

March 23, 2021

Little Britches of Wisconsin



Sponsor of 2021 and 2022 seasons Finalist AWARD

I am contacting you on behalf of the Little Britches of Wisconsin (LBW). The LBW is organized exclusively for charitable and educational purposes. Rodeo is a sporting event that involves horses and other livestock designed to test the skill and speed of the cowboys and cowgirls participating.

The participants of LBW are carrying on a tradition from a part of American history that has steadily declined, but dates back to the early 1800's. Although family farms and ranches have slowly disappeared from our landscape, the sport of rodeo endures. The events carried on in rodeo still have a strong tie to daily ranching jobs such as starting a horse to ride (bronc riding), catching a calf to give medication (tie down roping, team roping and steer wrestling).

The cowboys and cowgirls that participate in rodeo are 6 – 18 years old. Youth in the 21st century are entrapped by social media and video and endure the drama of being accepted into social groups. They may participate in other sports, music, drama or art but the rodeo participants differ from most youth in big ways. They put down the game controller and cell phone to go outside and work with their animals. They learn responsibility, animal health care and the discipline it takes to keep their horses in shape and trained to perform to a higher standard.

These kids deserve to be rewarded for their hard work and dedication to this sport. We are reaching out to you for assistance in acquiring a year end award. The top 20 contestants will be awarded in each event. The events are separated into two different categories, Rough Stock and Timed Events. Timed events are: tie-down roping, team roping, steer wrestling, pole bending, barrel racing, and goat tying. Rough Stock events are: saddle bronc riding, bareback bronc riding, and bull riding.

With your gift of \$3,000, you will be sponsoring the year end awards for 2021 and 2022 and be recognized with your logo sewn on the jacket/vest/chair. Approximately 130 LBW members will receive the jacket and wear them to advertise your business. The members include families from Wisconsin and many neighboring states. Also, LBW will be displaying all sponsors on a banner during the rodeo and each business will have a flag that will go through the grand entry of each rodeo. Your tax-deductible donation is instrumental in carrying on the American tradition of rodeo, while simultaneously giving these athletes an incentive to be the best they can be. Thank you for your time and consideration. I look forward to hearing back from you.

Sincerely,

Shelby Mitchell

LBW Board Member