

Dear Prospective Sponsor,

Abundant marketing and promotional opportunities are available with sponsorship to the **Bob Feist Invitational Team Roping Classic (BFI)**. Bob Feist organized the BFI in order to provide team ropers with the most lucrative payoff in a one day roping, while at the same time providing its spectators with fast-action, top caliber team roping. The 2007 BFI had a spectacular payout of over \$680,000 in cash and awards, with world class competitors from across the U.S., all who pay an entry fee of \$2,500 each.

The 31st Annual Bob Feist Invitational Team Roping Classic will once again be held in conjunction with the "Wildest, Richest Rodeo in the West" on Monday, June 23 in Reno, Nevada. Thanks to the generosity of our sponsors, the BFI has earned the distinction of being team roping's most prestigious one day team roping event.

The marketing plan for 2008 consists of print and internet advertising. The print advertisements and press releases are distributed to over 20 major roping and western publications. Through these publications, we are able to incorporate your company in pre and post publicity that reaches over one million prospective customers. The BFI page is found on the *Ropers Sports News* website. Press releases of event information and results are sent to local television and radio stations. The BFI is professionally video taped and marketed separately through numerous publications, Rodeo Video (a video/television production company). **The BFI video remains the best selling team roping video today!**

There are many BFI sponsorship opportunities available for 2008. To qualify as a major sponsor, the requirement is a minimum cash donation of \$2,500 — in return you will receive two arena banners (*provided by sponsor*), logo privileges on all print material BFI website, as well as recognition in all press releases and advertising. Please click on the marketing information above to check out all levels of BFI sponsorship.

We look forward to including you on the BFI team for 2008.