



# Wild West Festival

## FASTEST GUN ALIVE™

*World Championship of Cowboy Fast Draw*

**October 2<sup>nd</sup> – 5<sup>th</sup>, 2014**

**Fallon, NV (Churchill County Fairgrounds)**

### SPONSORSHIP PROPOSAL

#### **Howdy!**

The CFDA World Championship moved from Deadwood, SD to Fallon, NV in 2008. Since then the shooter attendance has grown from just over 100 with a few spectators to over 300 last year and a few thousand spectators.

We have now re-branded the event as a Wild West Festival with the Fastest Gun Alive as the center piece. We now rent the entire Churchill County Fairgrounds and have added other related events such as Cowboy Mounted Shooting in the Green Arena and the Comstock Civil War Encampment complete with skirmishes. New this year are the Nevada Gunslinger Re-enactors and a classic car show. We also have over 40 Vendors, live music and food concession stands, there is no alcohol served to the public during our event.

#### About Cowboy Fast Draw

The Fastest Gun Alive – World Championship of Cowboy Fast Draw is the signature event of the Cowboy Fast Draw Association (CFDA). CFDA is the governing body of the sport of Cowboy Fast Draw with a system of CFDA Affiliated Clubs from across the U.S. and several other countries.

The sport is based on the romance and legend of the American Old West, our members compete with the guns and holsters that are reproductions of that time period.

The members adopt aliases that add to the fun and spirit of the game, while wearing western themed clothing to complete the atmosphere.

The ammunition used is carefully regulated wax bullets. Even though the wax bullets reach similar velocities as live ammunition, they are safely contained in backstops constructed of a combination of plywood and archery netting, which allows competitions to be held safely almost anywhere.

Safety is always first, as CFDA provides firearm safety training programs for both youth and adult members as well as range officer training. Even though the competitors compete for titles, cash and prizes... **CFDA's Motto is: Safety First, Fun Second and Competition Third.**

#### Fallon, NV & Cowboy Fast Draw

Fallon is a perfect fit for the World Championship of Cowboy Fast Draw! Fallon has the right number of motel rooms to accommodate our event for future growth, along with the convenience of great casinos and restaurants. Fallon's businesses are beginning to realize the benefit of providing a friendly atmosphere for our shooters to call home for almost a full week. Our events begin on Wednesday and end on Sunday, with many participants arriving early to help with setting up the event.

The Fallon Tourism and Convention Authority has provided first-class support both financially and with promotion talent. This year we are reaching out to businesses in Fallon and surrounding communities for sponsorship which will continue to help in growing this event for years to come.

Please feel free to contact the main office of CFDA located in Fernley, NV for additional information at 775-575-1802.

Sincerely Yours,

Cal Eilrich a.k.a. Quick Cal, Director of CFDA

#### Sponsor Relation Representatives

|                                 |              |
|---------------------------------|--------------|
| Cal Eilrich a.k.a. Quick Cal    | 510-386-2781 |
| Jill Andrews a.k.a. Grasshopper | 775-427-5228 |
| Bill Andrews a.k.a. Uncle Willy | 775-427-5229 |

## *Sponsorship Opportunities*

### **Title Sponsor \$10,000 Cash (per year)**

#### **Title Sponsor Receives:**

- Company name inserted in Title just before "Fastest Gun Alive"™
- 2-Year Commitment, contract renewable after 2<sup>nd</sup> Year.
- License to use CFDA and Fastest Gun Alive trademarks and logos.
- Sponsor's name is mentioned in all advertising and media coverage.
- Two paid entries to the competition.
- Indoor vending space. (Dry Gulch Saloon, must request in advance)
- Large Banner in Championship Range, Large Banners all Ranges and Pavilion.
- Large Ad in Shooter's Bulletin
- Literature distributed to all participants of all events and vendors.

### **Championship Range Sponsor \$2,500 Cash or (\$1,000 Cash + \$2,000 Retail Price Merchandise)**

#### **Championship Range Sponsor Receives:**

- License to use CFDA and Fastest Gun Alive trademarks and logos.
- Lg. Banner Championship Range A, Sm. Banners Range B, C, D and Pavilion.
- One paid entry to the competition.
- Indoor vending space. (Dry Gulch Saloon, must request in advance)
- Large Ad in Shooter's Bulletin
- Literature distributed to all competitors.

### **Range B Sponsor (Grandstand Side) \$1500 Cash or (\$600 Cash + \$1,250 Retail Price Merchandise)**

#### **Range B Sponsor Receives:**

- License to use CFDA and Fastest Gun Alive trademarks and logos.
- Lg. Banner Range B, Sm. Banners Championship Range and Ranges B, C, and Pavilion.
- One paid entry to the competition.
- Indoor vending space. (Dry Gulch Saloon, must request in advance)
- Large Ad in Shooter's Bulletin
- Literature distributed to all competitors.

