

RFSC 2021 Sponsorship Program

What is a RFSC Sponsorship? The sponsorships are monies solicited or offered from businesses that would like to use our website and events to advertise their business. Each year the Sponsorships start over with the new year and end when the next year begins.

Why is this important? Sponsorship monies help the club pay for the expenses of maintaining the Saddle Club Grounds and producing quality shows. Last year we had many surprise expenses related to keeping our facilities maintained.

Who benefits from the Sponsorship Program? Members of Red Flannel can earn their 2021 Membership fee of \$25 if they are able to find \$250 dollars of sponsorships. Companies who sponsor have advertising for their business through the website, announcements and recognition during club events and if sponsoring over \$250 have a banner displayed at the grounds. The club uses the monies for maintaining the grounds and expenses incurred for producing shows.

When are Sponsorship's accepted? Winter and Spring are good times to begin a sponsorship to be able to receive the most for money sponsored. However, anytime of year is a good time to find/become a sponsor. Sponsors name, logo (if provided), and contact information will go onto the website and banners will be planned for display for the upcoming year.

Where do I find a Sponsorship form? Sponsorship forms are located on the Red Flannel Website under the Sponsors link at the bottom of the page. There will also be paper copies available at the awards banquet and entry booth once show season begins.

How do I find and sign up a sponsor?

- First, find the sponsorship form on the website under the sponsors link. Print out the number of forms that you will need.
- Secondly, think of 3-5 businesses that you frequent, are local or who know you. Write them down.
- Email, call, or visit the business. Introduce your self and indicate you are a member of RFSC, ask if they would be interested in sponsoring Red Flannel this year. Explain the benefits of being in the sponsorship program at RFSC.
- Show the website page so they can see what an awesome website we have.
- Be ready to explain what the money will be used for.
- Have a form or two ready. If they are interested, complete the 2021 Sponsors Form on the bottom—Have checks mailed to Marilyn Lomashewich at 8350 16 Mile Rd; Cedar Springs, MI 49319 or turn into the entry. The top section with business information should be mailed to: Kathy Rebh, 7130 10 Mile Rd NE; Rockford, MI 49341 or turned into the entry booth.
- No matter how the meeting goes with the business, smile and thank them for their support or consideration.

Thank you in advance to all members who try to get a sponsor for Red Flannel this year! Just asking can be a help.