



February 20, 2024

Dear Local Business,

The Cowboys Forever Foundation Rodeo, held at the Eagle County Fairgrounds, would like to invite you to become a sponsor of the 2024 summer rodeo series. We are excited for another year of summer rodeos to bring the community together and bring 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. From 2021 to 2023, we have been able to donate a total of \$18,500 to SURO from rodeo gate proceeds. The stigma around mental health and suicide continues to impact our community. From 2004 to 2020, Eagle County has lost 131 individuals to suicide. There is a need for mental health support systems and awareness about these issues our county is facing.

This year's rodeo series will take place the middle of June to mid-August on Friday nights starting at 7:30 pm. The dates are June 14th, 21st, and 28th, and July 5th and 12th, and August 2nd, 9th, and 16th. We will have saddle bronc/bareback/ranch bronc, team roping, ladies breakaway roping, ladies barrel racing, 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. You will also be supporting a great cause that targets an ongoing issue in our community. We have many different types and levels of sponsorship and would love to accommodate any additional ideas you may have. More information can also be found at our website: cowboysforeverfoundation.org.

We hope you will join us with our 2024 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 with questions or concerns.

Cowboys Forever Foundation is a non-profit organization. Your sponsorship or 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.