



## 2023 Ranch Rodeo Committee

Lee Whitney  
Wendy Sans  
Clay Avila  
Marianne Madson

## Mission of the Salinas Valley Fair

*To showcase the annual fair, promote the talent and education of citizens of all ages and provide a year round setting for community service and celebration.*

## Mission of the Monterey County Cattlemen's Association

*The Monterey County Cattlemen's Association proactively promotes and educates its membership and the entire community regarding sustainable practices that preserve and protect the heritage and traditions of the beef industry in Monterey County.*

Dear Sponsor:

Saturday, November 25<sup>th</sup> marks the date of the 9<sup>th</sup> Annual Ranch Rodeo produced by the Monterey County Cattlemen's Association (MCCA) & the Salinas Valley Fair (SVF). The event combines the customs of both organizations and is held at the Rava Indoor Equestrian Arena located at the Salinas Valley Fairgrounds in King City.

As is the tradition of the MCCA, a Memorial Saddle is awarded to the All Around Winner of the Ranch Rodeo. The 2023 MCCA/SVF Ranch Rodeo Memorial saddle is dedicated to the memory of MCCA member Nate Holaday.

What started out as a hobby with a few head of cattle over 40 plus years ago, became a passion with a large herd of Black Angus cattle.

Nate enjoyed the peace and quiet as he visited his cattle at the various pasture locations up and down the Salinas Valley. He was very proud at how he grew his multi-colored herd into the beautiful Black Angus herd, with a few oddballs.

Nate's cattle business was a way he could connect with people in a different part of the agriculture world. He enjoyed learning about cattle from the local cattle ranchers in the area over the years.

Nate was a proud supporter of the Monterey Cattlemen's and Cattlemen's Association.

***We invite you to become a partner by sponsoring this local tradition!*** Proceeds from this year's Ranch Rodeo will go towards the purchase of awards for participating cowboys and cowgirls. The event will also go towards MCCA educational events, MCCA scholarships and Salinas Valley Fair improvements of the equestrian facilities.

With your support, our partnership will produce the best Ranch Rodeo event for cowboys and cowgirls in the Salinas Valley continuing this fine western tradition! Please consider one of the sponsorship categories listed below and send your financial contribution with the form included in this letter.

<u>Sponsorship Investment</u>	<u>Sponsor Category</u>
\$1,000	Saddle Sponsor
\$500	Buckle Sponsor
\$250	Partner
\$100	Donor

If you would like to sponsor an event in any amount different than which is set forth above, please feel free to do so; all donations are greatly appreciated! Return the enclosed sponsor form with your donation by November 1, 2023 so that we can recognize your generosity on our event banners and promotions.

We appreciate your support and consideration. See you at the Rodeo!  
Sincerely,

Lauren Hamilton, CEO  
Salinas Valley Fair



**Thank you!** Your support of the Ranch Rodeo will help MCCA & SVF to provide awards to winning participants. Please select your sponsorship level, complete the form and deliver to the Salinas Valley Fair by **November 1, 2023**. Mail payments with this form to: Salinas Valley Fair, 625 Division Street, King City, CA 93930. Make checks payable to: Salinas Valley Fair.

Sponsor Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Contact Phone & Email \_\_\_\_\_

Mailing Address \_\_\_\_\_ Website \_\_\_\_\_

Sponsorship(s) Selected	Investment	Sponsor Level	Sponsor Benefits & Recognition
	\$500	Buckle Sponsor or Ladies All Around Buckle	Your Company Banner in the arena Sponsor Name & Logo in Event Program, Sponsor Logo (or Name) on SVF Website, Inclusion in SVF Social Media, Sponsor Name and Logo on Sponsor Banner at Event Sponsor Name Included in MCCA/SVF Press Releases
	\$250	Ranch Rodeo Partner	Sponsor Name & Logo in Event Program, Sponsor Logo (or Name) on SVF Website, Inclusion in SVF Social Media, Sponsor Name Included on Event Banners
	\$125	Donor or Kids' Event Buckle Sponsor	Recognized in Event Program, Inclusion in SVF Website & SVF Social Media Name Recognition on Event Donor Sign
	\$1,000	Nate Holaday Memorial Saddle	Your name or company logo/name will be included on event signage as a donor of the Memorial Saddle. Inclusion in post event press release as a Memorial Saddle donor.

**Mail Payments with This Form to: Salinas Valley Fair, 625 Division Street, King City, CA 93930**

\$ \_\_\_\_\_ Donation Amount

*Please Make Payments to Salinas Valley Fair  
All net proceeds are split between the MCCA & SVF*

If sponsoring an award or event, please select the award category or event. Each award may have more than one sponsor indicated in (#). If award not indicated, organizers will select an award.

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Nate Holaday Memorial Saddle | <input type="checkbox"/> Ladies All Around (1)          | <input type="checkbox"/> Calf Branding (4)        |
| <input type="checkbox"/> Over 50 Calf Branding (2)    | <input type="checkbox"/> Ladies Calf Branding (2)       | <input type="checkbox"/> Junior Calf Branding (2) |
| <input type="checkbox"/> Match Calf Branding (4)      | <input type="checkbox"/> Open Cut & Rope (2)            | <input type="checkbox"/> Ranch Rope & Brand (4)   |
| <input type="checkbox"/> Ladies Breakaway (1)         | <input type="checkbox"/> Open Single Steer Stopping (1) | <input type="checkbox"/> Ribbon Roping (2)        |
| <input type="checkbox"/> Kids Dummy Roping (3)        | <input type="checkbox"/> Kids Boot Race (1)             | <input type="checkbox"/> Kids Stick Horse (2)     |