Western Sports Foundation acknowledges the sacrifices competitors have made to develop & expand all Western lifestyle sports. Athlete health and wellness has been, is, and will always be paramount. Recognizing that emotional, mental and financial health are as important as physical health, Western Sports Foundation is focused on total athlete wellness and offers services and resources that focus on total wellness.

WSF comes from a long tradition of caring for athletes and their families.

Formerly known as the Rider Relief Fund founded in 1998 following Jerome Davis’ career-ending fall and injury while bull-riding, Western Sports Foundation continues to attract and receive philanthropic support from thousands of friends, fans, sponsors, participants in and around all Western lifestyle sports.

*Western Sports Foundation is dedicated to providing the best care possible to western sports athletes. Through the generous support of sponsors like you, we can continue our mission.*

Western Sports Foundation is a 501(c)3 non-profit organization. Sponsorships are tax-deductible as allowed by law. Your sponsorship donation will assist in providing medical, life counseling and financial resources to meet immediate needs and prepare for life beyond competition for western sports athletes.

Find out how you can become a sponsor of Western Sports Foundation: call (719) 242-2900, email info@westernsportsfoundation.org, or visit westernsportsfoundation.org for more information.

*Over 600 athletes and families served in the past 20+ years and in 2019 we served over 70 athletes and their families with more than $300,000 in assistance.*

www.westernsportsfoundation.org
Platinum Sponsorship: $100,000
Limited to two Platinum Sponsors only for 2020

Platinum Sponsorship includes EXCLUSIVE co-titled sponsor recognition of the following:

- Four WSF (4) Athlete Performance Training Sessions in Pueblo, Colorado
- Golf Tournament in Big Sky, Montana (July, 2020): Includes eight (8) registrations
- Women of the PBR Breakfast (PBR World Finals): Includes eight (8) tickets
- Yearling Bull Sale in July, 2020: Includes four (4) tickets
- Annual Donor Recognition Luncheon (PBR World Finals): Eight (8) tickets

At the following events, Platinum Sponsors also receive:

- Recognition as the official event title co-sponsor for each event listed
- Event title branding (i.e. “The ABC Company, XYZ Company, and WSF Name of Event”)
- Company-branded signage at event
- Company logo displayed on WSF Sponsors webpage
- Company branding on all charity event announcements & collateral
- Inclusion in online marketing, email blasts, and social media from WSF and associated partners about the charity event highlighting your contribution
- Recognition during the event
- Opportunity to give one company-provided branded gift item to event participants
- Ten (10) Lower Bowl PBR World Finals tickets for Thursday Performance
- Ten (10) VIP World Finals Hospitality Tickets for Thursday Performance
- Sponsor check presentation at PBR World Finals

“The Western Sports Foundation allowed me the financial stability to properly let my body heal to 100% before returning to action. In our sport that is totally unheard of. Myself, all bull riders and the sports itself are forever better for Western Sports Foundation.”

- Tanner Byrne

www.westernsportsfoundation.org
Gold Sponsorship: $75,000
Limited to four Gold Sponsors only for 2020.

Gold Sponsorship includes sponsor recognition of the following:
• 2020 naming rights to one of four (4) WSF Wellness Program Areas (i.e. “The WSF Mental Health Program sponsored by XYZ Company”)
• Golf Tournament in Big Sky, Montana (July, 2020): Includes four (4) registrations
• Women of the PBR Breakfast (PBR World Finals): Includes four (4) tickets
• Yearling Bull Sale (July 2020): Includes two (2) tickets
• Annual Donor Recognition Luncheon (PBR World Finals): Four (4) tickets

At the following events, Gold Sponsors also receive:
• Recognition in 2020 as the selected program area sponsor in all online and e-marketing promotional materials
• Recognition as an event Gold Sponsor for each event listed
• Company branded signage at event
• Company logo displayed on WSF Sponsors webpage
• Company branding on all charity event announcements & collateral
• Inclusion in email blasts and social media from WSF and associated partners about the charity event highlighting your contribution¹
• Recognition during event
• 6 Lower Bowl PBR World Finals tickets for Thursday Performance
• 6 VIP World Finals Hospitality Tickets for Thursday Performance

Silver Sponsorship: $25,000
Limited to six Silver Sponsors only for 2020.

Silver Sponsorship includes sponsor recognition of the following:
• 2020 naming rights to EITHER WSF Monthly Newsletter or WSF Monthly Wellness Podcast Series (i.e. “The WSF Wellness Podcast sponsored by XYZ Company”)
• Golf Tournament in Big Sky, MT (July 2020): Includes two (2) registrations
• Women of the PBR Breakfast - (PBR World Finals): Includes two (2) tickets
• Yearling Bull Sale (July 2020): Includes two (2) tickets
• Annual Donor Recognition Luncheon (PBR World Finals): Two (2) tickets

¹ For more information, please visit www.westernsportsfoundation.org
At the following events, Silver Sponsors also receive:

- Recognition in 2020 as the selected communications forum (i.e. newsletter or podcasts) sponsor in all e-marketing promotional materials
- Recognition as an event Silver Sponsor for each event listed
- Company branded signage at event
- Company logo displayed on WSF Sponsors webpage
- Company branding on all charity event announcements & collateral
- Inclusion in email blasts and social media from WSF and associated partners about the charity event highlighting your contribution¹
- Recognition during event
- 4 Lower Bowl PBR World Finals tickets for Thursday Performance
- 4 VIP World Finals Hospitality Tickets for Thursday Performance

Bronze Sponsorship: $10,000
Limited to ten Bronze Sponsors only for 2020.

