

Founded In Spring Of 2007

RANCH SORTING NATIONAL CHAMPIONSHIPS

"Where Old Traditions Meet The New West"

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2012 SPONSORSHIP PROGRAM

PRESERVING THE RANCH LIFESTYLE 2012 SPONSORSHIP PACKAGE



WHAT IS RANCH SORTING? HOW DOES IT WORK?



RANCH SORTING IS COWPUNCHING AT ITS BEST!

RSNC has taken the ranch work of sorting cow/calf pairs and established set of rules plus a rating system to create a fun and exciting cow-horse competition for the whole family.

- *The playing field is a pair of 50'-60' round pens constructed in a figure-eight with a 12ft-16ft opening connecting the two pens.
- *A group of 11 cattle are gathered into one pen; all but one animal is tagged with a number 0 to 9.
- *Riders compete as a two person, the objective is to sort the cattle, one at a time, away from the herd and through the opening.

SO WHAT MAKES THIS DIFFICULT?

- *The cattle must be sorted in sequential order according to the back numbers. The arena announcer calls out a number, at random, between 0 and 9 as the first rider enters the pen with the cattle while the other rider guards the opening between the pens.
- *The sorter must start with the animal tagged with the announced number and work through the sequence. Any untagged animal is left in the pen.

THE SORT HAS A TIME-LIMIT; THE TEAM WITH THE MOST CATTLE IN THE LEAST AMOUNT OF TIME...WINS!

SAMPLE SORTING PEN SET UP
SINGLE SORTING ARENA CONFIGURATION



WHY ARE RSNC EVENTS SO POPULAR?



COMPETING IS AFFORDABLE

RSNC offers a competitive family fun horse sport anyone can afford.

- *At regular-season sanctioned events, entry fees start at \$15 for a Beginner Ranch Hand.
- *Overall PAY BACKS average 60%!
- *Even with thousands of dollars in cash and prizes at stake, entry fees for RSNC National Finals top-out at only \$50

WINNING IS ATTAINABLE

- *ANY person that can ride a horse can be competitive in RSNC ranch sorting. The RSNC 9 point rating system, combined with the handicapping system, levels the playing field...or should we say, the arena. That way ALL participants have a fair chance to WIN!
- *The handicapping system encourages the teaming of skilled sorters with the less-experienced partners while the Masters classes feed the appetite of the mature competitor. Beginners, Youth, and Rookies get a piece of the spotlight as well.

We prepare each sponsorship program to meet sponsors unique marketing goals. Please call us to discuss how RSNC can help you build a marketing plan to reach our thousands of members, spectators and producers groups with your message.

*Call Dave Wolfe, RSNC President at 970.897.2901
E-Mail: info@rsnc.us*

WWW.RANCHSORTING.COM

WHAT MAKES RSNC DIFFERENT?



EVERYONE IN THE FAMILY CAN PARTICIPATE

The great thing about Ranch Sorting is that it's a horse sport that the whole family - Dads, Moms, Kids, Grandpa, Grandma - can participate in and have fun doing it - together!

Our goal is to grow the sport to the largest equine sport membership in the nation. We offer easy access to exciting competition for beginners, right up to the expert.

EXPERIENCE A DIFFERENCE EVERYONE CAN ENJOY

75% of all the competitors coming to RSNC events are new to horse sport competitions. It's so easy anyone who can throw a leg over a horse can have FUN and compete.

This is the only equine sport in the nation that allows everyone in the family to COMPETE, WIN and get the recognition and rewards that in most equine sports only the very top competitors receive.

BENEFITS OF RSNC MEMBERSHIP

- *Your first year membership is FREE
- *Bring a new member the next year and receive another FREE membership.
- *Ranch Sorting is a timed event, not a judged event.
- *You are rated in a 9 point rating system that is based on statistical performance and not opinion.
- *There is a level for everyone to be competitive.
- *Receive a Ranch Sorter Magazine
- *Points are kept and both the State and National Level and awards are presented by RSNC.
- *Compete at National Finals with thousands of other teams from all across the country.
- *Horse earnings are tracked for Equistat, PAC and the RSNC Horse Hall of Fame.
- *Nationally accepted rules established to govern the sport.

