

What's life without adventure?

A partnership with Cal Farley's Boys Ranch is the gateway to an exciting adventure for your company, and an important step in helping your business expand brand awareness and support our local and national communities.

Oh, and did we mention you'll be helping some well-deserving young people turn their once tragic circumstances into a triumph?

Whether your ability is large or small, Cal Farley's Boys Ranch has sponsorship opportunities for your company to make a tangible difference in the lives of young people from across the United States. Cal Farley's can design a partnership program specific to your interests, allowing you to support youth programs and activities that reflect your brand and values.

Cal Farley's is the partnership opportunity you've been waiting for. Come join the adventure!

What is Cal Farley's?

Cal Farley's is one of America's largest nonprofit 501(c)(3) organizations providing residential care for children in a Christ-centered environment.

More than

15,500

Individuals served by
Cal Farley's programs since 1939

329

Children served by Cal Farley's
residential campus at Boys Ranch, Texas

30

Number of states represented
by our current residents

2,972

Information and
referral calls received



BOYS



GIRLS

All figures are for the 2016-17 fiscal year unless otherwise noted.

Boys Ranch Rodeo

Since 1944, the Boys Ranch Rodeo allows our children to participate in a thrilling adventure! As a rodeo partner, your gift to the children at Boys Ranch helps Cal Farley's provide quality programs to all the youth we serve!

\$1,000 BRONZE BUCKLE

- On-Site Visibility**
10' x 10' tented space for business promotions at adventureFEST
- Tickets and Hospitality**
2 tickets to president's luncheon
2 box seats in Marshall Cator Arena
BBQ lunch available to staff working adventureFEST
- Print Materials**
Text recognition on event website, rodeo program, *The Roundup* newsletter – fall edition
3 ½ x 2 business card size ad (black and white)

\$2,500 SILVER BUCKLE

- On-Site Visibility**
10' x 10' tented space for business promotions at adventureFEST
- Tickets and Hospitality**
4 tickets to president's luncheon
4 box seats in Marshall Cator Arena
BBQ lunch available to staff working adventureFEST
- Print Materials**
Logo recognition on event website & poster, rodeo program, *The Roundup* newsletter – fall edition
¼ page ad –black and white

\$5,000 GOLD BUCKLE

- On-Site Visibility**
10' x 10' tented space for business promotions at adventureFEST
4' x 6' corporate banner in arena
- Tickets and Hospitality**
6 tickets to president's luncheon
6 box seats in Marshall Cator Arena
BBQ lunch available to staff working adventureFEST
- Print Materials**
Logo recognition on event website & poster, Rodeo Program, *The Roundup* newsletter – fall edition
½ page ad – black and white

\$10,000 PLATINUM BUCKLE

- On-Site Visibility**
10' x 10' tented space at adventureFEST
4' x 6' corporate banner in arena
Presenting partner
Company logo and :30 commercial on Jumbotron
- Tickets and Hospitality**
8 tickets to president's luncheon
8 box seats in Marshall Cator Arena
- Print Materials**
BBQ lunch available to staff working adventureFEST
Logo recognition on event website & poster, rodeo program, *The Roundup* newsletter – fall edition
Testimonial presence in *The Roundup* newsletter – Christmas edition
Full page ad – color

You can tailor your support for Cal Farley's in a way that supports your brand and values. Here is a sample of our boys' and girls' current program needs:

Horseback Riding Equipment	\$600
Hunting Program	\$1,800
Photography Club	\$2,800
Farrier Services	\$4,000
College Expenses	\$4,700
Life Skills Training	\$5,300
Recreation	\$5,300
Veterinary Services	\$6,400
Welding Tools	\$7,500
3-D Design Lab	\$7,700
Greenhouse Supplies	\$7,700
Recreation Accessories & Supplies	\$8,300
Wood Shop	\$10,400
Youth Sports Camps/Leagues	\$12,800
Robotics & Rocketry	\$16,800

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“Hirtle Callaghan is proud to support the important work undertaken by Cal Farley’s throughout the year. The commitment and guidance provided to the children and their families is evident well beyond the years spent at Boys Ranch.”

The staff of
Hirtle Callaghan



Why Cal Farley’s?

Cal Farley’s is a **Christ-centered** nonprofit, and one of America’s largest residential childcare providers. We offer our life-changing services **at no cost** to those we serve, and **without** seeking state or federal funding.

Cal Farley’s is an industry leader. Through best practices and innovation, Cal Farley’s Boys Ranch has become the gold standard by which other organizations benchmark their own services to children and families.

We are committed to providing the best possible quality of care, today and for many generations to come. We hope you’ll *join the adventure* as we work to ensure every child realizes his or her highest potential!



Cal Farley’s

"It's where you're going that counts!"

Corporate Sponsorship Opportunities

Join the *adventure* with Cal Farley’s!

Audience Engagement

- Family-minded audience with personal interaction

Business Outreach

- Promote your business face-to-face, and receive brand recognition with thousands of Cal Farley’s donors.

Event Agenda

- Games and challenges at Boys Ranch Rodeo +adventureFEST
- Free BBQ lunch
- Rodeo action and awards

