



# *Western Fortunes*

## THE BREEDER'S INCENTIVE

### **The History**

Western Fortunes is a 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 and the USA. 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. 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**

As the original Breeders Incentive, Western Fortunes quickly became an industry leader reaching its maximum stallion nomination, enrolling over 3,000 offspring, having over 4,500 Facebook followers, and reaching 3 MILLION Hits in the first year on the web site!

Over \$685,000 in incentive payouts plus annual Hi-Point Awards Since 2018!

### **Sponsorship**

Western Fortunes relies on the support of sponsors through advertising to secure annual High Point Cash 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 linked to your website as well as advertise on the Western Fortunes Facebook page and in all printed material.

**[westernfortunes.com](http://westernfortunes.com)**

**[www.facebook.com/westernfortunes](https://www.facebook.com/westernfortunes)**

To discuss sponsorship opportunities or for further information about our program, please contact our office at (780) 668-1081 or email: **[westernfortunes@gmail.com](mailto:westernfortunes@gmail.com)**

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

Sincerely,

Western Fortunes