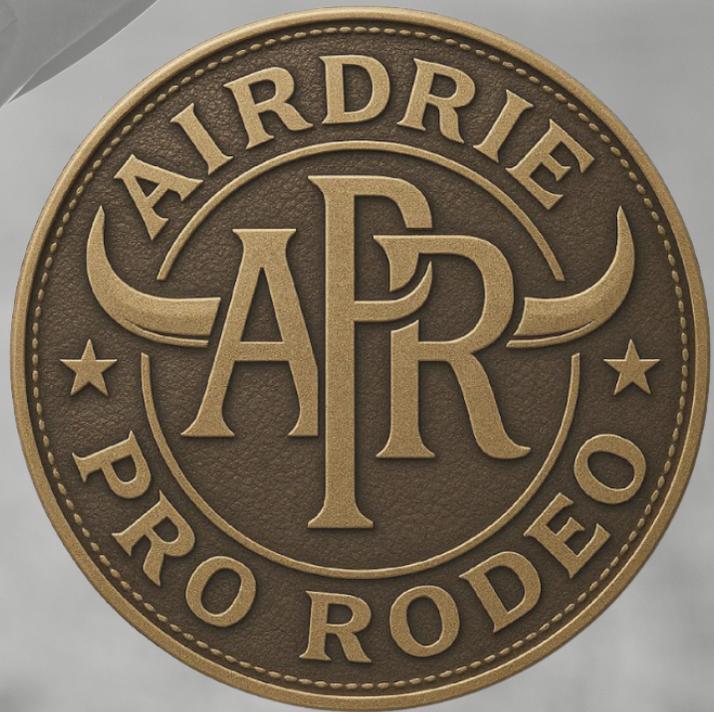
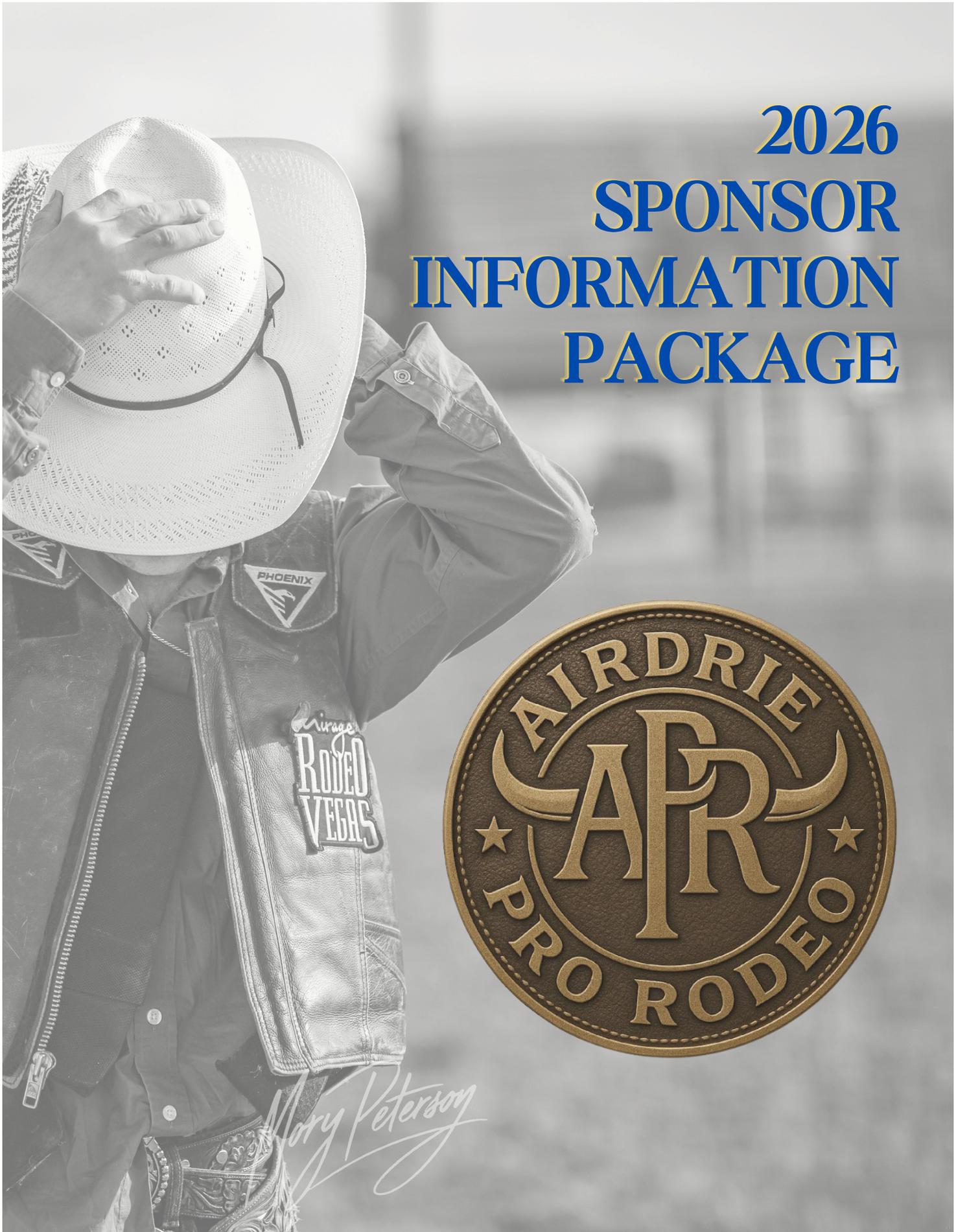