### **Range C & D Sponsors \$850 Cash or (\$400 Cash + \$600 Retail Price Merchandise)**

#### **Range C & D Sponsors Receive:**

- License to use CFDA and Fastest Gun Alive trademarks and logos.
- Lg. Banner Range C or D, Sm. Banners Championship Range A, Range C or D, and Pavilion.
- One paid entry to the competition.
- Indoor vending space. (Dry Gulch Saloon, must request in advance)
- Ad in Shooter's Bulletin
- Literature distributed to all competitors.

**Town Folk Alley \$750 Cash or (\$300 Cash + \$600 Retail Price Merchandise)**

**Town Folk Alley Sponsor Receives:**

- License to use CFDA and Fastest Gun Alive trademarks and logos.
- Lg. Banner Town Folk Alley Range, Sm. Banners Championship Range A and Main Tent
- Indoor vending space. (Dry Gulch Saloon, must request in advance)
- Ad in Shooter's Bulletin
- Literature distributed to all competitors.

**Main Trophy Sponsor \$750 Cash**

**Main Trophy Sponsor Receives:**

- License to use CFDA and Fastest Gun Alive trademarks and logos.
- Sm. Banners Championship Range A, Range B and Main Tent
- Company Name and/or Logo on all Main Match Trophies
- Indoor vending space. (Dry Gulch Saloon, must request in advance)
- Ad in Shooter's Bulletin
- Literature distributed to all competitors.

**Major Sponsor \$500 Cash or (\$250 Cash + \$600 Retail Price Merchandise)**

**Major Sponsor Receives:**

- License to use CFDA and Fastest Gun Alive trademarks and logos.
- Sm. Banners Championship Range A, Ranges B, C and D, and Main Tent
- Outdoor vending space.
- Ad in Shooter's Bulletin
- Literature distributed to all competitors.

**Sponsor \$250 Cash or (\$100 Cash + \$300 Retail Price Merchandise)**

**Sponsor Receives:**

- License to use CFDA and Fastest Gun Alive trademarks and logos.
- Sm. Banners Championship Range A and Main Tent
- Outdoor vending space.
- Mention in Shooter's Bulletin
- Literature distributed to all competitors.

**Contributor \$100 Retail Price Merchandise**

**Contributor Receives:**

- Mention in Shooter's Bulletin



# FASTEST GUN ALIVE™

*World Championship of Cowboy Fast Draw*



## 2014 Sponsorship Application

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Contact Phone: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ FAX: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Website: \_\_\_\_\_ Type Business: \_\_\_\_\_

Sponsor Level: \_\_\_\_\_

### SPONSOR TERMS & AGREEMENTS:

The undersigned, authorized representative, agrees to the terms and conditions specified in the following agreement.

1. To be included in the Gunslinger Gazette, Shooter's Bulletin or any other advertising, the sponsor fee, agreement and artwork must be received before issue deadlines.
2. To be included in Shooter's Bulletin, agreement and artwork must be received by September 18th.
3. Sponsor will deliver banners, camera ready artwork by September 18th.
4. If Sponsor requires vending space, please notify CFDA and reserve space by September 18th.
5. All Merchandise and Literature for Distribution, must be received by CFDA by September 18<sup>th</sup>.

Cowboy Fast Draw Association, LLC (CFDA) is the promoter and host of this event and owns all rights to our names logos and intellectual properties, the name Fastest Gun Alive is a Trademark of the CFDA. CFDA agrees to provide recognition, advertisements, and license to use the Cowboy Fast Draw Association and Fastest Gun Alive names and trademarks. The Sponsor will provide 4.5" x 7.5" ad artwork for a large 1/2 page Shooter's Handout ad or a 3.75" x 7.5" ad for a small 1/4 page Shooter's Handout ad. Sponsor may provide their own banners if available.

**Security is provided from 6 p.m. on Wednesday (October 1st) to 12:00 noon on Sunday (October 5<sup>th</sup>).**

**CFDA DOES NOT ASSUME ANY LIABILITY FOR LOST, STOLEN, OR DAMAGED GOODS.**

Amount Enclosed: \$ \_\_\_\_\_

Name: \_\_\_\_\_

### If Electing Merchandise Option:

*Must Include Detailed List and Value of Merchandise*

Signature: \_\_\_\_\_

### For Firearm Donations:

Contact: *Quick Cal* for FFL Details

Date: \_\_\_\_\_ Title: \_\_\_\_\_

Cell Phone: 775-745-9727 / Email: quickcal@cowboyfastdraw.com

*Note: (Please Retain a Completed Copy of This Application for Your Records)*

**Ship All Merchandise & Literature To: CFDA – 3080 Farm District Rd. – Fernley, NV 89408**

**Please Make Checks Payable to: CFDA – P.O. Box 5 – Fernley, NV 89408**

**775-575-1802**

**FAX: 775-575-5748**

**Email: Info@cowboyfastdraw.com**