



40th

ANNIVERSARY!



1979 - 2019

SPONSORSHIP PACKAGE



Sundre Rodeo and Race Association

Box 1218
Sundre, Alberta
T0M 1X0

WWW.SUNDRERODEO.COM



Dear Sponsor:

This year we are very excited to be celebrating the **40th Anniversary of the Sundre Pro Rodeo, June 21-23, 2019!**

We have always prided ourselves on making the Sundre Pro Rodeo a world class rodeo event and this year we are pulling out all the stops for our 40th! Be part of something special by being one of our amazing Sponsors for this historic celebration!

Our town has always had a very rich culture steeped in farming and ranching. From this heritage came a love of Rodeo, going back well before the first official Pro Rodeo held in 1979. As always, we will be drawing from the best of the best contestants across Canada and the U.S. Fans are treated to the most thrilling rodeo experience, as they watch them battle for our highly sought after Gist championship buckles. Sundre has been home to many a great cowboy, cowgirl, stock contractor and even livestock champions over the years, and in 2019 we want to celebrate each and every one of them. Will you celebrate with us?

Each and every year we rely on the generous financial support of our incredible Sponsors. It is because of our Sponsors that time and again, Sundre is able to put on the calibre of rodeo that makes our town proud. Rodeo weekend in Sundre is arguably the most exciting weekend for our town and helps the community as a whole given the economic impact the Rodeo brings. In becoming a Sponsor, you can feel honoured in knowing you not only had a hand in bringing the Rodeo to life but also in supporting this community. Sponsor contributions are greatly valued and our committee does our best to promote you to over 15,000 people, locals and visitors, that pass through our gates over the 3 days of rodeo action.

Competitors and fans consistently choose Sponsor products and services over any others. Being a Rodeo Sponsor presents tremendous opportunities for your business to gain exposure and reach a large audience in a short period of time.

Please review the following sponsorship options. We are happy to work with you to find a level of sponsorship that is most suitable for your involvement in the 2019 Sundre Pro Rodeo. There is also the alternative 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. We are looking forward to making the Sundre Pro Rodeo's 40th Anniversary one to be remembered with your help!

Sincerely,

Contact: Tammy Phillips, Director (Sponsorship)
Sundre Rodeo Committee
Cell: 403.636.0171
Email : tammy.phillips@live.ca

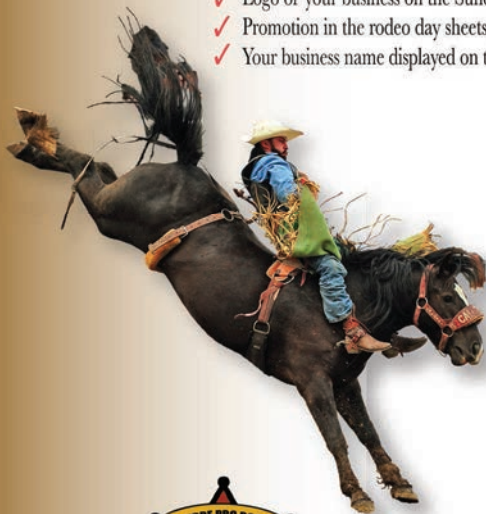
Contact: Shane Crouch, President
Sundre Rodeo Committee
Cell : 403.844.6850
Email: crouchies@telus.net



BRONZE

\$500 - \$1499

- ✓ 2 **General Passes** to each rodeo performance (total of 8 tickets)
- ✓ 2 passes to the Saturday night Cabaret
- ✓ Sponsorship BBQ Saturday afternoon between rodeo performances at the Whiskey Tent
- ✓ Logo of your business on the Sundre Pro Rodeo website
- ✓ Promotion in the rodeo day sheets
- ✓ Your business name displayed on the scoreboard during each rodeo performance



**GO WILD!
GO WEST!**



SILVER

\$1500 - \$2999

- ✓ 2 **VIP** passes to each rodeo performance (total of 8 **VIP** tickets)
- ✓ 2 passes to the Saturday night Cabaret
- ✓ Sponsorship BBQ Saturday afternoon between rodeo performances at the Whiskey Tent
- ✓ Logo of your business on the Sundre Pro Rodeo website
- ✓ Promotion in the rodeo day sheets
- ✓ Your business name displayed on the scoreboard during each rodeo performance
- ✓ Your business logo displayed along the infield fence (sign to be provided by the Sponsor)



