



Sundre Rodeo And Race Association
Box 1218
Sundre, Alberta
T0M 1X0



Dear Sponsor:

Sundre is proud to host one of the largest Rodeos in Alberta. And here is why:

- Celebrating 39th year of Pro Rodeo in our town.
- Drawing Canadian and International Champion contestants.
- Novice events like Steer Riding, Bareback and Saddle Bronc.
- We offer FREE RV Camping.
- Concession stands fit for a king.
- Midway for all ages.
- Beer Gardens on-site during each performance.
- Cabaret featuring talented western music entertainment.
- Local events such as Mutton Busting and Junior Barrels.

Celebrating
39
Years!

Since the Sundre Pro Rodeo began in 1979, attendance has grown to nearly 15,000 people passing through our gates during the Rodeo's 4 performances over 3 days. In 2017, over 650 contestants tried their hand in the Rodeo Arena, fighting for our Gold and Silver Championship world renowned Gist buckles.

Sponsors of the Sundre Pro Rodeo have aided in making this a world class rodeo event. Our committee is proud to know of the high expectations our patrons have of our Sundre Pro Rodeo. Without the support of our past and present Sponsors, we could not have accomplished this. We thank you!!!

Not only does the Sundre Pro Rodeo promote Sundre, western living, and rodeo, it is a unique and valuable opportunity to promote your business to a captive audience. Going forward, we desire to continually bring our Sponsors and patrons the best rodeo in rural Alberta. In order for us to do so, we ask for your sustaining support in the form of financial contributions.

Please review the available Sponsorship Packages. We look forward to working with you in finding a package that is most suitable for your involvement in the 2018 Sundre Pro Rodeo.

*Also, there is the option of sponsoring "in kind" for each level of sponsorship according to your product or service.

If you have any questions or concerns regarding these options, please feel free to contact us.

Sincerely,
Sundre Rodeo Committee

Contact: Shane Crouch
Cell: 403-844-6850
Email: crouchies@telus.net

Contact: Tammy Phillips
Cell: 403-636-0171
Email: tammy.phillips@live.ca

Why Sponsor the Sundre Rodeo and Race Association

- ✓ First and foremost, a close community spirit characterizes the rodeo world, which includes our Sponsors. Your contributions are greatly appreciated by all those involved; both competitors and fans will consistently choose Sponsors products and services over any others.
- ✓ It takes approximately \$280,000 to put on the pro rodeo in our town.
- ✓ The Sundre Pro Rodeo attracts a substantial number of local patrons and visitors to the Sundre area, broadening the reach of your Sponsorship contributions.
- ✓ With rodeo becoming one of the most popular sports in North America, and Sundre being a highly prized vacation spot in Alberta, we know from experience that people will travel to watch our well organized, high-profile Rodeo.
- ✓ We are pleased to share our *covered Whiskey Tent* with you our Sponsor, and will be proud to show you our new Infield Grandstand recently built in 2016. The rodeo committee continually upgrades the grounds and facilities on an annual basis for fan, athlete and stock comfort.

"I was able to wheel up the side ramp on the grandstand and park my wheelchair in front and I had a great view of the whole rodeo arena". Darrel Paulovich, Rodeo Fan.

- ✓ Rodeo presents tremendous opportunities for businesses to gain exposure and reach an expanding and under-utilized market.

Testimonial from James Thorogood, General Manager of the Best Western Plus Mountain View Inn and Suites Sundre, Alberta:

"I would like to thank you very much for your efforts in making sure the Best Western Plus Sundre was well displayed and mentioned during the 2015 rodeo. When I made the decision to become a gold Sponsor, I had a certain expectation in mind. I took my daughter to the rodeo on Saturday hoping to see some recognition. My expectations were blown away. To start, I purchased a program, and immediately saw mention of the hotel numerous times for each room we Sponsored. As the rodeo started I noticed the Best Western mentioned as a Gold Sponsor on the main rodeo scoreboard; not once but several times throughout the rodeo. At that point I was happy. Then about the middle of the show, the announcer Joe Braniff went on about a 3 minute spiel about the Best Western in Sundre and very genuinely explained in detail how much him and the other rodeo staff enjoyed our new hotel and staff. Being that it was the afternoon show, the stands were packed with rodeo fans. I am a big believer of supporting the community and will continue to do so in various ways, but the Sundre Pro Rodeo truly knows how to look after their Sponsors in a very professional, positive manner. I would strongly recommend becoming a Sponsor for the Sundre Rodeo. Best Western is looking forward to being a Sponsor for the 2016 Sundre Rodeo and will do so for years to come."

