

44TH

SUNDRE

PRO RODEO

1979-2024

JUNE 21-23

SMS TOUR



2023 NFR Pickup man of the year, Tyler Kraft with 2023
Pick-up Horse of the Year, Baby Hes Hot "Baby"

photo credits, Covy Moore



Sundre Rodeo and Race Association
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TO OUR SPONSORS, SUPPORTERS AND FANS

Dear Respected Supporters,

We extend our heartfelt invitation on behalf of the Sundre Pro Rodeo Team, represented by the Board of Directors, Committee Members, and our dedicated Volunteers. Each year, it fills us with immense joy to orchestrate this remarkable event in Sundre. Witnessing our collective growth year after year adds an extra layer of significance to this endeavour.

The year 2023 marked a peak for our rodeo in the community, with the overwhelming generosity of our faithful sponsors and the addition of some thrilling new partnerships. Our continuous improvement is a testament to your consistent support, which significantly contributes to the success of our event.

To all our esteemed past and present sponsors, we cannot express enough gratitude for your unwavering contributions to the Sundre Pro Rodeo. Our team is deeply passionate about our event, and your support acts as the driving force behind our ambition to evolve and elevate our standards every passing year.

We encourage you to look over our Sponsorship Package and consider joining us in fostering one of Canada's fastest-growing rodeos. Together, let us further embellish this extraordinary event.

Thank you for your valuable time and consideration.

Warm regards,

Shane Crouch
President
403-844-6850
crouchies@telus.net

Alisa Brace
Director of Sponsorship
403-586-2148
alisabrace13@gmail.com



Pro Tour Sponsorship

The Pro Tour consists of all large CPRA rodeos, defined as rodeos adding \$8,000 or more per event to the prize payout. In 2023 there were 15 rodeos on the Pro Tour, including the Pro Tour Finals in Armstrong, BC.

All Pro Tour rodeos are live-streamed on thecowboychannel.com. As a result, sponsors of the tour receive a high level of visibility leading up to, during and after each rodeo.

- Announcer mentions
- Advertising on the Sundre Pro Rodeo website and social media outlets
- Flags or banners within the rodeo grounds
- Official presenting sponsor during rodeo performance
- Video Presentation on the big screen



SOCIAL MEDIA AND SPONSORSHIP

SundreRodeo.com

18, 825 visitor views in 2023

Sundre Pro Rodeo on FACEBOOK

5.1 thousand followers

4.5 likes

Sundre Pro Rodeo on Instagram

1,901 followers

Cowboy Channel +

live streaming of
the 2023 Sundre Pro Rodeo





Sundre Pro Rodeo by the Numbers

\$2,000,000 +

Injected into the local community during the weekend due to the rodeo according to the Town of Sundre Department of Economic Development.



120
the number of
sponsors for the
2022
Sundre
Pro Rodeo

\$154, 299.64

Prize money pay out at
the Sundre Pro Rodeo
in 2023

44

Number of years
the Sundre Pro
Rodeo has been
held.

12, 694

Fans who attended the
Sundre Pro Rodeo in 2023

150
Volunteers for
the 2023
Sundre Pro
Rodeo
Weekend

\$16,297.94

Donated by the Sundre Pro
Rodeo and Race Association
to various individuals and
organizations in 2023.

50 Committee
Members for
the 2023/2024
Rodeo Season



Bronze \$500-\$1499

- 4 General Passes to a rodeo performance
- Sponsorship BBQ
- 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

Silver \$1500-\$2999

- 2 VIP passes to each rodeo performance in infield seating
- Sponsorship BBQ
- 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)

Gold \$3000-\$4900

- 4 VIP passes to each rodeo performance in infield seating
- Sponsorship BBQ
- 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)
- Promotion of flags for event sponsored in all rodeo performances - (flag provided by Sponsor)
- Picture of presentation to the event winner

Platinum \$5000 +

- 4 VIP passes to each rodeo performance in infield seating
- 2 passes to to the Saturday night Cabaret
- Sponsorship BBQ
- 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 is displayed along the infield fence - (sign provided by Sponsor)
- Promotion on flags in the grand entry, parade and "Go Wild! Go West" riders in all performances - (flag provided by Sponsor)





Video Board: \$1000 - \$4000

New to us in 2018 was the addition of a high-definition LED 20' x 12' video replay board. Throughout each 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 before and following the Bronze video sponsorship opportunities; at all rodeo performances with recognition from the announcer.

Bronze Sponsor

Replay Sponsor \$1000

Event Highlight Sponsor \$1000

Leader Board Sponsor \$1000

Kiss Cam Sponsor \$1000

Clock Sponsor \$1000

Chute Cam Sponsor \$1000

Chute Gates 1-8 & "Out Gate": \$3000 (Gold Sponsor)

We have 8 bucking chute gates, one-timed event and one in/out gate for sale. Chutes are visible from all grandstands and on-grounds beer gardens, capturing attention during our major rough stock events; bareback, saddle bronc and bull riding. Chutes are also used for the novice bareback, novice saddle bronc, junior 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 all attention while tie-down, breakaway, steer wrestling and team roping competitors take their stock from this chute in all four rodeo performances.

*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.



