

*Cathey Productions



2019 Sponsorship Packet

2019 SEASON IS JANUARY-DECEMBER 2019

About Cathey Productions

Cathey Productions was started by Bobby and Brittnee Cathey of Teague, TX in September of 2012. We started off with a memorial for a hometown girl that was killed in a car accident. Bobby and Brittnee both grew up riding horses and competing. Brittnee competed in rodeo at the high school and college level. Bobby grew up going to team ropings. Bobby and Brittnee both graduated from Sam Houston State University. Bobby is a lease operator at XTO Energy and Brittnee is a stay at home mom to their little boy, Maze. They both continue to rope and run barrels. Brittnee handles all the office work and Bobby handles the ground. In 2015, Tiffany Doak joined the office to help Brittnee keep books and plan events.

Our Goal at Cathey Productions

After our first memorial barrel race, our goal was to produce jackpots and series locally. Since then, we have set a new goal to put on even bigger barrel races with bigger and better prizes. In February of 2013, another producer and I organized a benefit for a fellow barrel racer that lost her home to a fire. We offered Double J Saddles in each D and Bob Berg buckles to second place in each D. We drew 600 barrel racers and raised almost \$20,000 for the family. Our goal as a producer is to offer the best prizes and the most money to the barrel racers. We would like to branch out to more arenas in Texas, reaching all barrel racers. As a barrel racer myself, I like to go the big races and have a chance at more money.

Cathey Productions strives to accommodate every barrel racer from young to old. We always offer a peewee class for those just starting out. We also offer a youth class for those contestants 18 and under. At the bigger races, we offer incentive pots for the senior 50+ and others. We always offer 75%-80% payback to the contestants. We strive to keep the barrel racers happy by running a fast and efficient race. We use Charlie Horse Ranch Timing System for our entry system. We have immediate results for our barrel racers and post them online no later than the following day.

Why Sponsor Cathey Productions?

Cathey Productions will be Texas wide in 2019 and we would like good honest companies to support our races. We will make every effort possible to advertise and support our sponsors. We will reach barrel racers all over Texas and other states. We would like to use our sponsor's products in the prizes also. We are asking for sponsorships from companies that we believe in and products that we trust and use.

In 2018, Cathey Productions produced 40+ races all over Texas from Magnolia to Fairfield and all in between. Your sponsorship will be good for every single race we do in 2018, big and small if you choose one of the packages. All money and prizes from sponsors go directly to the contestants.

Cathey Productions loves to add fun and excitement to our races! We frequently have fun themed races like Barril de Mayo in May where we have Mexican themed prizes and food at our concession stand. We frequently have giveaways on our Facebook page to promote our races and sponsors!

Cathey Productions would like to thank you for considering a sponsorship with us for 2019. We strive to provide the best of barrel racing to all contestants and sponsors. Our goal is to provide consistent, fair and elite races. With over 30 races in 2019, businesses will get a ton of advertisement. Please allow us the opportunity to promote your business while providing top notch productions. We value our sponsors and keep high standards for those that sponsor. We like to promote methods & products that we use and trust. Attached are some statistics of what barrel racers need and buy.

Please see the attached sponsor packet, form, and schedule (dates & locations are subject to change). Also, please check out our Facebook page @ Cathey Barrel Productions.

Who is the Barrel Racing Audience?

- ❖ Horse owners, trainers, and various spectators
- ❖ 75% female average age of 38
- ❖ Average Household Income of \$58,666.00
- ❖ In 2004, barrel racers spent \$71 million on horse related purchases
- ❖ Owns 2+ horses
- ❖ Owns 2+ dogs
- ❖ Owns 3+ cats
- ❖ 29% own 4 or more saddles
- ❖ 35% own more than 4 pair of boots

What Do They Buy?

- ❖ Barrel racers spend \$36 million a year on trucks
- ❖ Barrel racers spend \$12 million a year on trailers
- ❖ Barrel racers hit the road in rigs totaling \$48 million
- ❖ 51% buy western clothes over 7 times per year
- ❖ 70% will buy 4 new tires in the next year
- ❖ 75% will buy western jewelry more than once per year
- ❖ 80% will buy western decorations more than once a year
- ❖ 33% of barrel racers plan to spend money on barns next year
- ❖ 15% of barrel racers plan to spend money on tractors and farm equipment next year
- ❖ 33% will buy a new truck in the next year
- ❖ 50% will buy a new truck in the next 2 years
- ❖ 59 % plan to purchase a new horse this year
- ❖ Barrel racers spend \$18 million a year in Goods and Services
- ❖ Barrel racers spend \$1 million a year on Horse Insurance Premiums
- ❖ 52% carry equine mortality or major medical insurance
- ❖ Barrel racers spend more than \$11 million a year on Horse Feed, Horse Grooming products, Medicines and Insecticides v Barrel racers spend more than \$2 million a year on Saddles and Tack

2019 Regular Season Sponsorship Levels

(This excludes the 5 Big Time Barrel Tour Races)

BUSINESS NAME: _____

ADDRESS: _____

PHONE #: _____

EMAIL: _____

SPONSORSHIP LEVELS: PLEASE CHECK ONE

___TURQUOISE SPONSOR: \$150

- Logo on barrels for all races

___SERIES SPONSOR: \$500

- This sponsorship is good for a buckle/prize series
- Logo goes on flyer for this series
- Banner in the arena for duration of series (provided by sponsor)
- Announcements at the series races
- Booth space at series races

___HORSESHOE SPONSOR: \$2000

- Logo on barrels for all races
- Banner in the arena at all races (sponsor provides banner)
- Booth Space at any race

___GOLD BUCKLE SPONSOR: \$3500

- Logo on barrels for all races
- Logo is advertised on all flyers (flyers are posted on Facebook daily)
- Logo on shirts & jackets sold and/or given away
- Banner in the arena at all races (sponsor provides banner)
- Announcement at all races
- Booth Space at any race

***If you don't see a level that fits your needs, please let us know and we will work up a plan for you!

**BIG TIME BARREL TOUR SPONSORSHIP
LEVELS**

This tour will consist of 5 races all over the state of Texas. We currently have Terrell, Gonzales & Magnolia booked and will update with the other two.

Other possible stops include Hamilton, Orange, Huntsville, Liberty & Alvarado

BUSINESS NAME: _____

ADDRESS: _____

PHONE #: _____

EMAIL: _____

Please list tour stop preference: _____



___BIG time \$\$\$ SPONSOR \$7500

- This level gets you exclusive advertising for one tour stop (you may choose from the available stops)
- You will own all three barrels (prize pictures will be taken with these barrels)
- You will be the exclusive sponsor on the flyer and entry forms
- Business advertisement every 5 runners at the drag
- Booth Space at race
- Business logo will go on all prizes

___banner sponsor \$500

- 3 X 6 banner in the arena at chosen tour stop

___booth rental \$250

- Booth rental at one tour stop (booth sizes vary by arena)

2018 PICTURES



