



Sponsorship Packages

2025



Welcome!

Thank you for considering a Sponsorship package with the Airdrie Pro Rodeo. Sponsors are an integral part of our yearly Rodeo. Without this partnership we would not have the success we have to put on our rodeo every year.

If you are considering a package with an arena banner, please ensure they are **no bigger than 2' x 8'**. This is for the safety of the animals, contestants, arena staff, and of course to not obstruct spectator views.

We have attached a description of each package, along with a comparison chart at the end of the document. The comparison chart at the end gives more perks that are available with the packages. You can combine packages at your leisure, however your total does not determine perks. Perks are only available with the different packages bought.

If you have any questions please feel free to reach out to Brad or Jenn. We look forward to working with you.

Brad Nuspl & Jenn Allison

Airdrie Pro Rodeo Sponsorship Committee

airdrierodeosponsorship@gmail.com



*Please submit Questions/Sponsorship Form to airdrierodeosponsorship@gmail.com.
A Team Member will work with you on arranging drop off/pick up location of logos, swag,
banners, and flags*



Rodeo Royale

1 package @ \$25,000.00 available.

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
- Above the out gates advertising
 - There is a possibility of your name being on crash pads between the chutes; we are still looking into the possibility of this option.
- Your name on the VIP booth
- Chute tours presented by the Associations very own Professional Team Roper Tariq Enalga

Options for certain exclusivity items may be able to be added to this, please contact Brad or Jenn to see what options are available

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Cowboy Couture

7 packages @ \$8000.00 each

Cowboy Couture entitles you to naming rights of one of the Rodeo event(s) you pick listed below.

Bull Riding

Dubbed 'the most dangerous 8 seconds in sports' Partner with the brave cowboys who climb on a bucking bull and help them hold on for the longest 8 seconds of the day. These Cowboys are tough!

Bareback Bronc Riding

No reins? No saddle? No problem. Go back to the roots of the Wild West with Bareback. This event is thought to be born from the US Army breaking horses. It has since developed into a sport with athletic bred animals and Cowboys attempting to ride for 8 seconds until that buzzer sounds.

Saddle Bronc Riding

Similar to Bareback Bronc Riding- this event has similar roots to the Wild West as it too is believed to come out of the US Army breaking horses. The main difference is the specialized saddle and halter the cowboys 'ride' the broncs in for 8 seconds.

Tie Down Roping

Still used on the ranch to this day for doctoring calves. The Cowboy sees how quick he can rope the calf out of the chute- the key to this is the calf has to stay down after he is roped and tied with that half hitch knot! Fastest time wins!

Steer Wrestling

Speed and strength are the key elements of this event. Also known as 'Bulldoggin', Watch as a cowboy wrestles a steer to the ground. When the steer is ~500lbs, it isn't as easy as you may think.

Team Roping

One more technique that is still used to this day on the ranch for both doctoring and branding. 2 Cowboys and 2 horses and a race against time. The first team to rope the horns and heels of a longhorn steer the fastest win. A test of precision and speed.

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Novice Bareback, Saddle Bronc and Steer Riding

The Futures of Rodeo. These are the up and coming Cowboys and Cowgirls making a name for themselves on the rodeo circuit. Same events as the pros, just as much grit and talent as the Pros, just younger on paper. Included in this package is a behind the scenes chute tours and our Associations very own Team Roper Tariq Elnaga!

Chutes & Barrels

9 packages @ \$7000.00 each

Chutes & Barrels entitles you to the naming rights on one of our 6 bucking stock chutes, the timed end gates, the barrels for ladies barrel racing, or our brave bullfighters jerseys.

Chutes *6 Packages*

Choose one of 6 chutes to be named as yours. Everyone will look at your name when the horses and bulls come out of that particular chute.

Timed End *1 Package*

During all the roping and steer wrestling, the gates at the end will open to reveal your name on both gates.

Ladies Barrel Racing Barrels *1 Package*

During the Ladies Barrel Racing your logo will be on all 3 barrels of the cloverleaf pattern.

Bullfighter Jersey *1 Package*

Cowboy life savers. They put their lives on the line to keep the cowboys safe. Partner with them to help them continue to do their job safely and efficiently.

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Cowboy Carnival

\$6500.00 each

Cowboy carnival includes the Entertainment Tent and the Beer Gardens. Everyone likes to finish up with a cabaret post rodeo and spin that special someone on the dance floor.

Entertainment Tent

Sponsor the Entertainment for the evening. Be it a DJ and/or a live band. Get your name on the tent!

Title Bar Sponsorship

Get your name out there and get people drinking your product. Be it beer or liquor we would love to be serving you to the patrons of the rodeo. Opt to put your logo on the drink tickets and around the beer gardens!

Exclusivity for beer and hard liquor also available- please contact APR Sponsorship for more details

Outlaw

\$5000.00 per package

The muscle of the rodeo. These opportunities will get your name out in the arena and put the focus on you.

Barrel truck

The pickup truck that houses and distributes the Ladies Barrel Racing Barrels throughout the performance. This opportunity can also be combined with the Jr Rodeo listed in the Buckaroo Package.