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Video Replay Board – New for 2018!!!

Benefits and Opportunities:

The Sundre Rodeo and Race Association recognize the value of having a quality video replay board at the Sundre Pro Rodeo. Rodeo is a fast paced sport, a video replay board allows the fans a second chance to watch rodeos four and two legged athletes compete and display their amazing athletic skills. Feature Productions is contracted by The Sundre Rodeo and Race Association to provide the video equipment and production of each of the four performances of the Sundre Pro Rodeo. The contractor brings the video replay board and the full production trailer.



Throughout each of the rodeo performances the video replay board runs and allows live action, replays, highlights, leader board and more. Further to this, the video production team also provides such features as interviews with the cowboys and cowgirls and some interactive fun with the fans.



The video replay board is a high definition LED board measuring an impressive 20 feet wide by 12 feet in height that offers clear visible graphics and video images even from long distances away. The sponsor's name and logo will appear on the video replay board prior to and following the video sponsorship opportunity. The replay video board opens up further sponsorship opportunities at the Sundre Pro Rodeo that include the following:

- ✓ Video Replay Board - Title Sponsor \$4,000 **(Note: Possible Sold)**
- ✓ Premier name location across the top of the 20' X 12' video replay board.
Sponsor recognition from announcer during each rodeo performance.

- ✓ Replay Sponsor \$800
All Performances
Sponsor recognition from announcer during each rodeo performance.
- ✓ Event Highlight Video Sponsor \$800
All Performances
Sponsor recognition from announcer during each rodeo performance.
- ✓ Leader Board Sponsor \$800
All Performances
Sponsor recognition from announcer during each rodeo performance.
- ✓ Kiss Cam Sponsor \$800
All Performances
Sponsor recognition from announcer during each rodeo performance.
- ✓ Clock Sponsor \$800
All Performances
Sponsor recognition from announcer during each rodeo performance.
- ✓ Chute Cam Sponsor \$800
All Performances
Sponsor recognition from announcer during each rodeo performance.



The Sundre Rodeo and Race Association will require a digital copy of your logo no less than 3 weeks prior to the first performance of the rodeo. The digital copy of your logo is at the cost of the sponsor.

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Chute Gates

**Chutes 1 – 8 & “out gate” sell for \$2000 each
Chute 9 sells for \$4000**

Benefits and Opportunities:

The Sundre Rodeo and Race Association grounds have eight bucking chute gates, one timed event chute gate, and one in/out gate for sale. Signs on these gates promoting local businesses have proven to be successful. As well as being clearly visible from all of our grandstands and our on- grounds beer garden, the chutes are always referred to by the sign they bear throughout the rodeo.



The eight bucking chutes demand a lot of attention as they are used for the three major rough stock events; bareback, saddle bronc and bull riding, as well as novice bareback, novice saddle bronc, boys steer riding and other added events for all four rodeo performances. All of these animals leave the arena through our “out gate”, which we offer as another Sponsorship option.

Chute # 9 is also available at the “timed event” end of the arena. This chute is the center of attention throughout the timed events as every tie-down, steer wrestling and team-roping competitor take their stock from here, in all four-rodeo performances. Chute Gate sponsorship is a highly sought after level of sponsorship and therefore is on a contract basis.

Included in this promotional option, Sundre Rodeo and Race Association offers you two passes to the Saturday evening Cabaret, and two passes for each of the four performances at the rodeo, so you can come and see your Sponsorship in action. All Sponsors will roll continually on a scoreboard on South end of Arena.

**Sundre Rodeo and Race Association will make signs available to ensure all signs meet specifications. If you already own a sign, check with us to see if it will meet our requirements.
Sign is at the cost of the sponsor.**

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Platinum Sponsor

\$5000+



Benefits and Opportunities:

For sponsoring our rodeo this year, you will receive recognition with a flag bearing your business name by one of our “Go Wild, Go West” riders in the grand entry, the Saturday morning parade through town and several times throughout each four rodeo performances. Your business will also receive promotion in the day sheet listed each day in bold letters and your company logo displayed on our scoreboard during our four performances.