2026
SPONSOR
INFORMATION
PACKAGE



Mary Peterson



Welcome!

Thank you for considering a Sponsorship Package with the Airdrie Pro Rodeo.

Our Sponsors are a vital part of making the rodeo possible each year. Without your support, we wouldn't be able to deliver our annual event bringing multiple communities together.

This document outlines the available packages and their details. For a quick comparison, a summary of benefits is provided at the end, with complete details to be reviewed at the time of signing. Packages can also be combined to best fit your needs.

If you are selecting a package that includes an arena banner, please note our *updated requirement*: banners must be no larger than 2' x 8' unless otherwise specified. This ensures the safety of animals, contestants, staff, and protects spectator sightlines.

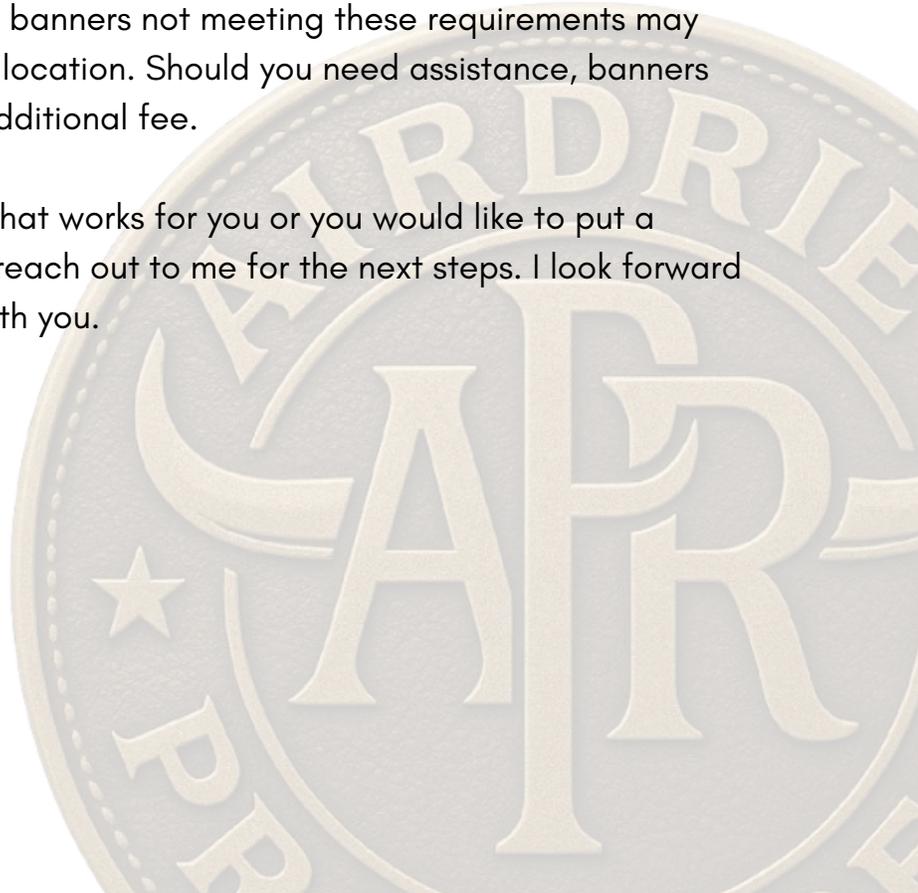
Certain packages allow for larger banner sizes, which are outlined in package descriptions. Please be aware that banners not meeting these requirements may not be displayed at your preferred location. Should you need assistance, banners can be printed through us for an additional fee.

