

# Dodginghorse Ranch Foundation

A photograph of three people riding horses in a field. The person on the left is wearing a cowboy hat and a dark green sweater, riding a light-colored horse. The person in the middle is wearing a blue sweater and a ponytail, riding a dark brown horse. The person on the right is wearing a dark blue jacket and jeans, riding a reddish-brown horse. They are all looking towards a hillside covered in autumn-colored trees.

A Nonprofit Building  
Strong Indigenous  
Futures through, Culture,  
Land, and Horses

PARTNER WITH US TODAY

# Mission

DODGINGHORSE RANCH FOUNDATION'S MISSION IS TO STRENGTHEN INDIGENOUS CHILDREN, YOUTH, AND FAMILIES THROUGH INDIGENOUS LED, LAND BASED, EQUINE CENTERED, AND CULTURALLY GROUNDED PROGRAMS THAT BUILD CONFIDENCE, LEADERSHIP, HEALING, AND CONNECTION TO CULTURE, LAND, AND COMMUNITY.



# Purpose

- TO ADVANCE EDUCATION BY PROVIDING STRUCTURED PROGRAMS, WORKSHOPS, AND EXPERIENTIAL LEARNING OPPORTUNITIES FOR INDIGENOUS YOUTH TO DEVELOP LIFE SKILLS, LEADERSHIP ABILITIES, AND PERSONAL CONFIDENCE THROUGH EQUINE ASSISTED LEARNING, LAND BASED EDUCATION, CULTURAL EDUCATION, AND INDIGENOUS TEACHINGS, DELIVERED BY QUALIFIED INSTRUCTORS, ELDERS, AND KNOWLEDGE KEEPERS.
- TO ADVANCE EDUCATION BY PROVIDING EDUCATIONAL MATERIALS, DEMONSTRATIONS, AND TRAINING TO INDIGENOUS YOUTH AND THE GENERAL PUBLIC RELATED TO EQUINE CARE, ANIMAL WELFARE, LAND STEWARDSHIP, AND INDIGENOUS CULTURAL PRACTICES.
- TO PROMOTE THE WELL BEING OF YOUTH, PARTICULARLY THOSE FACING SOCIAL, CULTURAL, OR ECONOMIC BARRIERS, BY PROVIDING ACCESS TO CULTURALLY GROUNDED AND EDUCATIONAL PROGRAMMING THAT FOSTERS CONNECTION TO ANIMALS, THE LAND, CULTURE, AND COMMUNITY.
- TO PROMOTE RECONCILIATION AND INDIGENOUS CULTURAL UNDERSTANDING BY PROVIDING EDUCATIONAL PROGRAMS, WORKSHOPS, AND COMMUNITY ENGAGEMENT ACTIVITIES THAT INCREASE AWARENESS, RESPECT, AND APPRECIATION OF INDIGENOUS KNOWLEDGE, VALUES, HISTORIES, AND TRADITIONS.
- TO ADVANCE EDUCATION AND PROMOTE THE WELL BEING OF INDIGENOUS YOUTH THROUGH MENTORSHIP AND POSITIVE ROLE MODEL PROGRAMS THAT USE SPORT AND PHYSICAL ACTIVITY AS A MEANS TO ENCOURAGE LEADERSHIP DEVELOPMENT, PERSONAL GROWTH, CONFIDENCE, AND POSITIVE LIFE SKILLS.

# Our Program Model

DODGINGHORSE RANCH FOUNDATION DELIVERS AN INTEGRATED INDIGENOUS YOUTH DEVELOPMENT PROGRAM THROUGH SIX INTERCONNECTED DELIVERY STREAMS INCLUDING:

- CLASSROOM IN THE DIRT
- RODEO NIGHTS AT THE RANCH
- BARREL RACING MENTORSHIP
- DH RANCH INDIGENOUS RELAY TEAM
- INDIGENOUS & DIVERSITY EDUCATION IN SPORTS
- TRUTH AND RECONCILIATION IN ACTION.

TOGETHER, THESE STREAMS PROVIDE LAND BASED LEARNING, EQUINE ASSISTED EDUCATION, SPORT MENTORSHIP, LEADERSHIP DEVELOPMENT, AND CULTURAL CONNECTION FOR INDIGENOUS CHILDREN AND YOUTH.



