

Sponsorship Package



Awakening the Spirit
A Mother and Daughter's
Intergenerational Healing Journey

Dear Sponsor,

My name is Sonya Dodginghorse, I am a First Nation professional barrel racer and educator from the Tsuut'ina Nation. This 2022 season, my 15-year-old daughter and I are giving our full commitment to our professional rodeo career as we continue the intergenerational healing journey through the spirit of the horse. We live healthy active lifestyles and promote improving the lifestyles of those around us through fitness, nutrition, healing historical trauma and cultural diversity through our horse program. We also volunteer in our community and promote the sport of rodeo by hosting many youth initiatives throughout the year.

We are offering you a rewarding and unique sponsorship opportunity. As we travel across Canada and the USA competing at a Professional level, my daughter and I will represent your company at the highest level of integrity inside and outside of the rodeo arena. The rodeo industry is large and far reaching. According to the Pro Rodeo Cowboys Association, there are 6.3 million loyal rodeo fans in the USA alone, and with the platforms of live streaming and television networks, the fan base has exponentially grown internationally. Being First Nation rodeo competitors is distinctive in the Professional Rodeo Industry because we are noticed and respected for our commitment and dedication to the sport. Furthermore, we thrive to build healthy relationships with Indigenous and Non-Indigenous people by sharing our story of resilience through our lens, therefore, we are including a Team Building Event with Culture and Diversity Awareness Training at our DH44 Ranch for your company along with your sponsorship.

Your company, trademark and brand name will be recognized and promoted throughout Canada and the USA on our western attire, living quarters horse trailer, and on our personal social media sites (Facebook, Instagram, TikTok, and Snapchat) where we have over 15,000 followers on Tik Tok alone. Additionally, at the end of season we will provide you with a memorable acknowledgement of your sponsorship in the form of an action photo and personalized note.

Thank you for your time and consideration in reviewing our package. Please complete the attached sponsor confirmation. If you require further information, please call me at 639-205-7742 or email dhbranch44@gmail.com.

Respectfully,



Sonya Dodginghorse

Inclusion

Diversity

Committed

Humble

Positive

Indigenous

Sonya's Accomplishments:

- 2022 Tucson Pro Rodeo – Short Go
- 2022 Buckeye Royal Crown Race 5th in the 1D – over 1000 Racers
- 2021 INFR Qualifier – Reserve Champion
- 2019 INFR World Champion Barrel Racer
- February 24, 2020 Qualifier to the American Semi-Finals in Fort Worth Texas
- 7X INFR Qualifier
- 3rd 2018 INFR
- 5th 2017 INFR
- 2018 CINCH Spring Thaw Long Go Champion out of 800.
- 2017 Earned Professional Status
- 2016 CINCH Shootout Winner
- 2016 Semi- Pro Status
- Multiple Year End IRCA & NANCA Titles

Cayda's Accomplishments:

- 2021 INFR Junior Barrel Racing Qualifier
- 2019 INFR World Champion Barrel Racer
- 2019 IRCA Region Finals Champion
- 2019 IRCA Year End Champion
- 2019 NANCA Region Finals Champion



Sonya's Story

<https://youtu.be/R-V8fqE1aiU>



Cayda's Story

<https://youtu.be/KJcBDk4vY7I>



Biographies of Sonya Dodginghorse & Cayda Dodginghorse

Sonya Taypotat-Dodginghorse is the youngest child of Louis & Bernice Taypotat of Kahkewistahaw First Nation. Louis along with his sons, daughters, and grandchildren have competed in the amateur, semi-pro and pro rodeo circuits throughout Canada and the United States. Sonya has made her home on the Tsuut'ina Nation for the last 12 years married to her best friend and biggest support Brent Dodginghorse who is also an Indian World Champion in the Steer Wrestling event and an alumnus of the WHL hockey team Calgary Hitmen. They reside on their ranch with their daughter Cayda, and their fur babies Olive and Lucy.

Sonya is an educator and advocator for educating people of the effects from historical trauma from Indian Residential Schools. She is a role model for indigenous women and youth sharing her knowledge and experiences. She also volunteers in the community hosting youth rodeo events. While Sonya and her family have experienced hardships and overcoming trauma from her own illness, to losing her niece to Lupus, to her brother and dad being diagnosed with Cancer, and to her husband being diagnosed with MS, Sonya remains a true champion for bringing public awareness to those causes through helping family and friends with events.