Bronze Sponsorship includes sponsor recognition of the following:
- Golf Tournament in Big Sky, MT (July 2020): Includes two (2) registrations
- Women of the PBR Breakfast - (PBR World Finals): Includes two (2) tickets
- Yearling Bull Sale (July 2020): Includes two (2) tickets
- Annual Donor Recognition Luncheon (PBR World Finals): Two (2) tickets

At the following events, Bronze Sponsors also receive:

- Recognition as an event Bronze Sponsor for each event listed
- Company branded signage at event
- Company logo displayed on WSF Sponsors webpage
- Company branding on all charity event announcements & collateral
- Inclusion in email blasts and social media from WSF and associated partners about the charity event highlighting your contribution¹
- Recognition during event
- 2 Lower Bowl PBR World Finals tickets for Thursday Performance
- 2 VIP World Finals Hospitality Tickets for Thursday Performance
2020 A La Carte Sponsorship Opportunities

Custom Program and Resource Sponsorships*

- 2020 WSF Website Homepage Sponsorship: $100,000
- 2020 WSF Athlete Performance Training Sessions (4 events) – Pueblo, CO: $120,000
- Custom Athlete Performance Training Session for Corporate Sponsored Athletes: $30,000
- 2020 WSF Mental Wellness Program Sponsorship: $50,000
- 2020 WSF Physical Wellness Program Sponsorship: $50,000
- 2020 WSF Financial Wellness Program Sponsorship: $50,000
- 2020 WSF Career Wellness Program Sponsorship: $50,000
- 2020 WSF Monthly Newsletter Sponsorship: $12,000
- 2020 WSF Monthly Wellness Podcast Series Sponsorship: $12,000

*Recognition and benefits customized for each sponsorship package selected.

2020 Events Sponsorships (non-package sponsorships):

WSF Golf Tournament (July 2020) - Big Sky, MT

- Shirt Sponsor: $7,500
- Event Carts Sponsor: $5,000
- Lunch Sponsor: $3,000
- Awards Reception Sponsor: $3,000
- Beverage Cart Sponsor: $2,500
- Team Championship Prize: $2,000 (Four prizes with a min.value of $500 of each prize)

Also includes the following:

- Utilize WSF Charity Golf Tournament related logos and images.
- Company branded signage at event
- One complementary foursome (team) in event
- One (1) tee sponsorship
- Company logo displayed on selected sponsorship area
- Company logo displayed on WSF Sponsors webpage
- Company branding on all charity event announcements & collateral
- Inclusion in email blasts and social media from WSF and associated partners about the charity event highlighting your contribution¹
- Recognition during event
- Opportunity to include materials in goody bags (provided by Sponsor)

- Specialty Hole Sponsor: $1,000+ prize (minimum value of $500)
- Tee or Green Sponsor: $500

¹Recognition during event
2020 A La Carte Sponsorship Opportunities

WSF Yearling Bull Sale (July 2020) – Cheyenne, WY

- Post-Sale Reception Sponsor: $5,000
- Stand-up Bars Sponsor: $2,500
- Breakfast Sponsor: $2,500

Also includes at each event the following:

- Utilize WSF Yearling Bull Sale related logos and images.
- Company branded signage at event
- Four (4) tickets to the event
- Company logo displayed on selected sponsorship area
- Company logo displayed on WSF Sponsors webpage
- Company branding on all charity event announcements & collateral
- Inclusion in email blasts and social media from WSF and associated partners about the charity event highlighting your contribution¹
- Recognition during event

Matt West Charity Corn Hole Tournament

- Team Championship Prize: $1000 (4 identical prizes with a total minimum value of $250)
- Board Sponsorship: $1000

Also includes at each event the following:

- Utilize Matt West Charity Corn Hole Tournament related logos and images.
- Company branded signage at event
- One team entry to the event
- Company logo displayed on selected sponsorship area
- Company logo displayed on WSF Sponsors webpage
- Company branding on all charity event announcements & collateral
- Inclusion in email blasts and social media from WSF and associated partners about the charity event highlighting your contribution¹
- Recognition during event

¹ Western Sports Foundation’s social media presence averages over 19,000 followers and 60,000 impressions per month (2019 statistics).
For information, contact Mark Dobosz at (941) 232-4447 or mdobosz@westernsportsfoundation.org.

Western Sports Foundation is dedicated to providing the best care possible to western sports athletes. Through the generous support of sponsors like you, we can continue our mission.