



To whom it may concern;

The Alberta Junior Hereford Association is excited to announce that we will be hosting the 46th Annual Canadian Junior Hereford Association “Bonanza” from July 23rd to July 26th, 2025 in Olds, Alberta. “A good “Olds” Time” is an exciting four-day youth event that welcomes over 150 junior members from across Canada to participate along with their parents and other Hereford enthusiasts. We look forward to celebrating “Hereford Week in Canada” as we bring breeders and Hereford enthusiasts together for the Canadian National Junior Hereford Show and the Annual General Meetings of the Canadian Hereford Association.

Bonanza is the longest running National Junior show in Canada, rotating provinces each year creating a week that allows the youth of the beef industry to be educated, encourage, and unite participants in the business of agriculture and the beef industry. This event is more than just a cattle show. It includes events such as: Team and individual Grooming, Individual and Team Judging, Showmanship, Speeches, Art, Photography, Literature, and many more. Bonanza is an event of international magnitude that draws participants and visitors from all across Canada, the United States and the world. It is friendships and mentorship, working together to learn new skills, networking with fellow breeders, and reuniting with old friends while meeting new ones.

The Alberta Junior Hereford Association is pleased to be hosting Bonanza 2025 and plans are underway for a remarkable show. Hosting an event as well recognized and respected as Bonanza requires numerous volunteers. Along with the volunteers, corporate sponsorship and support is needed to ensure the most memorable experience for all those involved. To operate this event, we require support from the public and private sectors. The purpose of this letter is to invite you/your company to become a sponsor of Bonanza 2025 “A good “Olds” time.”

Please accept this as your invitation to help us celebrate the youth of the beef industry. We would love to further discuss sponsorship opportunities by May 20, 2025. A sponsorship package has been included with this letter, cheques can be made out to Bonanza 2025. Please join our team and let everyone in Canada know that you support youth, agriculture and the leaders of tomorrow.

Sincerely,

Gabrielle Cheremshynski
Chair
(780) 603-7569

Vanessa VanSickle
Adult Advisor
(403) 586-0602

Shannon Grabler
Sponsorship Coordinator
(780) 305-8697

Or email ajhabonanza2025@gmail.com

Sponsorship Levels

Diamond Sponsorship - \$10,000 and over

- Full page color advertisement in the Bonanza 2025 Official Show Program
- Company signage will be prominently displayed on the event grounds
- Company logo on general information, promo letters, signage, Bonanza social media and advertisements Opportunity to place promotional items/information in participants packages
- Six Invitations to the Awards Banquet
- Area to display your company product/booth

Platinum Sponsorship - \$5000

- Full page advertisement in the Bonanza 2025 official program
- Display of company signage
- Display on social media platforms
- Opportunity to place company information in participants packages
- Four invitations to the Awards Banquet
- Area of display for your company

Gold Sponsorship - \$2500

- Half page advertisement in the Bonanza 2025 official program
- Display of company signage
- Display on social media platforms
- Opportunity to place promotional items in participants packages
- Two invitations to the Awards Banquet
- Area of display for your company

Silver Sponsorship - \$1500

- Quarter page advertisement in the Bonanza 2025 official program
- Display of Company signage
- Display on social media platforms
- Two invitations to the Awards Banquet
- Area of display for your company

Bronze Sponsorship - \$750

- Listed in the Bonanza 2025 official show program
- Display of company signage
- Display on social media platforms
- Two invitations to the Awards Banquet
- Area of display for your company

Friends of Bonanza - Under \$500

- Listed in Bonanza 2025 official show Program.
- Display on social media platforms

Show Sponsors

- Individual Competitions @ \$600 Each Age Division
- Champion and Reserve Champion Banners @\$500 Each
- Group Banners and Division Champions @\$400 Each
- Reserve Division Champions @\$350 Each
- Class Sponsors @\$250 Each