Sonya is also a champion for God and glorifying Him for her faith, belief, resilience and success she has achieved. She is truly a humble woman warrior inspiring her daughter and others to learn, work hard and succeed. As a champion barrel racer, she also loves, respects and honours her horses by investing many hours and expense of caring for their health and conditioning while finding that balance with her own mental, spiritual and physical health and well-being.

Despite the Covid-19 pandemic, Sonya aspires to continue competing in the pro rodeo circuits to qualify for the 2022 Canadian Finals Rodeo (CFR) in Red Deer, Alberta, bring home another World Title at the 2022 INFR.

Cayda is Sonya's next generation and is following in her mother's footsteps. Cayda has had to learn to balance her busy schedule between her academics as a grade 10 student, rodeo, hockey, volleyball and caring for her horse along with her own physical, mental and spiritual well-being. Albeit her hectic schedule she maintains her academic grades. Cayda, like her mom, puts in countless hours to achieve her goals and aspirations.

Cayda, at 15 years old, is a determined young rodeo athlete. She competed in the Junior barrels and Ladies barrels at the 2019 INFR. She was crowned with the Junior Barrel Racing Indian world title and placed 5th in the average in the Ladies. Cayda aspires to continue to compete in the Junior division with setting her goal on qualifying for the 2022 INFR and bringing home another Indian world title. Just like her mom, she will compete in the pro rodeo circuits to aspire to qualify for the 2022 Canadian Finals Rodeo (CFR) in Red Deer, Alberta.

Sonya and Cayda have made INFR history twofold as they both were crowned Indian World Champions in their respective events as a mother and daughter duo, and it was the first time that both Junior and Ladies Barrel Racing championships were won by Canadians. A blessing and an achievement that they along with their family and friends are very thankful and proud of.

"We are First Nations, we are resilient survivors, and we can do anything we put our minds to. Follow your dreams."



Rodeo Schedule



Expenses

Entry Fees	\$15,000
Fuel	\$10,000
Feed	\$2500
Horse Maintenance	\$7500

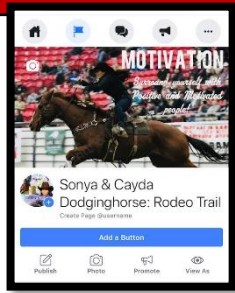
USA – Women's Professional Rodeo Association

- San Carlos INFR Tour Rodeo - November 13, 2021
Brawley, California -November 14, 2021
- American Qualifier, Las Vegas -December 12, 2022
- Odessa, Texas -January 5, 2022
- Greg Olson Memorial Race, Buckeye, AZ -January 15 & 16, 2022
- Sherry Cervi Championships, Tucson, AZ -January 29-30, 2022
- Last Chance American Qualifier, Fort Worth Texas
- Buckeye Royal Crown - February 18-20, 2022
- King City, California - February 25, 2022
- Queen Creek - March 18, 2022
- Cave Creek - March 25, 2022
- Lake Havasu – March 20, 2022

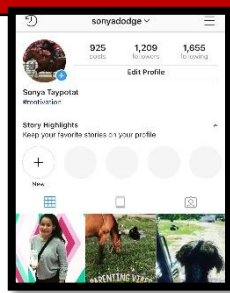
Canadian Professional Rodeo Association

Medicine Hat, AB	April 22-24, 2022
Crowsnest Pass, AB	April 30-May 2, 2022
MAY	
Drayton Valley, AB	May 6-8, 2022
Kamloops, BC - NEW	May 13-15, 2022
Falkland, BC	May 21-23, 2022
Grande Prairie, AB	May 26-29, 2022
JUNE	
Hand Hills, AB	June 4-5, 2022
Leduc, AB	June 2-5, 2022
Bonnyville, AB	June 3-4, 2022
Brooks, AB	June 10-11, 2022
Rocky Mountain House, AB	June 10-12, 2022
Lea Park, AB	June 10-12, 2022
Stavelly, AB	June 17-19, 2022
Innisfail, AB	June 17-19, 2022
Wildwood, AB *(SB)	June 17-18, 2022
Wainwright, AB	June 23-26, 2022
Sundre, AB	June 24-26, 2022
High River, AB	June 25-26, 2022
Ponoka, AB	June 27-July 3, 2022
JULY	
Airdrie, AB	June 29-July 3, 2022
Williams Lake, BC	June 30-July 3, 2022
Coronation, AB	July 8-9, 2022
Benalto, AB	July 7-10, 2022
Teepee Creek, AB	July 15-17, 2022
Bowden, AB	July 16-17, 2022
Morris, MB	July 21-24, 2022
Kennedy, SK	July 23-24, 2022
Pollockville, AB *(SB)	Saturday, July 30, 2022
Medicine Hat, AB	July 28-30, 2022
Strathmore, AB	July 29 - August 1, 2022
Bruce, AB	Sunday, July 31, 2022
AUGUST	
High Prairie, AB	August 2-3, 2022
Grimshaw, AB	August 6-7, 2022
Regina, SK	August 5-7, 2022
La Crete, AB	August 9-10, 2022
Jasper, AB	August 10-13, 2022
Dawson Creek, BC	August 12-14, 2022
Cranbrook, BC	August 19-21, 2022
Pincher Creek, AB	August 19-21, 2022
Okotoks, AB	August 26-28, 2022
Armstrong, BC	August 31-Sept 4, 2022
SEPTEMBER	
Merritt, BC	September 3-4, 2022
Armstrong, BC - Pro Tour Final	Monday, Sept 5, 2022
Medicine Lodge, AB	Saturday, Sept 10, 2022
Olds, AB	September 16-17, 2022
Brooks, AB	September 23 - 24, 2022
Edmonton, AB	September 23 - 25, 2022
Hanna, AB	September 24 - 25, 2022
NOVEMBER	
Red Deer, AB - Canadian Finals Rodeo	Nov 2 - 6, 2022

