

# CINCH

## SPRING THAW TIMED - EVENT CHALLENGE



**MARCH 24<sup>th</sup>-26<sup>th</sup>, 2017**

Calnash Ag-Event Centre  
Ponoka, AB

**SPONSORSHIP**

Steer Wrestling, Tie-Down Roping, Team Roping and Barrel Racing

# CINCH SPRING THAW TIMED - EVENT CHALLENGE

## ABOUT OUR EVENT

**Spring Thaw Timed-Event Challenge** was created in 2013 to provide an opportunity and exposure for amateur and professional athletes participating in the four major rodeo timed events; Steer Wrestling, Tie-Down Roping, Team Roping and Barrel Racing. Last year, 500 spectators were in attendance, and 800 contestants registered with an impressive \$100,000.00 in prize money and prizes paid out to the top twenty finalists. Back by popular demand, the third annual Spring Thaw Timed-Event

Challenge in March 2017 promises to be another great achievement, creating an excellent opportunity for businesses like yours to be positioned as an innovator and leader.

Your sponsorship investment represents incredible value, because it capitalizes on the event's originality, widespread community involvement, and preservation of western culture while enabling you to receive solid recognition and face-to-face opportunities during the event.

**Spring Thaw Timed-Event Challenge**  
takes place over the course of three days.

**FRIDAY, MARCH 24, 2017**

**BUCKLE BARREL RACING JACKPOT**

5:00 p.m.

Awarding buckles to the winner of each division.

**SATURDAY, MARCH 25, 2017**

**TIMED EVENT SHOW DOWN**

8 a.m. Morning Run

Featuring Junior Barrel Racing (ABRA), Open Barrel Racing (ABRA), Steer Wrestling, Tie Down Roping and Team Roping.

4:30 p.m. Live Calcutta and Supper  
7 p.m. Short-Go Round

Featuring the top 15 contestants from each category.

**SUNDAY, MARCH 26, 2017**

**SPRING THAW TEAM ROPING**

9 a.m. – 7:30 p.m. (approx.)

Featuring professional, intermediate and novice Team Ropers.

## SPONSORSHIP OPPORTUNITIES

Associate your brand with this one of a kind event while you provide a valuable contribution, and position your company as innovative and community oriented.

### Buckle Sponsor

- Company name on prize buckle
- Company banner on display in arena for the duration of the event
- Minimum five (5) sponsor mentions per day by event announcer
- Two (2) sponsor mentions by event announcer during Short Go-Round
- Two (2) tickets to the Sponsor Area for the Short-Go Round and beer gardens
- Two (2) tickets to the Saturday Calcutta and Supper
- Company logo included in event program and event facebook page
- Two (2) tickets to Ponoka Stampede President Box

**Sponsorship Fee: \$500**

### Short Go-Round Sponsor

- Company banner on display in arena for the duration of the event
- Minimum seven (7) sponsor mentions per day by event announcer
- Two (2) sponsor mentions by event announcer during Short Go-Round
- Four (4) tickets to the Sponsor Area for the Short-Go Round and beer gardens
- Two (2) tickets to the Saturday Calcutta and Supper
- 1/4 page ad in event program (value \$250) and logo on event facebook page
- Two (2) tickets to Ponoka Stampede President Box

**Sponsorship Fee: \$1,000**

### Saddle Sponsor

- Company name/logo on roping saddles
- Two (2) company banners on display in arena for the duration of the event
- Minimum ten (10) sponsor mentions per day by event announcer
- Two (2) sponsor mentions by announcer during Short-Go Round
- Six (6) tickets to the Sponsor Area for the Short-Go Round and beer gardens
- Four (4) tickets to the Saturday Calcutta and Supper
- 1/2 page ad in event program (value \$350) and logo on event facebook page
- Two (2) Tickets to Ponoka stampede President Box

**Sponsorship Fee: \$2,000**

### Timed-Event Showdown Sponsor

- Individual event named after sponsor
- Two (2) company banners on display in arena for the duration of the event
- Minimum twenty (20) sponsor mentions per day by event announcer
- Four (4) sponsors mentions by event announcer during Short-Go Round
- Cheque presentation during Short-Go Round
- 15 table tickets to the Sponsor Area for the Short-Go Round and beer gardens
- Six (6) tickets to the Saturday Calcutta Supper
- Full page ad in event program (value \$500) and logo on event facebook page
- Four (4) Tickets to Ponoka Stampede President Box

