



## *2016 Early Californios Skills of the Rancho*

*July 15-17, 2016*

*Elks Unocal Event Center, Santa Maria, CA*

### *History*

2016 marks the **Fourth Annual Early Californios Skills of the Rancho** event. Building on the success of the first event in 2013 in Santa Ynez, CA, “Skills” has grown to be one of the largest gatherings of California Bridlehorse devotees. The event showcases skills needed to effectively, efficiently and safely handle livestock while preserving the horsemanship skills and traditions handed down over generations beginning with the early Californio vaqueros.

“Skills” is different from other events because it embraces and welcomes entrants spanning many levels of expertise. We have professional ranchers and cowboys who travel from Montana, Nevada, Utah, Colorado and across the West. We also enjoy extensive participation from youth, novice and intermediate competitors from across the nation. We encourage learning and participation in a friendly, supportive and open environment. Often you will see the “Pros” assisting and teaching the less experienced competitors around the venue throughout the event.

While the event is a competition, it exists to showcase and preserve the traditions of the early Californio vaqueros. This culture is important throughout the event, in fact our rules state:

One of the main goals of this competition is to preserve and pass on the values and skills of the early Californio stockmen and bridlemen. All competitors should, at all times, try their best to uphold these values throughout the entire competition, whether in the arena or not. Respect should be shown to horses, cattle, and other competitors at all times. We are here because we believe in this manner of working, and want to see it continued. We are all on the same team in a way.

By the numbers:

#### **2013:**

- 78 competitors
- 17 vendors

#### **2014:**

- 116 competitors
- 23 vendors

#### **2015:**

- 101 competitors
- 24 vendors



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### *Sponsorship Packages*

#### **Presenting Sponsor \$3,500**

- Two (2) 4'x8' banners in arena (sponsor provided)
- Prominent display on event poster and on social media outreach
- Full page ad in event program
- Ten (10) VIP seating passes
- Presenting Sponsor appreciation buckle
- Recognition throughout the event during competition and at social gatherings

#### **Bridlehorse Sponsor \$1,000**

- One (1) 4'x8' banner in arena (sponsor provided)
- Display on sponsor banner in CBA booth and on social media outreach
- Half page ad in event program
- Four (4) VIP seating passes
- Recognition throughout the event during competition and at social gatherings

#### **Two-Rein Sponsor \$750**

- One (1) 3'x5' banner in arena (sponsor provided)
- Display on sponsor banner in CBA booth and on social media outreach
- Quarter page ad in event program
- Two (2) VIP seating passes
- Recognition throughout the event during competition and at social gatherings

#### **Hackamore Sponsor \$500**

- Recognition in all social media outreach
- Business card ad in event program
- Display on sponsor banner in CBA booth.
- Recognition throughout the event during competition and at social gatherings

#### **Remuda Sponsor \$250**

- Recognition in all social media outreach
- Business card ad in event program
- Display on sponsor banner in CBA booth.

#### **Vaquero Sponsor \$100**

- Name listed in event program
- Display on sponsor banner in CBA booth.