WE OFFER EXCEPTIONAL LONG-TERM SPONSOR- PARTNERSHIPS AND BENEFITS



WHAT IS THE BENEFIT OPPORTUNITY FOR YOUR COMPANY?

RSNC can help you reach the high profile demographic groups in the horse sport market you want. Horse enthusiasts who are ready to loyally support businesses that support their family hobby pursuits. We have thousands of members, contestants and spectators- many are new to our sport who want to fulfill the needs of their new life style with your products and services.

WE ARE LOOKING FOR LONG TERM SPONSORS ~ PARTNERS

At the RSNC we walk our talk. We are committed to giving you maximum return on your investment. RSNC guarantees we will use, recommend, and promote your products to our entire membership. We guarantee extensive exposure at National Finals. RSNC is dedicated and loyal to our sponsors; in the years to come, our founding sponsors will be given first priority in all RSNC marketing opportunities... now and in the future.

SPONSORSHIP MARKETING OPPORTUNITIES INCLUDE:

*Logo on the front page of RSNC website

We will provide you with prime banner logo ad on the home page of the RSNC website with a link back to your company website.

*Sponsor PA announcements at National Finals

Your company's name and product information will be announced repeatedly at National Finals.

*Full page business profile on RSNC's new interactive website | videos included

We will produce a full-page business profile featuring your support of our organization. We also offer your monthly e-mail marketing to our membership and producer groups.

*Product booth space at National Finals

Our sponsors are Welcome and encouraged to set up a booth to display and market their products at any of the hundreds of RSNC sanctioned events throughout the United States.

*Giveaways, Coupons and Contest

Our sponsors also have the opportunity to distribute samples, promotional logo premiums, product coupons and to invite our membership to participate in promotional contest. (Best video contest, Best photo contest and more.)

*Special promotions

Special promotions in The Ranch Sorter© Magazine, and an E-Mail list of 9,000

*Banners in arenas at RSNC Sanctioned Events!

Marketing banners provided by the sponsor will be prominently featured in the arenas at all RSNC sanctioned events, reaching thousands of energetic contestants and excited spectators

*Advertising in The RanchSorter© membership publication

Your company will be given prime advertising space in our RSNC membership magazine The Ranch Sorter© published 6 times per year. Circulation 10000+

*Awards presentation at RSNC Finals

We will provide opportunities for your company's local and/or National representatives or dealers to present awards to the winners at the RSNC National Finals.

WWW.RANCHSORTING.COM

RANCH SORTING NATIONAL CHAMPIONSHIPS

Founded In Spring Of 2007

“Where Old Traditions Meet The New West”

2012 RSNC NATIONAL FINALS EXPECTING TO HOST
5000 TEAMS

RSNC MEMBERSHIP HAS OVER 14,000 MEMBERS IN
46 STATES PLUS CANADA, ITALY & AUSTRALIA

RSNC IS THE ONLY NATIONAL ASSOCIATION

2007/08	2008/09	2009/10	2010/11	2011/12
Membership 867	Membership 2158	Membership 5016	Membership 11,000	Membership 14,000
Sanctioned Events 76	Sanctioned events 140	Sanctioned Events 270	Sanctioned Events 343	Over 400 Sanctioned Events Booked
National Finals Teams 997	National Finals Teams 1976	National Finals Teams 3810	National Finals Teams 4093	5 State Fairs and Many County Fairs! 5000 Teams Expected At Nationals!

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HERE OLD TRADITIONS MEET THE NEW WEST

RSNC MISSION STATEMENT

IT IS THE MISSION OF RSNC TO LEAD THE HORSE INDUSTRY
IN DEVELOPING AND IMPROVING THE SPORT OF RANCH SORTING THROUGH
AFFORDABILITY AND A FAIR RATING SYSTEM.

OUR GOAL IS TO PRESERVE THE HERITAGE AND INTEGRITY OF THE
RANCHING LIFESTYLE WHILE PROVIDING A FAMILY-ORIENTED,
COMPETITIVE-RIDING EXPERIENCE AT THE GRASSROOTS LEVEL.



Dave Wolfe, RSNC President
(970) 897-2901

Don Goddard
(970) 356-5571

PRESERVING THE RANCHING LIFESTYLE

National Headquarters
PO Box 1
Wellington, Colorado 80549

Phone: 970-897-2901
Fax: 970-897-2921
E-Mail: info@rsnc.us

WWW.RANCHSORTING.COM



RANCH SORTING



AMERICAS No.1 FASTEST GROWING EQUINE FAMILY SPORT!

