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To Whom This May Concern:

The Alberta Junior Hereford Association is planning their upcoming summer show from June 26-30th, 2025. We are hoping to attract as many junior cattlemen enthusiasts as possible this year, and we need your help!

The AJHA holds a summer cattle show for kids at different places throughout Alberta, and this year we hope to expand our program. We have the July long weekend filled with activities. We have decided to emphasize that we are a family-friendly show and encourage parents to help when needed. Thank you to all supporters of our shows in the past; we greatly appreciate your support.

We are looking for donations this year to help offset our costs. We have listed the sponsorship levels below this letter; please read through the benefits to each category. Supporting our kids in these types of programs where the kids learn more about their livestock, meet other kids, and gain confidence in the agriculture industry is *priceless*.

We realize that you receive many requests for donations and that your budget is limited. The Alberta Junior Hereford Association thanks you in advance for your consideration. Also, please take this as your invitation to attend and participate in our show "Red, White & True Classic." Hope to see you there!

Sincerely,

A handwritten signature in blue ink, appearing to read 'Vanessa', is written over a light blue horizontal line.

Vanessa Van Sickle
Alberta Junior Hereford Association, Adult Advisor

Sponsorship Levels:

Friends (up to \$200)

- Name Printed in the weekend program
- Instagram & Facebook Story through AJHA social media
- Thank you to all sponsors in the AJHA social media

Bronze (up to \$300)

- Card size Ad in the weekend program
- Name announced during the AJHA cattle show
- Instagram & Facebook story through the AJHA social media
- Thank you to all sponsors in the AJHA Social media

Silver (up to \$400)

- ¼ page ad in the weekend program
- Name announced during the AJHA cattle show
- Instagram story through the AJHA social media
- Thank you to all sponsors in the AJHA social media

Gold (up to \$750)

- ½ page ad in the weekend program
- Name announced during the AJHA cattle show
- Business sign hung in the show ring
- Instagram post & story through the AJHA social media
- Thank you to all sponsors in the AJHA social media

Platinum (up to \$1500)

- Full page ad in the weekend program
- Name announced during the AJHA cattle show
- Business sign hung in the show ring
- Instagram post & story through the AJHA social media
- Thank you to all sponsors in the AJHA social media
- 2 supper tickets for Sunday, June 29th

Diamond (\$2000+)

- Full page ad in the weekend program
 - Name announced during the AJHA cattle show
 - Business sign hung in the show ring
 - Instagram post & story through the AJHA social media
 - Thank you to all sponsors in the AJHA social media
 - Company displayed on the backdrop
 - Logo or name on AJHA show apparel
 - 4 Supper tickets for Sunday, June 29th
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