



AIRDRIE RODEO RANCH ASSOCIATION

Suite 506-203-304 Main Street Square

Airdrie, Alberta T4B 3C3

(403) 948-0512

www.airdriepro rodeo.net

AIRDRIE PRO RODEO SPONSORSHIP PACKAGES

The Airdrie Rodeo Ranch Association is pleased to offer the following packages for sponsorship of the 2012 Airdrie Pro Rodeo, an important stop on the Wrangler Canadian Pro Rodeo Tour. Each package gives the sponsor naming rights to the specific event or element for all five days of the rodeo. We are unable to include contra goods or services as part of the packages, but will consider negotiating agreements of the same between the Airdrie Rodeo Ranch Association and the sponsor. For those interested in a multi-year sponsorship agreement, of three years or more, a 10% discount shall be applied, and the value will remain the same for the duration of the agreement. All sponsorships are subject to 5% GST.

PLATINUM LEVEL SPONSORSHIP OPPORTUNITIES - minimum \$8500.00

PRO RODEO TITLE SPONSOR – Value \$30,000.00

- Naming rights to the event with company name and logo on all marketing material
- Premium signage on announcer's booth and score clock + signage in the Private Viewing Booth
- Signage on one out gate (Value \$2500.00)
- Full page ad on back cover of Rodeo Program

BULL RIDING – Value \$10,000.00

- Naming rights on the event
- Company name and logo on the buckle
- Signage on one out gate (Value \$2500.00)

NIGHTLY ENTERTAINMENT PACKAGE (ALL 5 CABARETS) - Value \$9000.00

- Naming rights on all five cabarets
- Banner hung on or over the stage
- Signage on one out gate (Value \$2500.00)

CANADA DAY FIREWORKS – Value \$8500.00

- Naming rights to the fireworks
- Premium arena signage (Value \$1500.00)

Platinum Level Sponsors also receive:

- Listing as Platinum Sponsor in Rodeo Program and on the Airdrie Pro Rodeo Website
- Company flag (provided by client) carried on horseback in the daily opening ceremonies
- Daily acknowledgement by rodeo announcer
- Public appearances by Airdrie Rodeo Royalty (subject to availability)
- Full page print ad in the Rodeo Program (Value \$1950.00)
- Total of 50 guest passes to the rodeo and cabaret (Value 750.00) + 1 VIP Parking Pass
- 6 tickets for the private viewing booth at each rodeo performance
- Entry fee waived for Airdrie Canada Day Parade (value \$50.00)
- Website link and logo
- 4 tickets to the Appreciation Dinner

**GOLD LEVEL SPONSORSHIP OPPORTUNITIES – minimum
\$4000.00**

BAREBACK – Value \$7500.00

SADDLE BRONC – Value \$7500.00

TEAM ROPING – Value \$7500.00

TIE DOWN ROPING – Value \$7500.00

BARREL RACING – Value \$7500.00

STEER WRESTLING - Value \$7500.00

NOVICE RODEO TITLE SPONSOR – Value \$7000.00 SOLD

BOYS STEER RIDING – Value \$5000.00

NOVICE BAREBACK – Value \$5000.00

NOVICE SADDLEBRONC - Value \$5000.00 SOLD

Gold Level Sponsors Receive:

- Listing as Gold Sponsor in Rodeo Program and on the Airdrie Pro Rodeo Website
- Company flag (provided by client) carried on horseback in the daily opening ceremonies
- Premium arena signage
- Daily acknowledgement by rodeo announcer
- Public appearances by Airdrie Rodeo Royalty (subject to availability)
- 1/2 page print ad in the Rodeo Program (Value \$1275.00)
- Total of 30 guest passes to the rodeo and cabaret (to be used on any day) (Value 450.00) + 1 VIP Parking Pass
- 4 tickets for the private viewing booth at each rodeo performance
- Entry fee waived for Airdrie Canada Day Parade (value \$50.00)
- Website link and logo
- 4 tickets to the Appreciation Dinner
- Company name and logo on buckles

**SILVER LEVEL SPONSORSHIP OPPORTUNITIES - minimum
\$2000.00**

BULL FIGHTERS – Value \$3500.00

ON-SITE EMERGENCY MEDICAL SERVICES – Value \$3500.00

ON-SITE SPORTS MEDICINE – Value \$3500.00

CHILDREN’S ACTIVITIES CENTRE - Value \$3000.00

LIVESTOCK FEED SPONSOR – Value \$3000.00

BEER GARDEN – Value \$3000.00

JULY 1 DOUBLE HEADER CABARET – Value \$3000.00

TENT (Venue for daily public lounge and nightly cabarets) – Value \$3000.00

CABARET SHUTTLE BUS (Safe driving alternative that runs until 3:00 am all five days) – Value \$3000.00

