



Western Fortunes

THE BREEDER'S INCENTIVE

The History

Western Fortunes is a new Canadian Barrel Racing Incentive program which was started in February, 2017 with the purpose of enhancing the breeding of Barrel Racing horses.

The dream of offering another incentive program in Canada started in 2014 and became a reality on February 10, 2017. We wanted to start an incentive program completely different from anything else offered in Canada to respect what was already established. A lot of hard work and determination has gone into creating this new incentive format in Canada.

What We Do

Western Fortunes co-sanctions futurities, derbies and divisional barrel racing events throughout Canada. Western Fortunes always uses a 4-Division format which creates an opportunity for competitors at all levels to be awarded for their efforts and includes open, and youth competitors. Futurity and derbies are designed to allow young horses to compete against horses that are of the same age. This creates an environment for all barrel racers and barrel horses of all levels to compete and be rewarded.

The WOW Factor

Western Fortunes is the fastest growing Incentive program in Canada with 60 stallions enrolled, 1,000+ offspring, over 2800 Facebook followers and over 3 MILLION Hits on the web site!

Over \$160,000 in incentive payouts plus annual Hi-Point Awards!

Sponsorship/Advertising

Western Fortunes relies on the support of sponsors through advertising to secure annual High Point Awards and to ensure that the success/growth of the program continues and that owners, riders, stallions, breeders and broodmares are recognized!

The Sponsorship/Advertising rate is \$378.00 including the GST per year. We place your logo on the Western Fortunes website's home page and link to your website as well as advertise on the Western Fortunes Facebook page.

westernfortunes.com facebook.com/westernfortunes

To discuss sponsorship/advertising opportunities or for further information about our program, what we do and what we can offer contact either **Linda** in the office at **(780) 668-1081** or **Cheryl Daines** at **(403) 318-3482** or email: westernfortunes@gmail.com

We look forward to hearing from you and possibly working together in the future.

Sincerely,

Western Fortunes