



**Circle K Regulators**  
c/o Kayaderosseras Fish & Game Club  
706 Geysers Road  
Ballston Spa, NY 12020

Dear Sir or Madam:

The Circle K Regulators, New York's largest Single Action Shooting Society (SASS) affiliated Cowboy Action Shooting (CAS) club, wishes to offer your company the opportunity to become a sponsor and/or vendor at **HELUVA RUKUS**, the SASS New York State CAS Championship and the 2<sup>nd</sup> largest SASS event in the Northeast. This event will take place on September 17-19, 2010, at the Kayaderosseras Fish and Game Club in Ballston Spa, NY. This will be the Circle K's 13th annual multi-day shoot and our 10th SASS NYS CAS Championship. Last year's event was a huge success with participation by over 240 shooters from 15 different states and attendance by a multitude of spectators.

We are offering two levels of sponsorship for our event this year – Presenting Sponsor and Stage/Side Event Sponsor. The fee for a Presenting Sponsor is \$500. Stage or Side Event Sponsorship costs \$250. Payment may be in the form of cash, gift certificate(s), or merchandise. Please note that any non-cash donations must be cowboy/western or shooting-related. There may be any number of Presenting Sponsors. Stage/Side Event Sponsorship spots are limited to the first 20 applicants.

If commitment for **Presenting Sponsorship** is received in time, the Presenting Sponsor's name will be listed on the Heluva Rukus flyer/registration form. A full-page ad for your company will be included in the HR '10 Shooter's Handbook and a smaller ad in our monthly club newsletter for the calendar year. In addition, information and/or a web or e-mail link to your company will be included on our web site ([www.circlekregulators.com](http://www.circlekregulators.com)). Any banner supplied will be prominently displayed throughout the three-day event.

**Stage/Side Event Sponsors** will receive exclusive corporate promotion associated with one main shooting stage or one side event. A half-page ad for will be included in the HR '10 Shooter's Handbook and a smaller ad in our monthly club newsletter for the calendar year. In addition, information and/or a web or e-mail link to your company will be included on our web site ([www.circlekregulators.com](http://www.circlekregulators.com)). Any banner supplied will be prominently displayed throughout the three-day event.

Any level of sponsorship includes a vendor space (\$100 value) should you wish to vend your merchandise at the shoot. Presenting Sponsors also receive one free shooting spot (value \$100) should a representative from the company wish to participate in the shoot itself. Stage/side event

sponsors receive one free “shoot-through” spot. Sponsors deciding to take advantage of this opportunity will need to complete a Heluva Rukus Shooter Entry Form and return it with your Sponsor/Vendor Form.

**Vendor space** at Heluva Rukus is being offered for the cost of \$100, payable in cash, gift certificate(s), or merchandise. As noted above, any non-cash donations must be cowboy/western or shooting-related. Vendor space is limited; electricity even moreso, so reserve your space early. Priority for electrical hookups will be given to those vendors requiring it to conduct their business. Additional details on vendor requirements may be found on the accompanying Sponsor/Vendor Information Sheet. In addition to the vendor space, we will list your company in the HR ‘10 Shooter’s Handbook and put a small ad in our monthly club newsletter for the year. Information and/or a web or e-mail link to your company will be included on our web site as well.

All funds and merchandise collected from you will be utilized solely for the purpose of providing prizes for the competitors. These prizes will be awarded through raffles, drawings, and other non-competitive events providing everyone an opportunity to take home a valuable and memorable gift from the shoot.

Thank you for your support of CAS, the world’s fastest growing shooting sport. We would love to have your company be a part of **HELUVA RUKUS 2010**. You can join us to bring a little bit of the Old West to life in Upstate New York. If you are interested in being a sponsor for or vendor at our event, please complete the attached Sponsor/Vendor Registration Form and return it to the address on the form at your earliest convenience. Deadlines for receipt of fees and merchandise may be found on the Sponsor/Vendor Information Sheet. Questions may be directed to Keith Feldman (phone: 518-399-3709; e-mail: [kardman23@aol.com](mailto:kardman23@aol.com)) or Tom Rousseau (phone: 518-274-8505; e-mail: [trousse1@nycap.rr.com](mailto:trousse1@nycap.rr.com)).

Sincerely,

**HELUVA RUKUS** Sponsor/Vendor Committee Member  
Circle K Regulators

Attachments