



**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 2016**, the SASS New York State CAS Championship and the largest SASS event in the Northeast. This event will take place on September 16-18, 2016, at the Kayaderosseras Fish and Game Club in Ballston Spa, NY. This will be the Circle K's 16<sup>th</sup> anniversary for hosting the SASS NYS CAS Championship. Last year's event was a huge success with participation by over 275 shooters from 18 different states and Canada and attendance by a multitude of spectators. This year we hope to have over 300 registrants.

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.

**Presenting Sponsors** (\$500) will receive a full-page ad in the HR '16 Shooter's Handbook as well as a prominent listing on the Major Sponsors page of the booklet. In addition, a smaller ad and a web, phone and/or e-mail link to your company will be included on our web site (<http://www.circlekregulators.com>) from Aug. 2016-Aug. 2017. Any banner supplied will be prominently displayed throughout the three-day event.

**Stage/Side Event Sponsors** (\$250) will receive exclusive corporate promotion associated with one main shooting stage or one side event. A half-page ad will be included in the HR '16 Shooter's Handbook. In addition, a smaller ad and a web, phone and/or e-mail link to your company will be included on our web site (<http://www.circlekregulators.com>) from Aug. 2016-Aug. 2017. 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 \$85) should a representative from the company wish to participate in the shoot itself. Stage/side event sponsors receive one free "shoot-through" spot. Sponsors wishing 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 more, 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 '16 Shooter's Handbook. A small ad and a web, phone and/or e-mail link to your company will be included on our web site (<http://www.circlekregulators.com>) from Aug. 2016-Aug. 2017.

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. If you are not interested in a sponsorship, a donation towards the door prizes would be greatly appreciated.

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 2016**. Please join us as we bring a little bit of the Old West to life in Upstate New York. If you are interested in being a sponsor 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 (aka Lone Star Jake) at phone: 518-878-1653 or email: [kardman23@aol.com](mailto:kardman23@aol.com).

Sincerely,

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

Attachments