



Texas Corriente Cattle Association



The Texas Corriente Cattle Association is pleased to announce its 11th Annual Show and Ropings will be held April 22-26, 2009, in Glen Rose, Texas. The TCCA is a rapidly growing, vigorous organization whose membership represents a formidable amount of buying power.

Make sure YOUR business gets a piece of the TCCA business "pie!" Put your message in front of our membership effectively, through advertising on our website, at our show, in our catalogue, and at our ropings. TCCA is actively seeking sponsors for each class and event at our show.

The TCCA membership owns or controls:

- **16,000 head of cattle:**
 - at \$350/head/year, we spend over \$5.6M annually on feed, hay, dewormers, vaccines, fly control, ear tags, etc
 - 98% of us vaccinate and deworm our cattle annually; 90% of us use pour-on dewormers
 - we use more than 17,000 ear tags yearly, of which 62.9% are All-Flex
 - 100% of us use hot brands; L&H brands are used 51.6% of the time
- **1,100 head of horses:**
 - we spend an average of \$3,000/horse/year for feed, hay, vaccines, dewormers, fly control, farriers, etc., totally to more than \$3.3M annually
- **330,000 acres of land:**
 - excluding taxes, we spend an average of \$9.68/acre/year on fencing, fertilizer, herbicides, and other improvements, totaling over \$3.2M annually
- **250 team ropers who rope at least weekly:**
 - 71% of our ropers are rated a USTRC 4 or higher
 - each of us spend an average of \$1,350/year at ropings
 - each of us attend an average of 8 ropings/year
 - all of us buy tack, gloves, ropes, clothing, saddles, etc., regularly
- **91.6% of TCCA members drive a domestically-produced diesel pickup truck**
 - we individually spend \$1,100/month on diesel, or \$175,000/month total

- **100% of TCCA members own a stock trailer**
 - over 50% of us own 2 or more trailers
 - 55% of our trailers are aluminum
- **72% of TCCA members own their own arenas**
 - we regularly need chutes, panels, lights, timers, etc.
 - 54% of our chutes are Priefert
 - 90% of us own panels
 - 50% are Priefert, 29% are WW
- **TCCA members regularly buy lots of ropes:**
 - 44% Classic, 37% Cactus, 11% Calloway, 4% King, 4% Tyler Magnus
- **100% of us wear western jeans, western boots, western shirts, western hats:**
 - Wrangler jeans 77.3%, Cinch jeans 35.4%
 - Justin boots 42.2%, Ariats 35.7%
 - Wrangler shirts 54.7%, Cinch shirts 51.7%
 - Resistol hats 64.8%, handmade hats 45.1%
- **83.8% of TCCA members own a tractor, to maintain their arenas and work their land:**
 - 46.1% John Deere, 15.3% Kubota, 11.5% Ford
- **100% of us patronize feed dealers:**
 - 40.7% Purina, 14.8% HiPro, 11.1% Nutrena, 7.4% Evergreen
- **100% of us visit farm supply stores:**
 - 66.6% Tractor Supply Corp., 19.1% Gebos
- **all of us buy feed and hay:**
 - cattle: *\$4.16M annually*
 - horses: *\$1.4M annually*
- **98% of TCCA members drink adult beverages:**
 - 46.8% beer
 - 46.8% liquor
 - 6.25% wine
- **97% of TCCA members drink soda:**
 - 67.7% Coke products
 - 41.9% Dr. Pepper products
 - 12.9% Pepsi products
 - at an average of 600 sodas/person/year, that's a lot of fizz!

Make sure your business/brand has a voice in the purchasing decisions of the TCCA membership! Advertise with us today! We have a variety of advertising packages available, starting with Buckle Sponsors at \$150, Reserve Grand Champion Sponsors at \$500, and Grand Champion Sponsors at \$1,000.