When you've chosen the package that works for you or you would like to put a custom package together, please reach out to me for the next steps. I look forward to building a lasting partnership with you.



Jenn Allison

Airdrie Pro Rodeo Sponsorship Director
airdrierodeosponsorship@gmail.com



PACKAGES

UNITED
United Safety

Mary Peterson

★

HERITAGE

\$25,000

Rodeo Royale is for the serious sponsor who always wants to be front and center. You will be the main sponsor of the event. Can't you hear 'Welcome to the Airdrie Pro Rodeo brought to you by...' over the announcer mic already?

Benefits include:

- Naming rights to the rodeo
- Highway advertising
- VIP Lounge Naming
- Name on Official Airdrie Pro Rodeo
- Name on wristbands (if still available)
- Chute Advertising
- VIP Package including drink tickets

Poster/Advertisements'

Other opportunities that are not listed may be available.

★

ARENA SPONSOR

\$10,000

Supply the Tractor for the arena groomer, and additional large equipment that is needed to get the grounds ready and maintain the Rodeo grounds throughout the event.

Benefits include:

- Bucking chute advertising
- VIP Package
- Company logo above gates around the arena

★

CHUTES & BARRELS

7 packages @ \$7000.00 each

CHUTE

4 PACKAGES

Premium Package

Choose one of 6 chutes to be named yours. Your name is announced when that particular chute is used, putting your business front and center in the arena.

TIMED END

1 PACKAGE

Premium Package *This includes 4 banners*

Banners to be on gates while they are closed for the rough stock events. When the gates open for the timed events, the banners will also be on the opposite side and then become part of the arena.

LADIES BARREL RACING

1 PACKAGE

During the Ladies Barrel Racing your logo will be on all 3 barrels of the cloverleaf pattern. This also includes x2 arena banners to be placed at the first and second barrels in the arena.

Inc. cost for barrel covers and Ladies Barrel Racing sponsor Champion Buckle.

SCOREBOARD

1 PACKAGE

Your name on the scoreboard for the live action, replays and scores.

★

COWBOY CARNIVAL

Price Varies

Bar sponsorship available; no exclusivity offered. Please contact Sponsorship Director for more information.

Opportunities include, but not limited to:

- RTD & Beer
- Hard Liquor
- Beer Gardens naming sponsor
- Cabaret Stage Sponsor
- VIP Bar naming Sponsor
- VIP Bar Liquor sponsor

★

FRONTIER

\$5000.00

CENTER CHUTE

1 Package

Right in the middle of all the action-literally. This is a vertical banner which separates the 3 right and 3 left chutes.

Vertical Banner: 67" high x 38" wide

RODEO CLOWN

1 Package

Provide the entertainment for the duration of the Rodeo. Our Rodeo Clown helps move the performance along, with laughs along the way. We'd be lost without our barrel man!

Includes 2'x8' arena banner

CONTESTANT ARENA ENTRANCE

1 Package

2 large banners that are on the gates that all horses and cowboys come through to get in and out of the arena. This is located at the roping end of the arena.

Banner Size: 4'x8' or up to 4x 2'x8'

ROUGHSTOCK OUTGATE

1 Package

Larger banner on our rough stock out gate. This gate lies next to our bucking chutes and all the rough stock and roping calves exit the arena after they are done.

Banner Size: 4'x10'

TIMED END OUTGATE

1 Package

Larger banner next to our roping boxes. Prime location in the corner of the arena.

Banner Size: 4'x10'



★

RANCHERS CHOICE

\$500.00 - \$3500.00

ON SITE MEDICAL

1 @ \$3500.00

Keeps our contestants safe- and crowd.
Includes larger banner on the gate where EMS keeps watch.

Banner size: 3'x8'

EVENT BUCKLE

8 @ \$2000.00

The buckles given to our overall winners of each event at the end of the rodeo.

This does not include Ladies Barrel Racing.

