

OAKDALE SADDLE CLUB

P.O. BOX 1426 OAKDALE, CA 95361

GENERAL INFORMATION: (209) 847-4083

Dear Rodeo Sponsor,

Everyone here at the Oakdale Saddle Club is excited and preparing for the 59th Annual Oakdale Rodeo! That means that it's time to place your ad in the 2010 Oakdale Rodeo Program. I understand that times are tight with the economy, but in these times of uncertainty we need to support each other as a community.

As you may know, for 56 years the Oakdale Rodeo has been held rain or shine. It is fair to say this event has become a tradition and is an integral part of the identity of this community. The Oakdale Rodeo instills not only a sense of pride about being "The Cowboy Capital of the World," but also stimulates our local economy with an influx of visitors to our community. It is our privilege, here at the Oakdale Saddle Club, to be a part of this community, together, with you.

The Oakdale Saddle Club recognizes that is important to support and contribute to our local community. Funds raised from each year's rodeo are cycled back into the community by way of donations to many local organizations such as: The Family Support Network, Children's Guardian House, The Oakdale Cowboy Museum, Relay for Life, the Oakdale High School Sober Grad Night, and also Ag. Day which promotes agriculture in the Elementary Schools. The rodeo also allows the Oakdale Saddle Club to put on events year-around to keep kids, as well as families, participating in horse-related activities together.

Changes to the format of our program since 2008 have proven to be a success! We have been able to add additional colored pages, as well as editorials to give newcomers a better look into rodeo, and give the seasoned rodeo fan a collector's item to share with friends and family for years to come. We have received numerous compliments about the new layout, exciting images, and over-all design of our Rodeo Program. This year I hope to expand the colored pages, in hopes of offering full colored ad space by our 60th Anniversary Rodeo in 2011. Due to the response and excitement we will continue to upgrade our program to meet both our advertiser's as well as our needs.

What does all of this mean to you? It means, our rodeo program was not only collected as a souvenir, but it was actually read by thousands of your potential customers, making the 2010 Oakdale Rodeo Program a valuable and wise choice to advertise your business. This year we will be printing 1,500 copies all of which will be distributed at our rodeo and throughout the community.

If you are interested in advertising in our program, please fill out the enclosed form and send it along with your ad, and/or any media necessary for your ad layout, with payment to:

Oakdale Saddle Club
C/O.: Cortney Forsmann
P.O. Box 1436
Oakdale, CA 95361

MEDIA AND PAYMENT ARE DUE BY MARCH 12, 2010

Should any of these items not be sent, your order will not be processed and your ad **WILL NOT APPEAR** in the program. Please make checks payable to the Oakdale Saddle Club! If you have any questions or concerns please contact me, Cortney Forsmann, at (209) 450-1290. You can also contact me via e-mail at CortneyMarie84@Gmail.com. I look forward to working with you this year!

Sincerely,

Cortney Forsmann
Rodeo Program Coordinator