



To whom it may concern;

The 41<sup>st</sup> Annual Canadian Junior Hereford Association “Bonanza” will be hosted by the Manitoba Junior Hereford Association from July 29<sup>th</sup> to August 1<sup>st</sup>, 2020. “Herefords in the Wheat City” is an exciting four-day event that welcomes upwards of 500 junior participants, parents and Hereford enthusiasts.

Along with Bonanza 2020 “Herefords in the Wheat City”, we will be celebrating the 160<sup>th</sup> Anniversary of Herefords in Canada. We look forward to celebrating “Hereford Week in Canada” as we bring breeders and Hereford enthusiasts together for the Canadian National Junior Hereford Show and the Annual General Meetings of the Canadian Hereford Association.

This event will educate, encourage, stimulate and unite participants in the business of agriculture and the beef industry. It encompasses a variety of competitions and events to match all interests and skill levels of participants. Bonanza is more than just a cattle show. It includes events such as: Team Grooming, Individual and Team Judging, Showmanship, Speeches, Art, Photography, Literature, and many more. Bonanza is an event of international magnitude that draws participants and visitors from all across Canada, the United States and the world. It is friendships and mentorship, working together to learn new skills, networking with fellow breeders, and reuniting with old friends while meeting new ones.

The Manitoba Junior Hereford Association is pleased to be hosting Bonanza 2020 and plans are underway for a remarkable show. Hosting an event as well recognized and respected as Bonanza requires numerous volunteers. Along with the volunteers, corporate sponsorship and support is needed to ensure the most memorable experience for all those involved. To operate this event, we require support from the public and private sectors. The purpose of this letter is to invite you/your company to become a sponsor of Bonanza 2020 “Herefords in the Wheat City.”

Please accept this as your invitation to help us celebrate the youth of the beef industry. We would love to further discuss sponsorship opportunities by May 15, 2020. A sponsorship package has been included with this letter. Please join our team and let everyone in Canada know that you support youth, agriculture and the leaders of tomorrow.

Sincerely,

Albert & Michelle Rimke  
*Adult Co-Chairs*  
(204)748-7640 or (204)851-1115

Levi Rimke  
*Junior Co-Chair*  
(204)851-4515

Orianna Hyndman  
*Junior Co-Chair*  
(431)757-3064

## Sponsorship Levels

### **Platinum - \$5000.00 and over**

- Billboard advertisements before, during and after the event
- Banner ad on the CJHA and MHA Website with links to your company site
- Inside front cover, back cover or centerfold full page ad in the official show program
- Opportunity to address participants at the opening ceremonies and banquet
- Presentation of Ribbons during the cattle shows
- Your company print material included in the registration packages
- Booth area to display corporate material
- 8x10 group photo of participants with backdrop banner
- Two VIP passes to all on site meals

### **Gold - \$2000.00 to \$4999.00**

- Billboard advertisements before, during and after the event
- Banner ad on the CJHA and MHA Website with links to your company site
- Half page ad in the official show program
- Opportunity to address participants at the opening ceremonies and banquet
- Presentation of Ribbons during the cattle shows
- Your company print material included in the registration packages
- Booth area to display corporate material
- 8x10 group photo of participants with backdrop banner
- One VIP pass to all on site meals

### **Silver - \$1000.00 to \$1999.00**

- Billboard advertisements before, during and after the event
- Quarter page ad in the official show program
- Presentation of Ribbons during the cattle shows
- Your company print material included in the registration packages
- Booth display area available for purchase

### **Bronze - \$500.00 to \$999.00**

- Billboard advertisements before, during and after the event
- Business Card ad in the official show program
- Presentation of Ribbons during the cattle shows
- Your company print material included in the registration packages
- Booth display area available for purchase

### **Friends - under \$499.00**

- Billboard advertisements before, during and after the event
- Presentation of Ribbons during the cattle shows

### **Show Sponsors**

- Supreme Champion of Bred and Owned Show @ \$600
- Championship Banners @ \$500 each
- Group Banners & Reserve Championship Banners @ \$400 each
- Classes in open and Bred & Owned Show @ \$300
- Provincial competitions sponsored @ \$250 each
- Individual awards in 5 possible age groups sponsored @ \$125 each

# *Herefords in The Wheat City*

## *Bonanza 2020*

July 29<sup>th</sup> to August 1<sup>st</sup>, 2020 – Brandon, MB



Please fill out the form with your desired level of sponsorship. Specify if you have any particular class you wish your company to be associated with. Return to the address below and we will contact you by telephone to confirm the availability of your choice (first come, first serve) or a mutually agreeable alternative.

Please make cheque payable **MJHA – Bonanza 2020**.

Desired Sponsorship Level \_\_\_\_\_

Contact Person \_\_\_\_\_

Farm or Company Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Please return to:  
Holly Hyndman Box 388 Hamiota, MB R0M 0T0  
(204)764-0331 – hollyrknh@goinet.ca

***A response would be very much appreciated by May 15, 2020***