DRINK TICKETS

1 @ \$1500.00

You'll see your name on our larger than life drink tickets we have come to be known for. Both Alcoholic and Non-Alcoholic Drink Tickets are included. We go through thousands!

LANYARDS

1 @ \$1500.00

Lanyards are given to VIP Sponsors, Committee Members, Volunteers, Arena Crew, Marketplace Vendors... A great way to get your name shown.

CABARET BANNER

6 @ \$1000.00

Your banner will be in our cabaret tent for everyone to check out until last call.

Banner Size: 2'x8'

VIP FOOD

\$1000.00/night

We have buffet-style food and snacks for our VIP's to enjoy throughout the evening. T

This can be a donation of your choice per night instead of a dollar value.

WRISTBANDS

1 @ \$2500.00

Everyone has one. This is your admission to get into the grounds and enjoy the show!

VIP BANNER

1 @ \$3500.00

Premium signage without the premium price. Your banner will hang on the VIP Lounge right above the chutes.

Banner size 2'x8'

WATERBOTTLES

1 @ \$2500.00

We have custom water bottles with our name on one side of the label- yours can go on the other side! These are distributed around the grounds to everyone throughout the weekend.

ARENA BANNER

\$1500.00

Speaks for itself- a banner in the arena. Prime location!

Banner Size: 2'x8' banner*

BLEACHER BANNER

6 @ \$1000.00

Signage to go on top of the bleachers throughout the rodeo. Minimal space available.

Banner size: 3' x 8'

GROUND'S BANNER

\$750.00

Your banner will be hung around the rodeo grounds showing your support throughout the rodeo.

Banner size varies.

★

★

RANCHERS CHOICE CONTINUED

VOLUNTEER FOOD

\$500.00

Help feed our hard working volunteers. They make our rodeo run. This will go towards purchasing food for them throughout our performance.

SHUTTLE BUS

In Kind

You'll see your name on our larger than life drink tickets we have come to be known for.

Please contact Sponsorship Director to determine Sponsor Perks

GENERATORS

In Kind

Please contact Sponsorship Director to determine Sponsor Perks

LIVESTOCK FEED

In kind

We have A LOT of animals to feed. Horses, bulls, calves, and sheep. Please contact Sponsorship Director to determine Sponsor Perks

ENVIRONMENTAL

In Kind

Help us keep our grounds clean. Please contact Sponsorship Director to determine Sponsor Perks

LIGHT TOWERS

In Kind

Please contact Sponsorship Director to determine Sponsor Perks

RODEO VEHICLES

Please Contact

We are in need of vehicles around the grounds to ensure a smooth running performance. This includes a Barrel Truck, 2 trucks for our Grandstand Bar, and one for merchandise. Please contact Sponsorship Director for more information and Sponsor Perks.

DONATION

Your budget- your way.

Please contact Sponsorship Director for your own personalized Sponsor Perks. We still want you recognized.

SWAG

Please contact Sponsor Director for options.



★

BUCKAROO

Price Varies

JR RODEO NAMING SPONSOR

\$1500

Rights to the Jr Rodeo naming. Your name will be associated with our Jr Rodeo which runs prior to the Pro Rodeo.

2'x8' arena banner

WILD PONY RACING

\$1500

Sponsor the Wild Pony Races. A crowd favorite!
2x8 arena banner

JR BARREL RACING

\$1500

Watch our up and coming pro rodeo barrel racers go around YOUR barrels before the Pro Rodeo.

Includes 2x8 arena banner.

Airdrie Rodeo Ranch Association to supply Barrel

Covers with your logo.

MUTTON BUSTING

\$1000

A crowd favorite! Kids riding sheep, how much cuter does it get?

2x8 arena banner

JR RODEO PRIZES

Please contact Sponsor Director for options. These kids are the up and comers of Professional Rodeo. They work hard, lets reward them for it.





SPONSOR PERKS

Mary Peterson

AT A GLANCE

Heritage: Executive Package; Title sponsor to the 2026 Airdrie Pro Rodeo.

Arena Legend: Exclusive package; 2026 Airdrie Pro Rodeo Arena Sponsor.
Exclusive arena signage.

Chutes & Barrels: Premium signage throughout the arena and grounds.

Frontier: Signature signage with the added perks of VIP

Cowboy Carnival: Signage varies. Typically between Signature and premium signage.

Ranchers Choice/Buckaroo: Enhanced signage throughout the arena and grounds.

