



# Working Equitation Canada / Équitation de Travail Canada

222 Front St./ PO Box 338 Duck Lake, Saskatchewan S0K 1J0



Dear Equine Enthusiast!

Working Equitation Canada is excited to announce that we are hosting the first:

## **Western Regions' Championship WECan Working Equitation Licensed Show Red Deer, Alberta September 16-18th, 2022**

**This event will host 50 competitors, with an estimated 250 attendees over the 3-day event.** The competitors will be from British Columbia, Alberta, and Saskatchewan. To compete, the participants must have qualifying scores from another show held in 2022 anywhere in Canada.

Working Equitation is one of the fastest growing equine sports in the world and Working Equitation Canada- WECan is the national not-for-profit sport organization supporting this outstanding growth. WECan's purpose is to promote the sport of Working Equitation throughout Canada while keeping a focus on classical horsemanship and functionality. Our goal is to promote Canadians inspired to achieve personal excellence and embrace lifelong participation in the sport of working equitation and the equine industry. WECan is committed to growing the grassroots of the sport and supporting all participants from their beginnings to the international level.

Participants love this sport because it's open to all levels of riders, all disciplines (Western, English, Spanish etc.), and all breeds, making it truly a universal and welcoming equine sport. WECan is working hard to educate our members, provide local competitions, and promote official's certification. This year we have over 13 Canadians participating in our Licensed Officials Program, whose certification will greatly increase the sports availability through-out Canada.

Our sport is young in Canada, WECan was established in 2017 through the passion of a group of volunteers, and now proudly boasts a membership of over 300 members. We are currently looking to build partnerships with respected community leaders and have a variety of options for those interested in joining the supportive and encouraging Working Equitation family!

Attached please find the Sponsorship recognition, as well as a form for you to consider indicating your interest in sponsorship. I would like to follow up with you to ensure that there are no additional questions you may have, and to develop a recognition plan for you and/or your organization so that you benefit from your generosity.

I will follow up with you soon to garner your support. Thank you!

Sincerely,

Cathy MacDonald  
BC Director, Working Equitation Canada  
[www.workingeq.ca](http://www.workingeq.ca) 780)-289-5991

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253 Front Street, PO Box 338 Duck Lake, Saskatchewan S0K 1J0

**Sponsorship Package for cash/and or in-kind gifts**

**PLATINUM SPONSORSHIP (RING SPONSOR) – \$3,000 and up**

Promotion on social media showcasing your farm/business

- Recognition and logo on our web site [www.workingeq.ca](http://www.workingeq.ca)
- Hyperlink to your business from our web page, [www.workingeq.ca](http://www.workingeq.ca)
- Banner (supplied by sponsor) on display at any Licensed WECan shows in Canada
- Recognition of business or farm by public announcement during “licensed” WECan shows
- Full page advertisement and logo in rated WECan licensed show program in Canada
- Business showcased in our monthly newsletter during the calendar year of sponsorship

**GOLD SPONSORSHIP - \$1,500 – 2,999**

- Recognition and logo on our web site [www.workingeq.ca](http://www.workingeq.ca)
- Hyperlink to your business from our web page, [www.workingeq.ca](http://www.workingeq.ca)
- Promotion and thank you on social media
- Banner (supplied by sponsor) on display at Western Regions’ Championship 2022
- [www.facebook.com/workingEquitationCanada/](http://www.facebook.com/workingEquitationCanada/) and Instagram @workingeq.ca
- Half page advertisement and logo in WECAN Licensed show program in Canada
- Recognition of business or farm by public announcement during WECan licensed shows.
- Business showcased in our monthly membership newsletter during the calendar year of sponsorship

**SILVER SPONSORSHIP – \$850 – 1,4999**

- Recognition of the sponsors’ company name on our web page [www.workingeq.ca](http://www.workingeq.ca)
- Recognition for gift on Facebook and Instagram – [www.facebook.com/workingEquitationCanada/](http://www.facebook.com/workingEquitationCanada/) and @workingeq.ca
- Recognition of sponsorship in announcements in the local WECan licensed shows
- Recognition of gift in the WECan monthly membership newsletter

### **BRONZE SPONSORSHIP – \$100 – 849**

- Highlight and promote on social media of gift.  
[www.facebook.com/workingEquitationCanada/](http://www.facebook.com/workingEquitationCanada/)
- Highlight and promote business on Instagram @workingeq.ca
- Recognition of business or farm by public announcement licensed WECan shows and local Schooling shows
- Thank you in the monthly Membership newsletter (for the calendar year)
- Promoted on list of sponsors [www.workingeq.ca](http://www.workingeq.ca)

Please provide your company/business/farm logo at the time of making your pledge of a gift.  
Pledge forms attached, and when completed send to [sponsorship@workingeq.ca](mailto:sponsorship@workingeq.ca)



## Sponsorship Pledge Form

Working Equitation Canada [www.workingeq.ca](http://www.workingeq.ca)

Please fill out, scan and return (not a fillable document)

Sponsor Information: (Please Print or type)

Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_

Province: \_\_\_\_\_

Postal Code: \_\_\_\_\_

EMAIL: \_\_\_\_\_

Phone: \_\_\_\_\_

### Pledge Information:

I (we) pledge a total of \$ \_\_\_\_\_

Please list in detail gifts in kind: (quantity/value) \_\_\_\_\_

### Acknowledgement Information:

The name we would like for recognition \_\_\_\_\_

(Please provide a logo)

Signature:

Date: