



2023 Sponsorship Form

Name of Sponsor: _____

Name as you want it to appear: _____

Contact Person/Title: _____

Address: _____

Email address: _____

Phone: _____

Social Media Handles: Facebook: _____ Instagram: _____

We would like to sponsor the Airdrie Pro Rodeo at the following level:

- | | | | | | |
|--------------------------|------------------|---------|--------------------------|---------------------|-----------------|
| <input type="checkbox"/> | Gold Buckle | \$6,000 | <input type="checkbox"/> | In-Kind for Rodeo | \$_____ (Value) |
| <input type="checkbox"/> | Silver Buckle | \$5,000 | <input type="checkbox"/> | In-Kind for Royalty | \$_____ (Value) |
| <input type="checkbox"/> | Arena Boss | \$4,000 | | | |
| <input type="checkbox"/> | Chute Boss | \$2,500 | | | |
| <input type="checkbox"/> | Friends of Rodeo | \$1,000 | | | |

Contacts:
Brad Nuspl - Sponsorship Director
airdrierodeosponsorship@gmail.com

Ashley Brietzke - Secretary
info@airdriepro rodeo.com

Details of In-Kind items and special requests:

By signing below the Sponsor and Airdrie Rodeo Ranch Association enter into a sponsorship agreement as documented above.

_____ (Sponsor Signature) _____ (Date)

2023 Airdrie Pro Rodeo Sponsorship GST No. 86938 5435 RT0001

Date: _____

Accepted on behalf of the Airdrie Rodeo ranch Association on _____, 2023 by _____.

Payment for sponsorship set out above is due within **30 days of receipt** of Sponsorship Form. Cheques to be made to **Airdrie Ranch and Rodeo Association**, Suite 506, 203 – 304 Main Street Square, Airdrie, Alberta, T4B 3C3. (Please attach a copy of Sponsorship form to cheque.)



SPONSORSHIP REWARDS

Package Level	Gold Buckle \$6,000 Cash	Silver Buckle \$5,000 Cash	Arena Boss \$4,000 Cash	Chute Boss \$2,500 Cash	Friends of Rodeo \$1000
Website Link & Logo	★				
VIP Viewing Tickets*	6 per day	4 per day	2 per day		
Premium Signage Location in Area & on Scoreboard	★	★			
Company flag displayed daily in arena on horseback *Sponsor provides flag	★	★			
Company Name Announced Daily*	★	★	★		
Program Ad	★	★	★	★	★
Arena Signage (2' x 8') * Sponsor provides banner	★	★	★	★	★
Website Listing	★	★	★	★	★
Gate Admission Passes	14	10	8	6	2
Listed as Sponsor in Program	★	★	★	★	★
Listed as Rodeo Sponsor on Airdrie Rodeo Royalty Autograph Pad for the year.	★	★	★	★	★
Additional Rodeo Tickets: (25% discount)	★	★	★	★	★

Please submit your sponsorship form to AirdrieRodeoSponsorship@gmail.com. A sponsorship representative will work with you on collecting or arranging a drop off/pick up location of your logos, banners & flags.

Please ensure banners are no bigger than 2' x 8' for the safety of the animals, contestants, arena staff, and for the viewing of spectators.



A **Gold Buckle Sponsorship** entitles you to naming rights of one of the opportunities listed below. This includes your name being used on all promotional advertising related to this sponsorship level before and during the 2023 Rodeo, plus the Gold Buckle package benefits listed in this package.

Bareback

Arguably one of the most physically demanding events of the Rodeo. Be associated with the toughest of the tough.

Saddle Bronc

This is the classic event of rodeo, both a compliment and contrast to the two events named above.

Tie Down Roping

A very traditional event showcasing skills still used today. Support the history of rodeo being a name sponsor of this event.

Steer Wrestling

Speed and strength are the key elements of this event. Demonstrate your appreciation for this skilled event by lending your name.

Barrel Racing is graceful and simplistic — one woman, 3 barrels and a horse. Be seen with the Women of the Rodeo. Opportunities to brand the arena with a sponsored barrel truck and barrel covers.

Team Roping - Team up with these great cowboy duos and have your name seen and heard with this fan favorite event.



A **Silver Buckle Sponsorship** entitles you to naming rights of one of the opportunities listed below. This includes your name being used on all promotional advertising related to this sponsorship level before and during the 2023 Rodeo, plus the Silver Buckle package benefits listed in this package.

Bull Fighters

These guys have the cowboys' backs; you can have their back. Sponsor the Bull Fighters during the Bull Riding Bonanza & Pro Rodeo and put your logo on their backs. (Cost of the shirts is extra.)

On-Site Emergency Medical

The competitors' safety is always a priority, demonstrate your commitment to being prepared.

Shuttle Bus

Providing safe and convenient transportation to and from the grounds. Includes signage at the bus pick up location at the Rodeo grounds. Exclusive shuttle bus sponsorship opportunity available.

Cowboy Sports Medicine Team

There is a specific team that follows the contestants from rodeo to rodeo. This team helps to keep the contestants in the best shape and feeling healthy. Different than on-site medical, the sports med team is a athletic therapy team.



An **Arena Boss Sponsorship** entitles you to naming rights of one of the opportunities listed below. This includes your name being used on all promotional advertising related to this sponsorship level before and during the 2023 Rodeo, plus the Arena Boss package benefits listed in this package.

Out-gate Arena Signage

Be the name that welcomes the stock back to the pen.

Center Chute Panel

All eyes are looking here in anticipation. Put your brand front and center. (This spot is vertical and requires a banner oriented accordingly).

Time Events Chute

When the gates fly open for the timed events, your name will be front and center.

Children's Activity Centre

Support the Activity Centre and show support for family friendly fun! Banner displayed Children's Activity area.

Livestock Feed

There is no Rodeo without the livestock. Sponsor their feed and help make the Rodeo successful.

Ranch Girls

These ambassadors of rodeo will proudly present your name throughout parades and rodeos prior to the Airdrie Pro Rodeo and through our rodeo weekend. Opportunities for apparel (hat, vest, shirts) available.



A **Chute Boss Sponsorship** entitles you to naming rights of one of the opportunities listed below. This includes your name being used on all promotional advertising related to this sponsorship level before and during the 2023 Rodeo, plus the Chute Boss package benefits listed in this package.

Junior Barrel Racing

These young cowboys and cowgirls are just at the start of their Rodeo careers, support them on their journey. (Ages 7-14)

Calf Scramble

This event brings lots of laughs and memorable moments for the crowd, let them see your company has a fun side. (Ages 7-14)

Pee Wee Barrel Racing

Help the littlest cow folk enjoy the excitement and spirit of the Rodeo. (Ages 6 and under)

Sheep Scramble

For those whose arms just won't reach around a calf, being part of the scramble is a great alternative. (Ages 6 and under)

Mutton Bustin'

Future bull riders start on the back of a sheep. (Ages 5-6 only)

Environmental Management

Show you care about the environment and help us ensure the Rodeo is a clean atmosphere for everyone to enjoy.

Highway Signage

Display your banner along the highway, letting more than just Rodeo attendees see your support.



Other Marketing Opportunities

Airdrie Pro Rodeo Program Advertising

If you would still like to get your name out there and support the rodeo, but don't want to purchase a package reach out about a program advertisement. We publish a program for the weekend of rodeo. You can choose from a full page ad to business card sized ad.

Entertainment Sponsor

You could be the headline sponsor of the nightly cabaret with exclusive promotional opportunities.

Entrance Wristband Sponsorship - \$2500

Every visitor to the Airdrie Pro Rodeo will be given a wristband at entry to wear with your company logo displayed on it.

Golf Carts

We utilize golf carts/gators over the week and weekend of rodeo; for setup, helping shuttle those that need help from the parking lot, and moving items across the grounds. If your company has access to these, we would love to talk about a partnership.

Promo Items in Junior Rodeo Swag Bags

350 children ages 3-14 take to the arena for our Junior Rodeo events. Each participant receives a swag bag of goodies from the Airdrie Rodeo Ranch Association and local businesses. Let us help you gain exposure to your target audience.

Scoreboard Advertisement - \$750

Your ad will be displayed for 30 seconds at a time. Number of times displayed is dependent upon number of ads sold.

Non-Arena Banner - \$500.00

Your banner will be placed within the Rodeo grounds, in a location of our choosing, visible to all visitors.