



ARIZONA COWBOY MOUNTED SHOOTERS' ASSOCIATION

Dear Perspective ACMSA Sponsor,

On behalf of the Arizona Cowboy Mounted Shooters Association (ACMSA), thank you for considering our sponsorship program. This letter describes who we are and how you can increase sales and visibility by partnering with us in a sponsorship. We feature opportunities to help your sales of equestrian products, western wear, automotive, outdoor and cowboy themed merchandise. We host 10 local matches with signature events such as The Ben Avery Exposition and Arizona State Cowboy Mounted Shooting Championships. Last year, we had over 30,000 spectators at the Ben Avery Exposition. This exposure creates a great opportunity for sponsors. ACMSA features our valued sponsors at ACMSA events, publications, our website, and announcer spots.

ACMSA is the largest state mounted shooting organization in the world and is dedicated to preserving the spirit and appearance of our Western Heritage. We have over 150 members and our intent is to reach 200 members in 2010. Attendance at our matches will exceed 30,000 spectators this year. Our demographics include high-income consumers dedicated to the sport of Cowboy Mounted Shooting and the care of their equestrian partners. We uniquely support the western way of cowboy life and exhibit loyalty and appreciation for our valued sponsors.

Cowboy Mounted Shooting is the fastest growing equestrian sport and invented here in Arizona. It is a family friendly sport with riders of all ages. Contestants dress in Western themed clothing and carry two .45 caliber single action revolvers while riding in a timed event. The rider fires blank loads of special ammunition prepared with black powder at 10 balloons mounted on poles. The blank ammunition will break a balloon up to 15 feet. The sport is safe for riders, horses and spectators. After adjusting for any missed balloons with a 5 second penalty each, the rider with the best time wins. The result is spectacular athletic event that evokes the romanticized Old West of horsemanship and pistol handling.

Please consider how we can work together to help your business and preserve the Old West! If you cannot participate as a sponsor, please come join us as a contestant for the fun! If you have any questions, please reach to Peggy Ahern at 602.692.2557, Kevin Boterman at 602.725.1677 or Tony Romano at 623.332.7827. Click here for Sponsorship levels: [2010 Sponsor Levels](#)

Sincerely,

ACMSA Sponsorship Committee

www.ACMSA.com