**Sponsorship Fee: \$5,000**

## EVENT LOCATION

Calnash Ag-Event Centre, Ponoka, AB  
**ponokaageventcentre.com**

## CONTACT

**We would like to meet with you to create a dynamic partnership.**

**Trevor Jones Tel: 403-350-9639**

**Tyrell Flewelling Tel: 403-318-2690**

**Email: jboys2@telus.net**

**Web: [www.ponokaspringthaw.com](http://www.ponokaspringthaw.com)**

**In person: 4209 HWY 2A Ponoka, AB T4J 1J8**

Sponsorship helps us to keep registration fees reasonable, ticket prices affordable and prize packages exciting. We are truly grateful for the support we receive.

All sponsors will receive prominent exposure in all marketing materials, including those distributed through social media, direct marketing, websites, and on-site at the event.



[facebook.com/springthawchallenge](https://facebook.com/springthawchallenge)

**Thank you!**

**Timed Events** are those in which a horse and rider team race against the clock to complete their event in the shortest time possible.



### Steer Wrestling

Timing, coordination and strength are prerequisites for a steer wrestler. To begin with, he must remain behind the barrier, which is a rope stretched across the front of the starting box, until the steer crosses the scoreline, giving it a headstart. The horse is trained to run beside the steer and then run on by as the steer wrestler reaches for his steer. The steer wrestler catches the right horn in the crook of his right arm and then must hit the ground with his legs extended forward in order to bring the steer to a halt. Using his left hand as leverage under the steer's jaw, he throws the steer off balance and wrestles it to the ground. The steer must be flat on its side with all four legs extended before the official time is taken. Also, the steer must be on its feet before being wrestled.

The event requires an extra horse ridden by a hazer whose job is to keep the steer running as straight as possible. Control and speed are required from both horses as they wait for their steer to start and then cover about 150 feet in four seconds from a standing start.



### Team Roping

Team roping requires close cooperation and timing between highly skilled ropers, a header and heeler. As in other timed events, the team ropers start from boxes on each side of the chute from which the steer enters the arena. The steer gets a head start depending on the length of the arena.

When the steer reaches its advantage point, the barrier is released and the header takes off in pursuit, with the heeler trailing slightly further behind. If the header breaks the barrier before the steer completes its head start, the ropers are assessed a 10-second penalty.

There are three types of legal head catches; either the rope must be around both horns or one horn and the head or around the head of the steer. Once the header makes his catch he turns the steer to expose his rear legs to the heeler. The heeler then attempts to rope both hind legs. If only one is caught, there is a five second penalty. The clock is stopped when there is no slack in the ropes and the horses are facing each other.



### Tie-Down Roping

Tie-down roping is the most technical event in rodeo. It takes hours of practice to perfect both the skills of the roper and the horse. To begin with, the roper must remain behind the barrier until the calf crosses the scoreline. Breaking the barrier adds 10 seconds to the roper's time.

After roping the calf, the cowboy must run down his rope and throw the calf by hand. If the calf is down when he reaches it, he must allow the calf to get up and then throw it. The roper then ties any three legs with a pigging string. The tie must hold for six seconds after the roper remounts his horse and during that time his rope must remain slack.

The maneuvers of the horse are all important. He must rate the speed of the calf, stop on cue in a single stride and then hold the rope taut while the roper runs to his calf. A solid, true working horse is difficult to find and commands a high price.



### Barrel Racing

The rider must circle three barrels set in a cloverleaf pattern. The closer the rider circles the barrels, the better time they make. The danger is in cutting too close and knocking down a barrel. An extra five seconds is added to the rider's time for each barrel that falls.

The barrel racer's time is started when they cross an electric beam of light and the time is completed when they recross the beam after completing the pattern. A fast, well trained horse is the key to winning this event.

The rider can be disqualified if they and their horse break the pattern. Times are so close, measured in hundredths of a second, that the horse and riders require great precision to race quickly, yet cautiously.

**Sponsorship Commitment Form Enclosed**