

THE FOUNDATION

For some of us rodeo is just a sport, but for a cowboy it's a way of life, a way to make a living. Ride after ride and run after run, the risks facing rodeo competitors are like no other. A serious injury can have a serious impact on the lives of these athletes and their families. There are no million-dollar contracts or signing bonuses to help support them as they try to heal in time for the next rodeo.

Professional rodeo athletes need something to fall back on, and thanks to the Edmonton Rodeo Cowboy's Benevolent Foundation, there is a way to assist these athletes in times of financial hardship due to rodeo related injuries.

Northlands created the Edmonton Rodeo Cowboy's Benevolent Fund in 1989, and it was established as a foundation in 1995. Today, it is one of the most vital and invaluable programs in support of professional rodeo in Canada. Together, with the tremendous and generous support of the rodeo community, the Foundation has paid out more than \$1.3 million to 190 athletes and their families.

BLACK TIE BINGO

October 29, 2010

Black Tie Bingo is one of the most popular live and silent auctions held in Edmonton each year.

This evening of fun and games is an opportunity for the community to show their support for the professional rodeo family. Guests enjoy an elegant dinner while playing games of bingo for luxury prizes and bidding on silent and live auction items.

Individuals and businesses from across Canada donate the bingo prizes and auction items. All proceeds from this event are donated to the Edmonton Rodeo Cowboy's Benevolent Foundation in support of injured Canadian pro-rodeo athletes.



NORTHLANDS



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SPONSOR BENEFITS

DIAMOND DUST SPONSOR

(donation value of \$5,000+ cash or value in kind)

- Four (4) complimentary tickets to Black Tie Bingo (BTB)
- Logo recognition in the BTB program
- Logo recognition on sponsor video inside the Westin Hotel ballroom and at CFR prior to performances
- Verbal recognition by event M.C. during BTB
- Logo recognition and link on the BTB page on the CFR website
- Print recognition on the reader boards and corner matrix boards for all six CFR performances
- Early Bird sponsor will receive prominent logo recognition on the BTB page of the CFR website. Only valid for Diamond Dust, Gold Gun and Silver Spur Sponsors. Early Bird Deadline is April 30th, 2010.

GOLD GUN SPONSOR

(donation value of \$2,000 to \$4,999 cash or value in kind)

- Two (2) complimentary tickets to BTB
- Logo recognition in the BTB program
- Logo recognition on sponsor video inside the Westin Hotel ballroom and at CFR prior to performances
- Verbal recognition by event M.C. during BTB
- Logo recognition and link on the BTB page on the CFR website
- Print recognition on the reader boards and corner matrix boards for all six CFR performances

SILVER SPUR SPONSOR

(donation value of \$1,000 to \$1,999 cash or value in kind)

- Print recognition in the BTB program
- Print recognition on sponsor video inside the Westin Hotel ballroom and at CFR prior to performances
- Print recognition on the BTB page on the CFR website
- Print recognition on the reader boards and corner matrix boards for all six CFR performances

BRONZE BUCKLE SPONSOR

(donation value of \$101 to \$999 cash or value in kind)

- Print recognition in the BTB program
- Print recognition on the BTB page on the CFR website

SUPPORTERS

(donation value up to \$100 cash or value in kind)

- Print recognition in the BTB program

Please note that event ticket purchases do not qualify as part of total gift value or classify for donation tax receipt.

Bingo BLACK TIE

