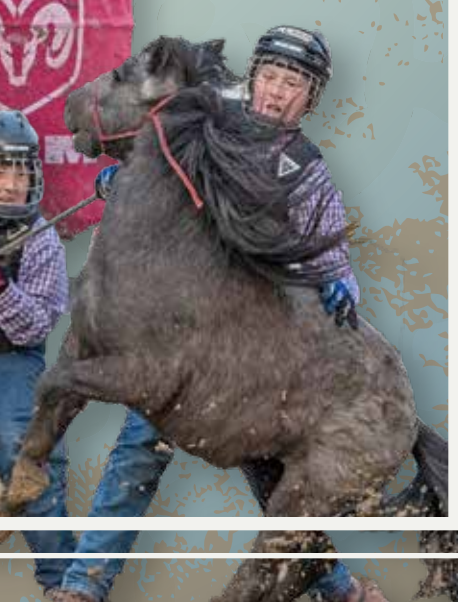


SUNDRE PRO RODEO

1979 - 2021



RODEO

Dear Sponsor:

This year marks the 41st annual Sundre Pro Rodeo, June 25-27, 2021!!!

We have always prided ourselves on making the Sundre Pro Rodeo a world class rodeo event, and this year you can expect no less! We would be so honoured for you to consider becoming one of our amazing sponsors and help us bring this historical event to life, for yet another year.

Special events look different these days thanks to COVID, but it doesn't mean it can't be just as festive, celebratory and meaningful as years past. Rest assured, we will stay current on and adhere to all Alberta Health and government guidelines to ensure the safety and health of patrons, competitors and staff at our rodeo. Not having a rodeo last year gave us time to finish some exciting projects such as constructing a brand new grandstand, offering more seating and accessibility. It is chiefly due to our sponsors that we are able to complete these kinds of projects, and continue to incorporate new ideas to keep our rodeo fresh and interesting for all spectators and worthwhile for our competitors.

If your company is interested in partnering with us, we would love to hear from you! And of course your contribution to this event, will be proudly displayed and acknowledged by the Sundre Pro Rodeo in a variety of ways. Your logo will be displayed in the appropriate areas on the rodeo grounds, on the video replay board, mentioned by the announcers, on our website, in the day sheets as well as on social media.

We greatly appreciate you taking the time to read through our sponsorship package. We look forward to hearing from you, developing a relationship with your organization and creating a rewarding experience for all parties involved at the Sundre Pro Rodeo.

Sincerely,

Alisa Brace
Director of Sponsorship
Ph: 403.586.2148



June 25 - 27

www.sundrerodeo.com

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 (total of 8 VIP tickets)
- ✓ 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 - \$4999

- ✓ 4 VIP passes to each rodeo performance (total of 16 VIP tickets) 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)
- ✓ Promotional 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 (total of 16 VIP tickets) 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 displayed along the infield fence - sign provided by Sponsor
- ✓ Promotion on flags in grand entry, parade and "Go Wild! Go West" riders in all performances - flag provided by Sponsor



June 25 - 27

www.sundrerodeo.com

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 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 rodeo 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

Chute Gates 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 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 all attention while tie-down, 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.*



June 25 - 27

www.sundrerodeo.com

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	✓



June 25 - 27

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