



May 20, 2021

Dear Local Business,

The Cowboys Forever Foundation Rodeo at the Eagle County Fairgrounds would like to invite you to become a sponsor or donor of the 2021 summer rodeo series. After taking last year off due to COVID-19, we are excited to bring everyone back together to enjoy a fun event that brings awareness to a persistent issue in our county.

The aim of this rodeo series is to offer the community a place to visit during the summer months and to support up-and-coming rodeo contestants from around the state. All proceeds from the event will be used to fund the Cowboys Forever Foundation, whose mission is to preserve our western heritage and support our community. We have also partnered up with Speak Up Reach Out (SURO) to raise awareness about suicide. Eagle County reached a record high of suicide deaths in 2018 with 17 lives taken. Eagle County also averaged nearly a suicide attempt per day in 2018, with a total of 324 suicide attempts. There were 11 lives taken by suicide in both 2019 and 2020. The leading cause of death in Colorado for ages 10 to 24 is suicide.

The rodeo series will take place the beginning of July to mid-August on Friday nights at 7:00 pm. This year's rodeo series will be held on June 25<sup>th</sup>, July 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, and 30<sup>th</sup>, and August 6<sup>th</sup> and 13<sup>th</sup>. We will have saddle bronc, bareback, team roping, ladies barrel racing, ladies breakaway roping, junior barrel racing, dally ribbon roping, bull riding, calf scramble, and mutton bustin'.

By becoming a sponsor, you will become involved in the great sport of rodeo while advertising your company to countless spectators and competitors. We have many different types and levels of sponsorship and would love to accommodate any additional ideas you may have.

We hope you will join us with our 2021 Cowboys Forever Summer Rodeo Series and help support our community!

Thank you for your time,

Samantha Eckert Wittler

Cowboys Forever Foundation President

*Please contact Samantha Wittler at 970-376-2232 or [cowboysforeverfoundation@gmail.com](mailto:cowboysforeverfoundation@gmail.com) with questions or concerns.*

Cowboys Forever Foundation is a 501(c)3 organization. Your tax-deductible donation creates a partnership that helps us meet our goals of providing family-oriented entertainment, preserving the Western Culture in Colorado, and supporting youth rodeo contestants and our community.