Sponsor supplies truck to be used

Grandstand Bar

Believe it or not we use the tailgate of 2 pickups behind the Grandstand for a bar. If you were wanting to sponsor the Beer Gardens this is the way to do it. Advertising in the Beer Gardens can also be arranged.

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Arena tractor

One of the most integral parts of the whole rodeo- the Arena Tractor. This tractor pulls our harrows before, between, and after the events. This is what keeps the ground desirable for all athletes in the arena.

Sponsor supplies tractor to be used

Wristbands

Everyone gets a wristband. This is their 'ticket' to the performance everyone has on all night long.

Scoreboard

Live action for the people who maybe aren't in the best seats? In line for some food at the food trucks? What's better than a giant screen at the end of the arena? That whole scoreboard can have your name on it.

Out Gates

Animals need to get in and out of the arena somehow. There are 2 gates. One is the main livestock gate where the broncs and bulls go in and out, and the other is where all the timed events come in and out.

Arena Centre Chute Panel

Put your brand front and center of the chutes! All eyes look with anticipation throughout the event. Please note that this is a vertical banner spot- plan accordingly.

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Ranchers Choice

Both in-kind & cash value options.

Ranchers choice gives you a variety of budget friendly options that would still make a huge difference to our event. It's the little things that can always make a difference! This package is individually priced. Please see the list below for in-kind and cost of different items.

Shuttle Bus (in-kind)

Help be on the defense against drinking and driving. This will allow us to get patrons safely to the grounds, by being picked up and dropped off at our predetermined meeting points in Airdrie.

Volunteer food (in-kind)

Our rodeo does not run without our hard working volunteers. Help us keep them fed and enjoy their time with us. Nightly sponsorship/exclusive sponsorship available. Signage may be put in the volunteer tent during the night(s) that are sponsored. If exclusive sponsorship chose the option to put a banner around the perimeter of the fenced beer gardens or grandstand. Banner provided by sponsor.

VIP food (in-kind)

Help feed our major sponsors during the rodeo. Nightly sponsorship available or exclusive sponsorship available. Banner may be put in the VIP booth during the night(s) that are sponsored. If exclusive sponsorship chose the option to put a banner around the perimeter of the fenced beer gardens or grandstand. Banner provided by sponsor.

Livestock feed (in-kind)

The livestock need to eat too. This can come in the form of donating bales or by monetary sponsorship to buy the feed for the animals.

Environmental management (in-kind)

You can help keep our grounds clean during and after the event.

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Scoreboard Advertisement \$1000.00

Your ad will be displayed for 30 seconds at a time on our scoreboard. Number of times it is displayed depends on the number of ads sold.

On-Site Emergency Medical \$2000.00

Competitors & patrons safety is always a priority. Demonstrate your commitment to be prepared for anything (big or small) that can arise.

Side by Sides/Golf carts (in-kind)

These are utilized by the committee members the week prior and during the rodeo; tasks include set up, shuttling patrons with decreased mobility, and moving items around grounds.

Arena Banner \$1500

Support the rodeo by placing an arena banner in the arena. Space subject to availability.

Bleacher Banner \$1000

Sponsor banners will be put on the top of the bleachers so they face the infamous 'hill'.

Space subject to availability- able to purchase multiple spots

Non- Arena Banner \$750

Your sponsor banner to be placed around the fenced portion of the grounds. Fenced portions line the Beer Gardens and the Grandstand.

Light Towers (in-kind)

Our Rodeo goes late. Help us sort stock, lighten (literally) the beer gardens and grounds so we don't have to do anything blind.

Swag \$50

For a small fee and your own promotional items, we can distribute the items on a nightly basis. Either through 50/50 draws, giveaways to the crowd during the rodeo, and intermission games. Please note that this does not come with regular performance announcements the swag gets distributed.

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Buckaroo

The Buckaroo package allows you to have the naming rights to our junior rodeo prior to the Pro Rodeo Performance. Other opportunities include helping with the supply of the swag bags given to all participants, as well as naming the mutton busting and wild pony races after your business! .

Swag Bags

Put your promotional items in a bag along with some items from Airdrie Rodeo Ranch Association to be distributed to approximately 350 children ages 3-14 for our Junior Rodeo. The Junior Rodeo precedes the Pro Rodeo every day. **this comes at no cost to the sponsor**

Junior Rodeo \$1000

If you want a Rodeo to be named after you- but don't want the Rodeo Royale Package? This is a great place to start. Put your name on the future Rodeo Superstars! This includes Mutton Busting and Calf Scramble.

Wild Pony Races \$500

You can sponsor the rights to put your name on the Wild Pony Races that we hold at the intermission during the Pro Rodeo. *Can be exclusive or a nightly sponsorship*

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Custom Package

Everyone has a budget , we are willing to work with that. If there is an amount that you are wanting to Sponsor, but is not listed or unavailable, please Contact Us for further consultation.

For amounts <\$750 we are going to be posting them around the grounds. Any little bit helps to put on the rodeo and we want you recognized!

Please contact the Sponsorship Team and we will assist you to get you set up. We will consult with you and inform you on what your personal Sponsor Perks will consist of as these are based on the amount Sponsored.



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