GOLD

\$3000 - \$4999

- ✓ 4 **VIP** passes to each rodeo performance (total of 16 **VIP** tickets) in infield seating
- ✓ 4 passes to the Saturday night Cabaret
- ✓ Sponsorship BBQ Saturday afternoon between rodeo performances at the Whiskey Tent
- ✓ Logo of your business on the Sundre Pro Rodeo website
- ✓ Promotion in the rodeo day sheets
- ✓ Your business name displayed on the video board during each rodeo performance
- ✓ Your business logo displayed along the infield fence (sign to be provided by the Sponsor)
- ✓ Promotion on flags for event sponsored in all rodeo performances (flag provided by Sponsor)
- ✓ Picture of presentation to the event winner



**GO WILD!
GO WEST!**



PLATINUM

\$5000+

- ✓ 6 **VIP** passes to each rodeo performance (total of 24 **VIP** tickets) in infield seating
- ✓ 6 passes to the Saturday night Cabaret
- ✓ Sponsorship BBQ Saturday afternoon between rodeo performances at the Whiskey Tent
- ✓ Logo of your business on the Sundre Pro Rodeo website
- ✓ Promotion in the rodeo day sheets
- ✓ Your business name displayed on the video board during each rodeo performance
- ✓ Your business logo displayed along the infield fence (sign to be provided by the Sponsor)
- ✓ Promotion on flags in grand entry, parade and "Go Wild! Go West" riders in all performances (flag provided by Sponsor)



CHUTE GATES

Chutes 1-8 & "Out Gate" \$2000 (Silver Sponsor)

We have 8 bucking chute gates, one timed event and one in/out gate for sale. Chutes are clearly visible from all grandstands and on-grounds beer gardens, capturing attention during our major roughstock events; bareback, saddle bronc and bull riding. Chutes are also used for the novice bareback, novice saddle bronc, boys steer riding and other added events for all four rodeo performances. Stock from all events leave the arena through our "out gate".

Chute 9 \$4000 (Gold Sponsor)

Chute 9 is located at the "timed event" end of our arena. This chute is the centre of attention while tie-down, steer wrestling and team roping competitors take their stock from this chute in all four rodeo performances.



**GO WILD!
GO WEST!**

Chutes are always referred to by the sign they bear throughout the rodeo, ensuring your business gets lots of air time from our announcers. This type of promotion has proven to be very successful and thus are highly sought after. Chute Gate Sponsors are on a contract basis.



VIDEO BOARD

\$800 - \$4000

New to us in 2018 was the addition of a high definition LED 20' x 12' video replay board. Throughout each rodeo performance, the video replay runs and allows live action, replays, highlights, leader board and more. Further to this, the video production team provides features such as interviews with the contestants and some interactive fun with the crowd.

Gold Sponsor

Video Board Title Sponsor \$4000

* Sponsors name and logo will appear on the video board prior to and following the Bronze video sponsorship opportunities, at all performances with recognition from the announcer.

Bronze Sponsor

Replay Sponsor	\$800
Event Highlight Sponsor	\$800
Leader Board Sponsor	\$800
Kiss Cam Sponsor	\$800
Clock Sponsor	\$800
Chute Cam Sponsor	\$800

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GO WEST!**





SPONSOR LEVELS

SPONSORSHIP LEVELS	BRONZE \$500 - \$1499	SILVER \$1500 - \$2999	GOLD \$3000 - \$4999	PLATINUM \$5000 +
General Pass	2/performance	x	x	x
VIP Passes	x	2/performance	4/performance	6/performance
Cabaret Tickets	x	2	4	6
Sponsorship BBQ	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓
Day Sheet Promotion	✓	✓	✓	✓
Business on Video Board	✓	✓	✓	✓
Business Logo in Infield	x	✓	✓	✓
Sponsor Flag - Drill Team	x	x	✓	✓
Presentation Picture	x	x	✓	x
Grand Entry Flag	x	x	x	✓
Flag in Parade	x	x	x	✓

Please note that the SRRA will require a digital copy of your logo no less than 3 weeks prior to tie first performance. The digital copy of your logo is at the expense of the Sponsor.

**40
YEARS!**



**GO WILD!
GO WEST!**