Sponsor Levels

Sponsorship Level	Bronze \$500-\$1499	Silver \$1500-\$2999	Gold \$3000-\$4999	Platinum \$5000+
General Pass	4 passes	x	x	x
VIP Passes	x	2/performance	4/performance	4 /performance
Cabaret Tickets	x	x	x	2
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	✓



Sponsors Flag and Sign Specifications

Standard Rodeo Flag: Size – 36 Inches X 60 Inches

Style –Single Reverse or Double Sided Flag Finishing –
Grommets or 2 Inch Sleeve with Closed Top

Sponsor flags are packed into the rodeo arena on horseback by the 'Go Wild Go West' Drill Team. It is recommended sponsor flags are made with the 2 inch sleeve with the closed top. The flags are slipped over wood 1 ½ inch dowel rods and fastened so they don't come lose during presentation. Depending on your budget, double sided flags are a bit more money as they are a heavier nylon with both sides being separately printed and stitched together, single reverse flags will show your logo and any lettering reversed on one side of the flag. Flag production companies will ask about these flag specifics when ordering your flag. Further to this you should have your company logo in a PDF or vector format ready to be electronically sent to allow for a quicker flag proof to be provided by the flag production company.



Infield Sponsor Sign

Standard Sign Size: 24 Inches X 72 Inches

The infield sponsor signs are generally made of corrugated plastic due to their weatherproof nature and durability. This is our standard size as the sponsor signs fit on the infield panels and almost exactly between two rails of each panel. Eight brass gromets are recommended for each sign with four being placed across the top and four gromets along the bottom. These gromets allow the signs to be fastened easily with zip ties to the rails and will ensure your sponsor signs last much longer than those signs without gromets. Before you order, plan to have your company logo ready in a PDF or vector format that can be forwarded electronically when requested.



Chute Gate Signs

Standard Sign Size: 24 Inches X 72" Inches

These sponsor signs are also made out of corrugated plastic due to their weatherproof nature and durability. The chute Gate signs have a specific size and are produced to slide into the sign frame built into the front of the chute gate. A chute gate sign does not require brass gromets as the sign simply slides right into the gate frame. Before you order, plan to have your company logo ready in a PDF or vector format that can be forwarded electronically when requested.





The Canadian Pro Rodeo Sports Medicine Team attended 183 performances in 2022, consisting of over 50 practitioners from various disciplines. Their goal is to help rodeo athletes in their careers by providing pre-event care, injury arena coverage, crisis control, and post-event care. They educate competitors to care for themselves and their injuries, ultimately reducing 'turn-outs' and increasing healthy competitors. The team attended 175 performances in 2019, including rodeos, bull riding events, and the Calgary Stampede. The team offers on-site athletic therapy, chiropractic care, and massage therapy, as well as post-injury care from physicians and orthopedic surgeons.

Prioritizing Safety: The Sundre Pro Rodeo's Commitment to Athletes and Animals
At the Sundre Pro Rodeo, we are committed to ensuring the safety of our athletes and animals above all else. To provide additional assurance to our competitors, we have a dedicated Sport Medicine team on hand during the event.

Our Sport Medicine team consists of trained professionals who specialize in injury prevention, evaluation, treatment, and rehabilitation. They work closely with the rodeo athletes and their respective teams to provide comprehensive care throughout the event.

In addition to our Sport Medicine team, we also have veterinary professionals on site to ensure the well-being of our animal athletes. These professionals monitor the animals before, during, and after each event to ensure that they are healthy and not experiencing any undue stress or discomfort.

We believe that our commitment to safety is what sets us apart from other rodeos. By prioritizing the well-being of our athletes and animals, we create a safe and enjoyable experience for everyone involved.

Sponsorship Appreciation BBQ



Hello everyone,

We're excited to announce a meet and greet event on June 1st, 2024, and we extend a warm invitation to all our valued sponsors. This gathering is our way of expressing gratitude for your incredible support over the years. Your contributions mean a lot to us, and we want to show our appreciation!

Join us at the rodeo grounds for a fun-filled afternoon starting at 1:00 pm. We've arranged a BBQ and a selection of beverages suitable for all ages. Families are more than welcome, so bring your kids along for the festivities!

To help us organize the event smoothly, we kindly request an RSVP from those planning to attend. Please let us know by May 31st so that we can ensure there's plenty of food and drinks for everyone.

RSVP by sending an email to info@sundrerodeo.com.

We're eagerly looking forward to hosting you all on June 1st!

Shane Crouch
403-844-6850
President

Alisa Brace
403-586-2148
Sponsorship Director



2024 Sponsorship Agreement

This agreement concerns the sponsorship status of _____. It guarantees that all related benefits will be offered to the sponsor. In exchange for these benefits, the sponsor agrees to make payments to the Sundre Pro Rodeo Association.

\$_____ (cash/cheque) or \$_____ (in-kind).

More details about this sponsorship include:

Sponsor:_____ Contact Person:_____

Address:_____

Phone:_____ Email:_____

Requested Level of Sponsorship

Please **X**

- Bronze \$500-\$1499
- Silver \$1500-\$2999
- Gold \$3000-\$4900
- Platinum \$5000 +

Kindly ensure that all sponsorships are confirmed by June 1st to secure appropriate promotion for your sponsorship.

Sponsor_____ Contact Person Signature_____

Date_____