

From: [South Florida Little Britches Rodeo Association](#)
To: [Sondra Guffey](#)
Cc: [Daniel Sutphin](#); levip7009@gmail.com; admin@arcadiarodeo.com
Subject: Re: 2024-2025 South Florida Little Britches Marketing Match Grant
Date: Monday, April 21, 2025 10:25:24 PM

Mrs. Guffey,

We made a strong effort to advertise outside of the county using a variety of platforms to reach a broader audience. Our promotion included consistent and engaging posts on social media platforms such as Facebook and Instagram, as well as printed flyers that were both handed out and displayed in multiple businesses across surrounding areas. Our official website prominently featured the Visit DeSoto logo, which was clickable and directed visitors straight to the Visit DeSoto homepage, further encouraging tourism and engagement. Additionally, all event t-shirts served as walking advertisements, being worn in restaurants, stores, and various locations throughout the region, expanding our reach into neighboring communities and beyond.

We do our website can be found at
<https://www.southfloridalittlebritchesrodeo.com/>.

Please let me know if I can be of further assistance.

We appreciate your time and consideration.

Kindest regards,
Lacy Pearce

On Mon, Apr 21, 2025 at 5:24 PM Sondra Guffey <s.guffey@desotobocc.com> wrote:

Thank you.

One thing I know the Tourism Development Council will want to know is what kind of marketing did you do. The logos on tee shirts are nice, but did you place ads outside of DeSoto County?

Also, and apologies if I just missed it, is there a website and/or Facebook for South Florida Little Britches?

Many thanks

Sondra Guffey

Economic Development Director

DeSoto County Board of County Commissioners

Turner Agri-Civic Center

[2250 N.E. Roan Street, Arcadia, FL 34266](#)

Desk: 863-993-4807 X 100

Cell: 863-444-2396

s.guffey@desotobocc.com

GoDeSotoFL.com VisitDeSoto.com



From: South Florida Little Britches Rodeo Association

<southfloridalittlebritches@gmail.com**>**

Sent: Friday, April 18, 2025 9:34 AM

To: Sondra Guffey **<**s.guffey@desotobocc.com**>**; Daniel Sutphin

<d.sutphin@desotobocc.com**>**

Cc: levip7009@gmail.com; admin@arcadiarodeo.com

Subject: 2024-2025 South Florida Little Britches Marketing Match Grant

This email originated outside of Desoto County BOCC. Think before you click!!!

Mrs. Sondra Guffey & Mr. Daniel Sutphin,

As discussed, Levi and I, with the help of a few others, have opened a new youth rodeo franchise that was housed at the Mosaic Arena for the 24-25 rodeo season. We have currently just finished our first season and are already planning for next year.

It is a sanctioned rodeo of the National Little Britches Rodeo Association (NLBRA). Our qualifier series will enable contestants from all over the state to qualify for the NLBRA finals that is held in Oklahoma in July each year.

We are honored to be able to bring this new series to DeSoto County. To find out more about the unique history of the NLBRA please visit their website www.NLBRA.com.

With the help of your grant we will be able to accomplish much. Your consideration of financial assistance with the operation of this new organization is greatly appreciated.

How was my service today? Please feel free to report your experience at:

feedback@desotobocc.com E-mail addresses are public record under Florida Law and are not exempt from public-records requirements. If you do not want your e-mail address to be subject to being released pursuant to a public-records request do not send electronic mail to this entity. Instead, contact this office by telephone or in writing, via the United States Postal Service.