Included in Your Sponsorship:

- ✓ 6 VIP passes for each performance of the rodeo in VIP infield seating.
- ✓ 6 passes to the Saturday night cabaret.
- ✓ A Sponsor barbeque Saturday afternoon at Rodeo Grounds.
- ✓ Logo of your business on our website with link to your business website.
- ✓ Promotion in rodeo day sheet.
- ✓ Promotion on flags in grand entry, parade and “Go Wild, Go West” riders in all rodeo performances (**flag provided by sponsor**).
- ✓ Your business logo displayed on scoreboard during the rodeo.
- ✓ Your business logo displayed along the infield fence (**sign provided by sponsor**).

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Sign at cost of the sponsor.**

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Gold Sponsor \$3000 - \$4999

Benefits and Opportunities:

For sponsoring a major event at our rodeo this year, you will receive recognition with a flag bearing your business name by one of our “Go Wild, Go West” riders in the grand entry, the Saturday morning parade through town and several times throughout each four rodeo performances. Your business will also receive promotion in the day sheet listed each day in bold letters indicating the event you sponsored and your company logo displayed on our scoreboard during our four performances. Your flag will also lead the day’s winner in your sponsored event around the arena in a victory lap. And of course, during your sponsored event, the announcer will mention your name. Your Sponsorship will also include the trophy buckle, so you will receive a picture of your presentation to the winner.

Included In Your Sponsorship:

- ✓ 4 VIP passes for each performance of the rodeo in VIP infield seating.
- ✓ 4 passes to the Saturday night cabaret.
- ✓ A Sponsor barbeque Saturday afternoon at Rodeo Grounds.
- ✓ Logo of your business on our website.
- ✓ Promotion in rodeo day sheets.
- ✓ Promotion on flags for event sponsored in all rodeo performances (**flag provided by sponsor**).
- ✓ Your business logo displayed on scoreboard during the rodeo.
- ✓ Your business logo displayed along the infield fence (**sign provided by sponsor**).
- ✓ Picture of presentation to the event winner.



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Silver Sponsor

\$1500 - \$2999

Benefits and Opportunities:

Being a Silver Sponsor at our rodeo gives you some freedom to choose where you wish to see your Sponsorship money go. As well as some of the minor events, you may wish to check the list at the back of this package for other options available for Sponsorship. Designating where your Sponsorship money goes will give you recognition at the rodeo via the announcer as well as promotion in the day sheets & will roll continually on scoreboard on South end of arena.

Included In Your Sponsorship:

- ✓ 2 VIP passes for each performance of the rodeo.
- ✓ 2 passes to the Saturday night cabaret.
- ✓ A Sponsor barbeque Saturday afternoon at Rodeo Grounds.
- ✓ Logo of your business on our website.
- ✓ Promotion in rodeo day sheets.
- ✓ Your business name displayed on scoreboard during the rodeo.
- ✓ Your business logo displayed along the infield fence (**sign provided by sponsor**).



**Sundre Rodeo and Race Association will make signs available to ensure all signs meet specifications. If you already own a sign, check with us to see if it will meet our requirements.
Sign at the cost of the sponsor.**

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Bronze Sponsor

\$400 - \$1499

Benefits and Opportunities:

Being a Bronze Sponsor at our rodeo also allows you some choice as to where you want your dollars to go, as well as receiving promotion in the rodeo day sheets, on the table tents in our local restaurants and businesses during rodeo week & will roll continually on scoreboard on South end of arena.

Included In Your Sponsorship:

- ✓ 2 general passes for each performance of the rodeo.
- ✓ 2 passes to Saturday night cabaret.
- ✓ A Sponsor barbeque Saturday afternoon at Rodeo Grounds.
- ✓ Logo of your business on our website.
- ✓ Promotion in day sheets.
- ✓ Your business name displayed on scoreboard during the rodeo.



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Additional Sponsorship Options

(These Sponsorship options will be handled on a first come first serve basis)

Silver Options

Stock (4) (SB, BB, BR, SW)
Announcer (2)
Ambulance (2)
Tie down calves
Team Roping Steers
Bullfighter
Fireworks (2) or

Bronze Options

Novice Bareback
Novice Saddle Bronc
Rodeo Secretary
Boys Steer Riding
Wild Cow Milking
Sound System for Rodeo
Fireworks (3)

PLEASE NOTE: Sponsorships of any amount are welcome and depending on the amount, passes to Rodeo Performances will be given to Sponsors.