# Impact at a Glance

- SERVING 80 TO 100 INDIGENOUS CHILDREN AND YOUTH ANNUALLY
- AGES 5 TO 18
- 18 SUMMER LAND BASED SESSIONS
- 24 FALL AFTER SCHOOL SESSIONS
- INDIGENOUS LED, TRAUMA INFORMED PROGRAMMING
- FOCUS ON CULTURE, CONFIDENCE, LEADERSHIP, AND BELONGING



# Outcomes & Evaluation

## EXPECTED OUTCOMES

- INCREASED CULTURAL IDENTITY AND BELONGING
- IMPROVED EMOTIONAL REGULATION AND CONFIDENCE
- STRONGER RELATIONSHIPS WITH ELDERS AND MENTORS
- INCREASED LEADERSHIP AND TEAMWORK SKILLS

## HOW WE MEASURE

- ATTENDANCE AND PARTICIPATION TRACKING
- REFLECTION CHECK INS - POWER OF A CIRCLE
- PARENT AND CAREGIVER FEEDBACK
- STAFF AND ELDER OBSERVATION



# Who We Are

DODGINGHORSE RANCH FOUNDATION IS AN INDIGENOUS LED NONPROFIT ORGANIZATION PROVIDING LAND BASED, EQUINE CENTERED, AND CULTURALLY GROUNDED PROGRAMS FOR INDIGENOUS CHILDREN, YOUTH, FAMILIES, AND COMMUNITY PARTNERS. LED BY SONYA DODGINGHORSE, BRENT DODGINGHORSE, AND CAYDA DODGINGHORSE, THE FOUNDATION CREATES SAFE, TRAUMA INFORMED SPACES WHERE LEARNING, HEALING, LEADERSHIP, AND CULTURAL PRIDE GROW THROUGH HORSES, LAND, AND COMMUNITY.

OUR WORK IS GUIDED BY THE BELIEF THAT MOVEMENT IS MEDICINE, HORSES ARE TEACHERS, AND CULTURE CREATES SAFETY.



# Why This Works

INDIGENOUS CHILDREN AND YOUTH CONTINUE TO FACE BARRIERS TO SAFE RECREATION, SPORT, MENTORSHIP, AND CULTURALLY SAFE PROGRAMMING. MANY FAMILIES EXPERIENCE FINANCIAL CONSTRAINTS, TRANSPORTATION CHALLENGES, AND LIMITED ACCESS TO LAND BASED LEARNING OPPORTUNITIES.

DODGINGHORSE RANCH FOUNDATION RESPONDS WITH CONSISTENT, INDIGENOUS LED PROGRAMS THAT BUILD CONFIDENCE, EMOTIONAL WELLBEING, LEADERSHIP, AND CULTURAL CONNECTION WHILE PRIORITIZING CHILD SAFETY AND HORSE WELFARE.





# Truth and Reconciliation in Action

DODGINGHORSE RANCH FOUNDATION ADVANCES THE TRUTH AND RECONCILIATION COMMISSION OF CANADA'S CALLS TO ACTION THROUGH INDIGENOUS LED EDUCATION, SPORT, AND WELLNESS PROGRAMMING. THIS WORK SUPPORTS INDIGENOUS SELF DETERMINATION, CULTURALLY RELEVANT EDUCATION, YOUTH WELLBEING, AND STRONGER RELATIONSHIPS BETWEEN INDIGENOUS AND NON INDIGENOUS COMMUNITIES.

CORPORATE PARTNERSHIP WITH THE FOUNDATION OFFERS A MEANINGFUL WAY TO MOVE BEYOND STATEMENTS AND DEMONSTRATE RECONCILIATION THROUGH ACTION, ACCOUNTABILITY, AND LONG TERM INVESTMENT.

# Classroom in the Dirt

CLASSROOM IN THE DIRT IS A LAND BASED EDUCATION PROGRAM COMBINING HORSEMANSHIP, CULTURAL TEACHINGS, TEAMWORK, AND LIFE SKILLS DEVELOPMENT. YOUTH LEARN RESPONSIBILITY, EMOTIONAL REGULATION, CONFIDENCE, AND LEADERSHIP THROUGH HANDS ON EXPERIENCES WITH HORSES AND THE LAND. THE PROGRAM SUPPORTS POSITIVE ENGAGEMENT AT SCHOOL AND HOME WHILE STRENGTHENING CULTURAL IDENTITY AND BELONGING.





# Rodeo Nights at the Ranch

RODEO NIGHTS ARE COMMUNITY FOCUSED EVENTS OFFERING SAFE, AGE APPROPRIATE EXPOSURE TO RODEO SKILLS SUCH AS BARREL RACING, MINI RELAY RACING, POLE BENDING, GOAT EVENTS, AND DUMMY ROPING. THESE EVENINGS EMPHASIZE PARTICIPATION, SPORTSMANSHIP, SAFETY, AND JOY WHILE BRINGING FAMILIES TOGETHER AND STRENGTHENING COMMUNITY CONNECTION.

# Barrel Racing Mentorship

THE BARREL RACING MENTORSHIP PROGRAM PAIRS TWO INDIGENOUS YOUTH WITH SONYA AND CAYDA DODGINGHORSE.