For Sponsorship and Advertising information, please contact:

Billy Luke

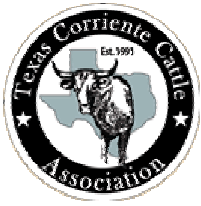
TCCA Director/Show Manager

210-213-9872

Stacy Lynn

TCCA President

254-758-2818



Texas Corriente Cattle Association 10th Annual Show and Roping April 24-26, 2009 in Glen Rose, Texas

Sponsorships Available:

Grand Champion Sponsor: \$1000.00

Reserve Champion Sponsor: \$ 500.00

Sponsors \$500 & Above:

1. Banner with Sponsor's Name and Location prominently displayed throughout the show; Sponsor may use their own banner at their request.
2. Sponsor's name/logo embroidered on custom trophy arena jackets and custom western shirts, awarded to the All-Around winners and offered at the Live Auction. Announcements will be made during the show and at the banquet.
3. Will have photos taken at banquet with Banner, winner and representative if attending
4. Full-page ad in show program. Please provide camera-ready ad copy
5. Sponsor-provided marketing media will be included in each exhibitor's show packet
6. Large advertisement on TCCA Website for all of 2009, with link to sponsor's website if provided.

Vendor's Booth Sponsor \$ 250.00

1. Will have sponsor-supplied banner prominently displayed throughout the show.
2. Announcements will be made during the show and at the banquet.
3. ½ page ad in show program. Please provide camera-ready ad copy.
4. Medium Advertisement on TCCA Website for all of 2009, with link to sponsor's website if provided.
5. Sponsor-provided marketing media will be included in each exhibitor's show packet

***All booths are first-come, first-serve for location and electricity. All vendors are responsible for their own phone arrangements; these can be made with the Expo Center. Booths are reserved for vendors. TCCA reserves the right to refund the money of any booth that may be a conflict, or inappropriate.

Premier Sponsor \$ 200.00

1. Banner featuring the Sponsor's name and location prominently displayed throughout the show; Sponsor may use their own banner at their request.
2. Acknowledgement at the Awards Banquet as well as before class sponsored.
3. Will have photos taken at Banquet with banner, class winner, and representative if attending.
4. Full-page ad in show program. Please provide camera-ready ad copy.
5. Sponsor's name and location listed on TCCA website, with link to website if provided.
6. Buckle sponsor for specific class.

Class Sponsor \$ 150.00

1. Includes a ½ page ad in Show Program. Please provide camera-ready ad copy.
2. Acknowledgement at the awards banquet as well as before class sponsored.
3. Will have photo at the awards banquet with Class winner and representative, if attending.
4. Sponsor's name and location listed on TCCA website, with link to website if provided.
5. Buckle sponsor for specific class.

Half Sponsorship \$ 90.00

1. ¼ page ad in show program Please provide camera-ready ad copy.
2. Acknowledgement at the Awards banquet as well as before class sponsored.
3. Will have photos taken at Banquet with class winner and representative, if attending.

Business card ad \$ 50.00

1. Business card ad in show program. Please provide camera-ready ad copy.



**Texas Corriente Cattle Association
11th Annual Show and Roping
April 22-26, 2009 in Glen Rose, Texas**

Sponsorship Form

Name- _____

Address- _____

City/ State/Zip _____ PHONE _____

Website URL _____

Contact email: _____

Grand Champion \$1000.00 _____ Reserve Champion \$500.00 _____
Booth Sponsor \$ 250.00 _____

Name of Business _____

An example of Items that you would offer in your booth: _____

PLEASE PROVIDE CAMERA-READY AD COPY!

Premier Sponsor-\$200.00 _____ Class Sponsor-\$150.00 _____

Half Sponsorship \$90.00 _____ Business Card Ad \$50.00 _____

Statement of Responsibility and Liability: It is understood and agreed that the Texas Corriente Cattle Association (hereinafter referred to as 'TCCA') and its officials, officers, directors, employees, and agents, shall not be responsible for any damage, loss or injury to any person or property caused directly, indirectly by any reason , including , but not limited to, the negligence or willful act or omission of the TCCA. The exhibitors, owners, rider, their agents and representatives agree to indemnify and hold the TCCA harmless for any injury, or loss suffered during, or in connection with, these events. I have read and understand the condition and agreement of this form. With sponsorships of \$500 or greater, Sponsor gives permission to TCCA to use Sponsor's name and logo in advertisement for the show and on custom trophy apparel and other awards items.

****All booths needing phones will be required to make arrangements with the Somervell County Expo. The TCCA will not be responsible for any fees or phone bills.**

****Electricity is available at first-come, first-serve basis at no charge for basic service.**

(signature)

(date)

(printed name)