



Cowboy Up Ride
Against Cancer
August 20-21, 2010
McLeod, ND

**Cowboy Up
Committee**

**Bruce & Carol
Van Den Einde**
701-484-5597

Vickie Manske
701-282-7856

Tim & Karen Haugen
Tim
701-261-6973
Karen
701-367-1518

**Curt & Pauline
Holmlund**
701-799-9853

Verle & Ginny Walter
701-730-0647

Lori Zabel
701-361-3522

Todd & Heather Sagvold
Todd
701-640-4616
Heather
701-640-4397

Cowboy Up Ride Against Cancer

Cowboy Up, it all started with One Man's Dream. Bruce Van Den Einde's dream to find a way to combine his passion for horses and trail rides with his desire to help find a cure for cancer.

After a few years of dreaming and much discussion with his wife, Bruce and Carol decided it was time to take action. Bruce contacted the American Cancer Society with his vision – Host a trail ride, invite fellow horse lovers to join him, and together raise money to help find a cure for cancer.

In 2005 the Cowboy Up Ride Against Cancer hit the trail. Bruce and Carol were amazed by the overwhelming amount of support and encouragement from their friends, family, and fellow horse enthusiasts. That first year Cowboy Up had 210 riders and was able to raise over \$15,000 for cancer research. It was an amazing afternoon, and in that moment Bruce and Carol both realized that Cowboy Up could become so much more than just one trail ride.

Knowing it would take a dedicated group of volunteers to further Bruce's dream, together they recruited the help of Bruce's brother Wes and his wife Cherryll and 6 of their closest life long friends, Tim and Karen Haugen, Roger and Vickie Manske, and Curt and Pauline Holmlund. This core group of 10 volunteer committee members has taken one man's dream of a trail ride in search of a cure for cancer, and has transformed the 3rd weekend in August into an exciting annual weekend of celebration, remembrance, and support for the Roger Maris Cancer Center.

This year our weekend will kick off again with the Cowboy Up Extreme Race on Friday night. This event has quickly become a fan favorite as horse and rider navigate a timed obstacle course. The Silent Auction will open with over 100 gift items and packages to bid on goes through Saturday evening. Dance the to the music of Silverado on Friday night and Saturday evening is Flashback. Saturday morning the 6th Annual Cowboy Up Ride Against Cancer heads out for a beautiful trail ride through the Sheyenne National Grasslands. For those who don't ride a horse there are a variety of things to see and do around town while the kids enjoy carnival games. As the horses make there way back into town enjoy our home cooked roast beef supper followed by a live horse auction.

Over the past 5 years Cowboy Up has been blessed with over 1800 horses and riders and has raised over \$185,000 for cancer research and patient care services at Roger Maris. In part from donations received from Cowboy Up, Roger Maris has been able to provide patients with a snack cart, massage therapy program, comfort height chairs and a water cooler in the lobby, and newspaper and magazine subscriptions to enjoy during the many long hours of treatment.

Our strength and ability to continue to grow this event each year comes from the incredible support of our Sponsors, the Riders, the Residents of McLeod, and the scores of Volunteers who come and ask every year "What can I do to help?" Enclosed you will find the 2010 Cowboy Up Sponsorship Packet. From the company sponsorships to the garden cucumbers and from each silent auction item to the thousands of hours of volunteer time, there are a variety of ways that you can help us reach our goal. Cowboy Up unlike many non-profit organizations, has no office or payroll costs so we are able to donate more funds directly to finding a cure for cancer. We sincerely appreciate each and every donation, and we hope you will partner with us this year and help Cowboy Up find a Cure for Cancer!

Happy Trails,

The 2010 Cowboy Up Committee



WANTED

Corporate Sponsorship 2010

6th Annual "Cowboy Up"

Ride Against Cancer—August 21, 2010

www.gventertainment.org/cowboyup

Donations for 2010 go to the Roger Maris Cancer Center



Tax ID# 45-0398104



GOLD BUCKLE SPONSORSHIP - \$750 and up

- Large logo displayed on T-Shirts
- Up to three Corporate banners can be displayed at the site (Sponsor to supply)
- Large recognition in the Event Program
- Name listed on web site
- Opportunity to have promotional items distributed at the event (Sponsor's responsibility)
- Sponsor name posted on the "Sponsor Banner" the day of the ride



SILVER BULLET SPONSORSHIP - \$350 to \$500

- Logo displayed on T-Shirts
- Up to two Corporate banners can be displayed at the site (Sponsor to supply)
- Medium recognition in the Event Program
- Name listed on web site
- Opportunity to have promotional items distributed at the event (Sponsor's responsibility)
- Sponsor name posted on the "Sponsor Banner" the day of the ride



BRONZE SPUR SPONSORSHIP - \$175 TO \$300

- One Corporate banners can be displayed at the site (Sponsor to supply)
- Small recognition in the Event Program
- Name listed on web site
- Opportunity to have promotional items distributed at the event (Sponsor's responsibility)
- Sponsor name posted on the "Sponsor Banner" the day of the ride



LARIAT CLUB SPONSORSHIP - \$75 TO \$150

- One Corporate banners can be displayed at the site (Sponsor to supply)
- Name in the Event Program
- Name listed on web site
- Sponsor name posted on the "Sponsor Banner" the day of the ride



Corporate Sponsorship 2010

6th Annual "Cowboy Up"

Ride Against Cancer—August 21, 2010

www.gventertainment.org/cowboyup

Donations for 2010 go to the:



MeritCare

Roger Maris Cancer Center

Make Checks payable to: Cowboy Up Ride Against Cancer

Company Name: _____

Address: _____

City, State, Zip _____

Telephone: _____ Email: _____

Company Contact Person: _____

* Art/Logo Contact name/phone # : _____



Yes, I would like to support the 2010—6th Annual "Cowboy Up" Ride against cancer.

Tax ID# 45-0398104

Sponsorship Levels:



* **GOLD BUCKLE SPONSORSHIP** - \$750 and up Check Amt \$ _____
In-Kind Gift—Description: _____ Valued @ _____



* **SILVER BULLET SPONSORSHIP** - \$350 to \$500 Check Amt \$ _____
In-Kind Gift—Description: _____ Valued @ _____



BRONZE SPUR SPONSORSHIP - \$175 TO \$300 Check Amt \$ _____
In-Kind Gift—Description: _____ Valued @ _____



LARIAT CLUB SPONSORSHIP - \$75 TO \$150 Check Amt \$ _____
In-Kind Gift—Description: _____ Valued @ _____

** Gold and Silver Sponsors ... To guarantee your logo on the T-Shirts, please email logo (Vector format) by July 15, 2010 to: vwalter@far.midco.net*

Please mail completed form & check to:

**Curt Holmlund
304 Maple Drive
Mapleton, ND 58059**

Any questions call one of the Committee members:

Thank You For Your Support !

- Curt or Pauline Holmlund - (701) 799-9853
- Tim or Karen Haugen - (701) 367-1518
- Bruce or Carol Van Den Einde - (701) 484-5597
- Vickie Manske - (701) 282-7856
- Verle or Ginny Walter - (701) 730-0647
- Lori Zabel - (701) 361-3522
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