messages and social media posts as a sponsor of the Exeter Rodeo.

Sponsor Level: _____

Name of Business: _____

Contact Person: _____

Address: _____

Phone Number: _____

Email Address: _____

Website: _____

Facebook: _____

In a couple of sentences, please tell us about your business so that we may use this statement for promotional purposes:

Please submit this form along with a high-res version of your business logo to:
Jo-Anne Fields – j.fields7575@gmail.com

Thank you!

Cheques can be made payable to the
Municipality of South Huron, 322 Main Street South, P.O. Box 759 Exeter, ON N0M 1S6

For more information, contact Jo-Anne Fields – 519.494.9466 – j.fields7575@gmail.com

EXETER RAM RODEO - 2023 SPONSORSHIP PACKAGE



From: [Justin Finkbeiner](#)
To: [Laurie Clapp](#)
Subject: FW: 2023 Exeter Rodeo Entertainment Lineup: Booking Inquiry
Date: Wednesday, January 25, 2023 1:51:49 PM

From: Miriam Marshall <miriammarshallmanagement@gmail.com>
Sent: Wednesday, January 25, 2023 12:15 PM
To: Justin Finkbeiner <JFinkbeiner@southhuron.ca>
Subject: 2023 Exeter Rodeo Entertainment Lineup: Booking Inquiry



IRONSCALES couldn't recognize this email as this is the first time you received an email from this sender miriammarshallmanagement@gmail.com

Hi there,

I'm emailing on behalf of Ontario country artist, Rebekah Stevens, who I am interested in adding to the 2023 Exeter Rodeo Entertainment lineup.

For some info on Rebekah's career highlights so far, she released her debut EP "Here I Am" in spring of 2013. Later that same year she was named a top 8 Boots & Hearts Emerging Artist Finalist, giving her the opportunity to play at one of Canada's largest country music festivals. Since then, Rebekah has shared many a festival stage with some of Canadian country's finest including Jess Moskaluke, Aaron Pritchett, the James Barker Band, the Reklaws & The Washboard Union. She has been labelled "One to Watch" by the Country Music Association of Ontario & her last few radio singles have seen heavy rotation on Sirius XM's Top of the Country station. Later this year, Rebekah plans to release her first full length album, co-written with Canadian country music icon, Jamie Warren.

Here are a few video links to Rebekah's music: [It Ain't Me - Rebekah Stevens \(OFFICIAL AUDIO\) - YouTube](#)

[Dust - YouTube](#)

.Thank you so much for your time, looking forward to your response.

- Miriam Marshall, Manager for Rebekah Stevens