ITS AFFORDABLE AND... IT INVOLVES THE WHOLE FAMILY.

Leading this new revolution in competitive riding is... RSNC- Ranch Sorting National Championships. How do we know Ranch Sorting is the most popular equine family sport in the US?

OUR GROWTH! HERE ARE THE FACTS!

75% of the thousands of competitors who are coming out are new to horse sports!

2007

- * 76 RSNC sanctioned events!
- * 997 ranch sorting teams competed at RSNC Finals!

2008

- * RSNC's second year as an Official Association experiences phenomenal 2X growth!
- * Over 140 RSNC sanctioned events!
- * 1976 TEAMS competed at the National Finals | Largest in history of horse sports!
- * \$200,000 in payouts! | \$50,000 pay line!

2009

- * Explosive growth year - RSNC Membership will be 3X at it's current rate!
- * 265 RSNC sanctioned events country wide including 4 state fairs!
- * Membership in 36 STATES | REACHING OVER 4000 in 2009!
- * RSNC mailing list: 9000+ and growing FAST!
- * 3,300 teams competed at the National Finals!
- * \$350,000 in payouts at National Finals!

2010

- * 5000 MEMBERSHIPS!
- * 3800 TEAMS!
- * \$400,000 in payouts!

2011

- * 11000 MEMBERSHIPS!
- * 4093 TEAMS!
- * \$400,000 in payouts!

2012

- * 14000 MEMBERSHIPS!
- * 5000 Expected!
- * \$400,000 in payouts!

WWW.RANCHSORTING.COM

RSNC SPONSOR PARTNERSHIP PACKAGES



*NATIONAL FINALIST SPONSORSHIP

- * National Championships Named After Sponsor
- * Premium Placement Of Banners In Arenas At National Finals When Provided
- * Year End Competitors Will Compete Wearing A Shirt With Sponsor Logo When Provided
- * Multiple Sponsor Announcements At National Finals
- * National Finalist Sponsor To Present National Awards At RSNC
- * National Finalist Sponsor Gathering During National Finals
- * National Finalist Sponsor Logo On RSNC Website Homepage
- * National Finalist Write Up On Sponsor Page With Logo For 12 Months
- * Link To Sponsor Website For 12 months
- * National Finalist Sponsor Wall Plaque Of Acknowledgement
- * Full Page Display Advertising In The Ranch Sorter© Publications 6X
- * Welcome And Encouraged To Market Your Productions At National Finals
- * Use Of Mailing List Multiple Times

*PLATINUM SPONSORSHIP

- * Premium Placement Of Banners In Arenas At National Finals When Provided
- * Multiple Sponsor Announcements At National Finals
- * Platinum Sponsor To Present Awards At National Final Event
- * Platinum Sponsor Gathering During National Finals
- * Platinum Sponsor Logo On RSNC Website Homepage 12 Months
- * Link To Sponsor Website For 12 months
- * Full Page Display Advertising In The Ranch Sorter© Publications 6X
- * Welcome And Encouraged To Market Your Products At National Finals
- * Use Of Mailing List

*GOLD SPONSORSHIP

- * Premium Placement Of Banners In Arenas At National Finals When Provided
- * Year End Competitors Will Compete Wearing A Shirt With Sponsor Logo When Provided
- * Multiple Sponsor Announcements At National Finals
- * Gold Sponsor To Present Awards At National Finals Event
- * Gold Sponsor Section Seating During National Finals
- * Gold Sponsor Logo On RSNC Website Homepage 12 Months
- * Link To Sponsor Website For 12 months
- * Quarter Page Display Advertising In The Ranch Sorter© Publications 6X
- * Welcome And Encouraged To Market Your Products At RSNC National Finals

*REGIONAL SPONSORSHIP

- * Regional Sponsor Logo On RSNC Website Homepage 12 Months
- * Link To Sponsor Website For 12 months
- * Placement Of Banners In Arenas At National Finals RSNC Events When Provided
- * Welcome And Encouraged To Market Your Products At National Finals

**CUSTOM SPONSORSHIP PACKAGES
CALL FOR DETAILS**