

Canadian National Charolais Show and Sale 2017

The Manitoba Charolais Association is pleased to host the Canadian National Charolais Show and Sale this year at the Manitoba Ag-Ex. Ag-Ex takes place October 26th and the 27th, with the National Charolais Sale at 7:00pm Thursday, October 26th and the National Charolais Show at 2:00pm Friday, October 27th. Ag-Ex is Manitoba's biggest all breeds cattle show; now, with the addition of the National Charolais Show and Sale, some of the best purebred cattle in Western Canada will compete in Brandon at this prestigious show.

The Canadian National Charolais Sale is managed by By Livestock so contact Helge and Candace with any inquiries regarding the event. To add even more excitement, MCA will hold a sales credit draw to be used at the National Sale on October 26th. 100 tickets are available at \$100 each with a first sales credit draw worth \$6000 and a second sales credit draw of \$3000. Tickets can be bought through any MCA director.

The Manitoba Charolais Association is also pleased to announce the Wheat King Jackpot Bull show to be held on October 26th at 3:00pm. \$6000 of cash prize will be up for grabs with a \$5000 1st and \$1000 2nd cash prize. Entry fee is \$250 per bull with no entry limit. Additional entries are \$100. Participants will receive Wheat King Apparel (to be worn during the show). The winner of the Wheat King Jackpot Bull Show will be determined through a people's choice method. MCA is looking for new and exciting events to highlight the importance of Charolais in the commercial industry so we are asking interested Manitoba Charolais breeders to donate a \$1000 sale credit to be used either at their next bull sale or as a private treaty credit in their bull pen. Commercial producers will enter a draw and names will be drawn throughout the Wheat King Jackpot Bull show. The lucky producers pulled will then select the credit of their choosing. This will go on until all the credits are given out. An event like this will increase attendance at the show as well as enhance our relationships with the commercial segment.

This year as well, MCYA will hold a Youth Heifer Raffle with proceeds directed toward the 2018 MCYA. Tickets are \$10 each and can be purchased from any MYCA director or at the beginning of the National sale. Draw will be made at the end of the National Sale. You can contact MCYA President Lindsay Verway at 204-870-9755 for more information.

As a premier event, The Canadian National Charolais Show and Sale is an excellent venue to promote your breeding operation to cattle industry leaders across Canada, so we ask for your support in sponsoring the 2017 National Charolais Show and Sale October 26th and 27th. Refer to the attached sponsorship list and contact Andre Stepler, Chairman of the 2017 National Show Committee for information.

Thanks again for your support!

Andre Stepler

Home - 1(204) 435-2463 Cell - 1(204) 750-1951

Email steppleran@hotmail.com

Sponsorship List

Gold Sponsor (Major Sponsors) - \$1000 +

-name/logo embroidered on the official show jackets – show jackets which will be provided to all the exhibitors must be worn during the show.

-If company would like to sponsor the show jackets exclusively within their field, an additional **\$1500** would be required (other companies that aren't within that field will still be able to come on as major sponsors).

- name/logo stated in the show book as major sponsor

- company sign displayed in the show and sales ring

- company name announced several times throughout the show as a major sponsor

- sponsor of one of the Champion classes –photo taken with the champions will be used in our post show advertisements

Silver Sponsor - \$500

- name/logo stated in the show book as sponsor

- company sign displayed in the show and sales ring

-company name announced several times throughout the show as a major sponsor

-sponsor of one of the Divisional Champion classes –photo taken with the Divisional Champions will be used in our post show advertisements

Bronze Sponsor - \$250

- name/logo stated in the show book as sponsor

- sponsor of a reserve divisional champion

Additional Sponsorship Opportunities – Breeder Sponsorship

If you would like to support our event but not at the above levels, we would gladly accept any contribution of cash or retail products that we can award to our exhibitors! All sponsors will be announced during the show and will appear in the show book. Breeders can sponsor a class for \$100.

Sponsorship Form

Sponsorship level - _____

Sponsor Name and Address

Cheques Payable to

MCA

Box 413

Portage La Prairie, MB

R1N 3B7

Info Inquiry to

Andre Stepler

Box 248 Miami, MB

R0G 1H0

204 7501951 cell

204 435 2463 home