YOUTH RECEIVE CONSISTENT TRAINING, LIFE SKILLS MENTORSHIP, AND EXPOSURE TO PROFESSIONAL INDIGENOUS SPORT PATHWAYS TRAVELING TO RODEOS. THE FOCUS IS ON DISCIPLINE, RESILIENCE, LEADERSHIP, AND REPRESENTING COMMUNITY WITH PRIDE AND RESPONSIBILITY.





# Relay Racing Team

THE DODGINGHORSE RANCH INDIGENOUS RELAY RACING TEAM REFLECTS DEEP INDIGENOUS HORSEMANSHIP TRADITIONS. RELAY RACING IS USED AS A LEADERSHIP AND MENTORSHIP PLATFORM THAT REINFORCES TEAMWORK, ACCOUNTABILITY, SAFETY, AND CULTURAL PRIDE WHILE CREATING POSITIVE VISIBILITY FOR INDIGENOUS EXCELLENCE IN SPORT.

# Indigenous and Diversity Education in Sports

LED BY BRENT DODGINGHORSE, INDIGENOUS SPORTS AND DIVERSITY SESSIONS ARE DESIGNED FOR **INDIGENOUS AND NON-INDIGENOUS** AUDIENCES INCLUDING CORPORATIONS, SPORT ORGANIZATIONS, SCHOOLS, BOARDS, AND COMMUNITY GROUPS.

SESSIONS FOCUS ON INDIGENOUS LEADERSHIP IN SPORT, TRUTH AND RECONCILIATION IN ACTION, CULTURAL SAFETY, EQUITY, AND RESPECTFUL ENGAGEMENT USING LIVED EXPERIENCE RATHER THAN PERFORMATIVE TRAINING.



# Opportunities

CORPORATE PARTNERSHIP OPPORTUNITIES  
CORPORATE PARTNERS SUPPORT INDIGENOUS  
YOUTH, CULTURE, SPORT, AND  
RECONCILIATION THROUGH MEANINGFUL  
INVESTMENT.

EACH LEVEL PROVIDES VISIBLE RECOGNITION  
WHILE PROTECTING CULTURAL INTEGRITY AND  
CHILD SAFETY.



# LEVELS OF CORPORATE PARTNERSHIP

## LEGACY PARTNER \$100,000

- PRIMARY RECOGNITION AS A DH RANCH LEGACY PARTNER
- PROMINENT LOGO PLACEMENT ON MAJOR EVENT BANNERS AND ARENA SIGNAGE
- FEATURED LOGO PLACEMENT ON DH RANCH WEBSITE HOMEPAGE AND PARTNER PAGE
- LOGO PLACEMENT ON HORSE TRAILERS AND EQUIPMENT TRAILERS
- RECOGNITION ON ARENA GROOMER OR MAJOR PROGRAM EQUIPMENT
- RECOGNITION SIGNAGE IN THE BARN AND LEARNING SPACES
- DEDICATED SOCIAL MEDIA PARTNER SPOTLIGHT SERIES
- RECOGNITION IN ALL MAJOR PROGRAM ANNOUNCEMENTS AND MEDIA FEATURES
- ACKNOWLEDGEMENT AT ALL DH RANCH RODEO NIGHTS AND COMMUNITY EVENTS
- INVITATION TO GUIDED PROGRAM VISITS AND YEAR END CELEBRATION



## **CHAMPION PARTNER \$75,000**

- RECOGNITION AS A DH RANCH CHAMPION PARTNER
- LOGO PLACEMENT ON EVENT BANNERS AND ARENA SIGNAGE
- LOGO PLACEMENT ON DH RANCH WEBSITE PARTNER PAGE
- RECOGNITION ON HORSE TRAILERS OR EQUIPMENT TRAILERS
- RECOGNITION SIGNAGE IN BARN OR ARENA SPACES
- SOCIAL MEDIA PARTNER SPOTLIGHT POSTS
- ACKNOWLEDGEMENT AT DH RANCH RODEO NIGHTS AND SELECT COMMUNITY EVENTS
- INVITATION TO GUIDED PROGRAM VISIT



## **BUILDER PARTNER \$50,000**

- RECOGNITION AS A DH RANCH BUILDER PARTNER
- LOGO PLACEMENT ON EVENT BANNERS
- LOGO PLACEMENT ON DH RANCH WEBSITE PARTNER PAGE
- RECOGNITION ON SELECT BARN OR ARENA SIGNAGE
- RECOGNITION ON PROGRAM SWAG OR APPAREL
- SOCIAL MEDIA THANK YOU AND PARTNER MENTION
- ACKNOWLEDGEMENT AT DH RANCH COMMUNITY EVENTS



## **COMMUNITY IMPACT PARTNER \$25,000**

- RECOGNITION AS A DH RANCH COMMUNITY IMPACT PARTNER
- LOGO PLACEMENT ON DH RANCH WEBSITE PARTNER PAGE
- RECOGNITION ON PROGRAM SIGNAGE
- RECOGNITION ON SELECT SWAG OR PRINTED MATERIALS
- SOCIAL MEDIA THANK YOU POST
- ACKNOWLEDGEMENT AT DH RANCH EVENTS