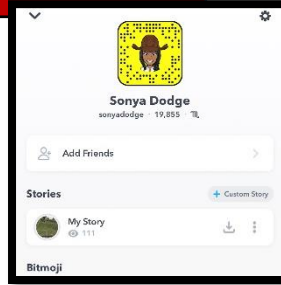
Levels of Sponsorship



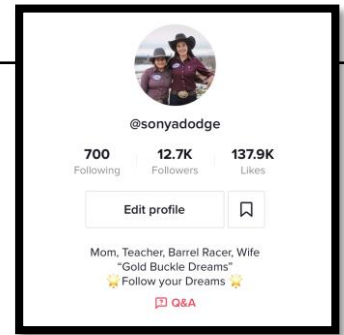
Facebook



Instagram



Snapchat



TickTok

Levels of Sponsorship

Spirit Horse Level **\$20,000 (2 Available)**

- * Logo on Trailer 4' x 4'. (Please provide company decal)
- * Logo on Chest - nine (9) square inch maximum.
- * Weekly Shout outs via Social Media
- * Company Team Building Day with Culture & Diversity Awareness Training at the DH44 Ranch www.dhranch44.com (18 People)

Cowgirl Level **\$7500 (3 Available)**

- * Logo on Trailer 2' x 2' (Please provide company decal)
- * Logo on Sleeve 9 square inch maximum.
- * Weekly Shout outs via Social Media
- * Company Team Building Day with Culture & Diversity Awareness Training at the DH44 Ranch www.dhranch44.com (9 People)

Cowgirl Level **\$2500 (5 Available)**

- * Weekly Shout outs via Social Media
- * Logo on Sleeve 9 square inch maximum
- * Meet and Greet at the DH44 Ranch www.dhranch44.com

Horse Trailer Wrap Sponsor **\$10,000 (1 Available)**

Confirmation

Sponsor Name: _____

Contact Person: _____

Address: _____

Phone Number: _____

Sponsorship Level: _____ Amount: _____

Business Card: Email to dhranch44@gmail.com

Date: _____

Paid: _____ Invoice Required: Yes/No

Send Patches/Decals to:

Sonya Dodginghorse
53 Cattle Dip Road Tsuut'tina Nation
Calgary, AB, T2W 3C4
Cell: 639-205-7742
dhranch44@gmail.com

Spirit Horse Sponsorship Level

1. Team Building through the Spirit of the Horse
2. Indigenous Culture & Diversity Awareness Training
3. Catered Lunch
4. 18 People

Cowgirl Sponsorship Level

1. Team Building through the Spirit of the Horse
2. Indigenous Culture & Diversity Awareness Training
3. Tea & Bannock
4. 9 People



Horse Trailer Wrap Sponsorship

We have a unique TRC initiative for your company!

Sonya and Cayda Dodginghorse compete at a professional level in the barrel racing event. They travel far and wide across Canada and USA. While on their journey they raise awareness for Indigenous Issues. Your company will be included in this initiative.

The Horse Trailer Wrap Design will Include:

- Your company logo implemented into the design.
- Every Child Matters
- MMIW (Missing and Murdered Indigenous Women)
- Treaties
- Culture
- Designed by a local Indigenous Graphic Artist
- Intergenerational Healing
- Indian Residential Schools
- Truth and Reconciliation