JUNIOR RODEO TITLE SPONSOR – Value \$2500.00

ALL AROUND AWARD – Value \$2500.00

HIGH POINT AWARD – Value \$2500.00 SOLD

SHUTTLE BUS – Value \$2500.00

OUTGATE ARENA SIGNAGE – Value \$2500.00

CHUTE SIGNAGE – Value \$2500.00

ARENA GATE SIGNAGE – Value \$2500.00

50/50 RODEO DRAWS PACKAGE (ALL 5 NIGHTS) - Value \$2000.00

JUNE 29 OR 30 CABARET SPONSOR – Value \$2000.00 each

**TOUGH ENOUGH TO WEAR PINK – In Support of Breast Cancer – Value \$2000.00
SOLD**

RED FRIDAY – In support of Canadian Troupes – Value \$2000.00

Silver Level Sponsors receive:

- Listing as Silver Sponsor in Rodeo Program and on the Airdrie Pro Rodeo Website
- Public appearances by Airdrie Rodeo Royalty (subject to availability)
- 1/3 page print ad in the Rodeo Program (Value \$825.00)
- Total of 20 guest passes to the rodeo and cabaret (to be used on any day) (Value \$300.00)
- Entry fee waived for Airdrie Canada Day Parade (value \$50.00)
- Website link and logo
- 2 tickets to the Appreciation Dinner

**BRONZE LEVEL SPONSORSHIP OPPORTUNITIES - minimum
\$1000.00**

JUNE 27 OR 28 CABARET SPONSOR – Value \$1500.00 each

ARENA SIGNAGE (INTERIOR) – Value \$1500.00

ARENA SIGNAGE (EXTERIOR) – Value \$1000.00

CHILDREN'S FREE PONY RIDES – Value \$1000.00 SOLD

TRICK RIDERS – (Intermission entertainment 5 nights) – Value \$1000.00

WASTE MANAGEMENT SPONSOR – Value \$1000.00 SOLD

Bronze Level Sponsors receive:

- Listing as Bronze Sponsor in Rodeo Program and on the Airdrie Pro Rodeo Website
- 1/6 page print ad in the Rodeo Program (Value \$525.00)
- Total of 10 guest passes to the rodeo and cabaret (to be used on any day) (Value \$150.00)
- Entry fee waived for Airdrie Canada Day Parade (value \$50.00)
- 2 tickets to the Appreciation Dinner

**FRIENDS OF THE RODEO SPONSORSHIP OPPORTUNITIES –
(LESS THAN \$1000.00)**

WILD PONY RACES – Value \$500.00

JUNIOR BARREL RACING – Value \$500.00

PEE WEE BARREL RACING – Value \$500.00

CALF SCRAMBLE – Value \$500.00

SHEEP SCRAMBLE – Value \$500.00

MUTTON BUSTIN – Value \$500.00 SOLD

50/50 TICKET SALES (Rodeo Draws)

Can be sold individually at the prices below, or as a complete package for **\$2000.00**

Wednesday, June 27 – Value \$400.00

Thursday, June 28 – Value \$400.00

Friday, June 29 – Value \$500.00

Saturday, June 30 – Value \$500.00

Sunday, July 1 – Value \$500.00

BLEACHER STAIR RISERS – Value \$400.00 (per set)

TENT BANNERS – Value \$300.00

HIGHWAY BANNERS – Value \$250.00

PORTA POTTY POSTERS – Value \$100.00 (per porta potty)

Friends of the Rodeo Sponsors will:

- be listed in the Rodeo Program and on the Airdrie Pro Rodeo website
- Junior Rodeo event and 50/50 ticket sponsors will be announced daily

NIGHTLY ENTERTAINMENT CABARET

Can be sold individually at the prices below, and receive the corresponding benefits of bronze or silver sponsors or it may be sold as a complete package for **\$9000.00** and receive the benefits of a platinum sponsor

Wednesday, June 27 – Value \$1500.00

Thursday, June 28 – Value \$1500.00

Friday, June 29 – Value \$2000.00

Saturday, June 30 – Value \$2000.00

Sunday, July 1 – DOUBLE HEADER CABARET - Value \$3000.00