## **SUPPORTING PARTNER \$2,500**

- RECOGNITION AS A DH RANCH SUPPORTING PARTNER
- LOGO PLACEMENT ON DH RANCH WEBSITE PARTNER PAGE
- RECOGNITION ON SHARED EVENT SIGNAGE
- SOCIAL MEDIA THANK YOU POST
- INCLUSION IN SELECT PROGRAM UPDATES AND COMMUNITY ACKNOWLEDGEMENTS



## **CHUTE SPONSOR \$5,000 EACH - 3 AVAILABLE**

- RECOGNITION AS AN OFFICIAL DH RANCH CHUTE SPONSOR
- LOGO PLACEMENT ON CHUTE SIGNAGE
- VERBAL ACKNOWLEDGEMENT BY THE ANNOUNCER DURING EVENTS
- RECOGNITION ON DH RANCH WEBSITE PARTNER PAGE
- SOCIAL MEDIA THANK YOU POST



Bucking Chute Example

## **ANNOUNCER STAND SPONSOR \$7,500 - 1 AVAILABLE**

- RECOGNITION AS THE OFFICIAL DH RANCH ANNOUNCER STAND SPONSOR
- LOGO PLACEMENT ON ANNOUNCER STAND SIGNAGE
- VERBAL ACKNOWLEDGEMENT BY THE ANNOUNCER DURING EVENTS
- RECOGNITION ON DH RANCH WEBSITE PARTNER PAGE
- SOCIAL MEDIA THANK YOU POST



Announcer Stand Example



# Brand Visibility

BRAND VISIBILITY AND RECOGNITION PARTNERS RECEIVE RESPECTFUL BRAND RECOGNITION THROUGH LOGO PLACEMENT ON HORSE TRAILERS, ARENA SIGNAGE DURING PROGRAMS AND EVENTS, WEBSITE, PARTNER RECOGNITION, SOCIAL MEDIA STORYTELLING

ALL RECOGNITION ALIGNS WITH INDIGENOUS VALUES. LOGOS ARE NOT PLACED ON HORSES, TACK, OR CHILDREN'S CLOTHING.

# REACH AND VISIBILITY

Community, Tourism, Corporate, and National Exposure  
DH Ranch provides year round, values aligned exposure through community programming, cultural tourism, corporate engagement, and competitive sport across Canada and the United States.

## Community and Youth Reach

- 80 plus Indigenous children and youth annually
- Hundreds of families, Elders, and community members
- Programs, rodeo nights, and year end celebrations
- On site visibility at arena, barn, chutes, announcer stand

## Cultural Tourism

- Cultural and sport tourism destination
- Visitors from Alberta, Canada, and internationally
- Exposure during public events and guided experiences
- Authentic Indigenous led programming

## Corporate Engagement

- Corporate and organizational team building host site
- Clients include Calgary Stampeders and Special Olympics
- Exposure to executives, coaches, and staff
- Leadership, trust, and inclusion focused experiences

## National and Cross Border Exposure

- Travel across Canada and the United States
- Barrel Racing and Indian Relay competition
- Horses, trailers, and equipment on the road
- Mobile sponsor visibility at major events

## Digital Reach

- Active social media with national and international reach
- Partner recognition through posts and stories
- Content amplified through tourism and sport networks
- Website partner visibility year round

## Why It Matters

Partners are seen where culture, sport, leadership, and trust intersect, creating meaningful visibility rooted in real experience.

# Organizational Goals

ORGANIZATIONAL GOALS  
EXPAND ACCESS TO INDIGENOUS LED  
YOUTH PROGRAMMING STRENGTHEN SPORT  
AND LEADERSHIP MENTORSHIP PATHWAYS  
ADVANCE RECONCILIATION THROUGH  
ACTION ENSURE LONG TERM SUSTAINABILITY  
PROTECT CULTURAL INTEGRITY, CHILD  
SAFETY, AND HORSE WELFARE





# Invitation to Partner

## INVITATION TO PARTNER

DODGINGHORSE RANCH FOUNDATION IS BUILDING STRONG FUTURES THROUGH CULTURE, SPORT, EDUCATION, AND COMMUNITY.

WE INVITE YOU TO PARTNER WITH US TO SUPPORT INDIGENOUS YOUTH, DEMONSTRATE RECONCILIATION THROUGH ACTION, AND CREATE LASTING COMMUNITY IMPACT.

THANK YOU FOR YOUR TIME AND CONSIDERATION.

# Meet our Team



BRENT DODGINGHORSE



SONYA DODGINGHORSE



CAYDA DODGINGHORSE

# Contact Us

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