

# Sponsorship & Advertising



June 25 - July 1  
**2019**



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# *The Ponoka Stampede*

The Ponoka Stampede is the largest CPRA (Canadian Professional Rodeo Association) approved rodeo and one of the Top 10 rodeos in the world. The best cowboys and cowgirls in North America travel to the Ponoka Stampede to compete on the finest rodeo stock for over half a million dollars in prize money. Through the impressive sponsorship support, the Ponoka Stampede Association has put \$50,000 per event towards the prize money.

The Ponoka Stampede is a major annual tourism attraction for the Province of Alberta. Year after year, thousands of loyal fans come to Ponoka during the July 1<sup>st</sup> weekend, to enjoy what many consider to be, the best rodeo action and entertainment in Canada. The Stampede began in 1936, as a single day event, and has grown to become one of the best shows in the country, featuring Chuckwagon races, beer gardens, dances, concerts, parades, midway and of course, all the traditional rodeo events. The Ponoka Stampede is more than just a rodeo, it's an 83-year-old tradition that continues to endure, becoming a bigger and better show each year.

The staging of the Stampede is a total community effort, involving countless hours of volunteer time. Ponoka residents are justifiably proud of the high quality, action packed show. There are fourteen volunteer directors on the Ponoka Stampede Association Board. Over 800 volunteers donate more than 3,000 hours during the Ponoka Stampede. Over thirty local community organizations assist with the event and raise hundreds of thousands of dollars for their use.

## ***2019 Ponoka Stampede Sponsorship Opportunities*** ***Join the sponsorship excitement in one of the fastest growing and most traditional Stampedes in North America.***

Sponsorship has increased from \$5,000.00 in 1980 to over \$400,000.00 from more than 200 sponsors in 2019. During the Ponoka Stampede, more than 3,800 campers are located at the Ponoka Stampede Grounds. The Ponoka Stampede is Livestreamed on Flo Rodeo, event results and stories are published in the Calgary Sun, Edmonton Sun, Red Deer Advocate, Red Deer Advisor and Ponoka News. Event results are also announced on 95.5 KG Country, Q91 and 840 CFCW. The Ponoka Stampede is one of the stops on the World Professional Chuckwagon Tour and the Ponoka Stampede Chuckwagon races are aired live by radio station Q91.

The Ponoka Stampede is much more than simply an event and a tourist attraction. It is, more than anything else, a continuing statement of our Western Heritage. The mission of our organization is to preserve our western heritage and values by providing and facilitating recreation and education for our Alberta youth. The fourteen directors with their accumulated experience of 226 years staging this event as well as the hundreds of volunteers are an excellent example of this. The Ponoka Stampede Association has been awarded the Canadian Association Pro Rodeo Committee of the Year for the past 14 years.





# ***\$25,000 Showdown Sponsor***

## ***\$25,000 SHOWDOWN SPONSOR***

### ***PACKAGE INCLUDES:***

- :: Featured Sponsor of the “Ponoka Stampede Showdown”**
- :: Jumbotron Commercial Ad at every performance**
- :: Sponsor flag in Grand Entry and flag presentation for 12 performances**
- :: 4 invites to the Senator’s Box for a first-class performance experience**
- :: Permanent grandstand signage, displayed year-round**
- :: 4 infield signs for all 13 performances**
- :: Advertisements in all premium promotional material including the Ponoka Stampede Poster, Official Ponoka Stampede Program, brochures and newspaper**
- :: 1 full page color advertisement in Official Ponoka Stampede Program**
- :: 6 VIP All Access Passes, VIP Camping & VIP Parking**
- :: Website Logo and live link on every main page of the Ponoka Stampede website**
- :: Ponoka Stampede tickets for clients, staff and friends.**
- :: Presentation and recognition opportunity during award ceremonies at Showdown**
- :: Ponoka Stampede Sponsor Jackets**
- :: Opportunity to book Bucking Chute Suites, Stagecoach Saloon BBQ and the NEW Wild West Rooftop**
- :: Introduction via Ponoka Stampede Stagecoach during Pro Rodeo and Chuckwagon performances**
  - Announcement advertisements and recognition during performances
  - Radio advertisements
  - Social Media mentions on Ponoka Stampede Facebook, Instagram and Twitter
  - Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at Wolf Creek Golf Club)
  - Tickets to Ponoka Stampede Sponsor BBQ
  - Tickets to Friday night downtown dance



# ***\$15,000 Platinum Sponsor***

## ***\$15,000 PLATINUM SPONSOR***

### ***PACKAGE INCLUDES:***

- :: Jumbrotron Commercial or Ad at every performance**
  - :: 3 infield signs for all 13 performances**
  - :: 2 invites to the Senator's Box for a first-class performance experience**
  - :: Flag in Grand Entry**
  - :: Flag in Sponsorship Presentation**
  - :: Logo in all premium promotional material including the Official Ponoka Stampede Program, brochures and newspaper**
  - :: 1 Full page color advertisement in Official Ponoka Stampede Program**
  - :: Opportunity to book Bucking Chute Suites, Stagecoach Saloon BBQ and the NEW Wild West Rooftop**
  - :: Ponoka Stampede tickets for clients, staff and friends**
  - :: Website Logo and live link on the Ponoka Stampede website**
  - :: Announcement advertisements and recognition during performances**
  - :: Introduction via Ponoka Stampede Stagecoach during Pro Rodeo and Chuckwagon performances**
- 
- Social media mentions on Ponoka Stampede Facebook, Instagram and Twitter
  - Radio advertisements
  - VIP Camping & VIP Parking
  - Tickets to Ponoka Stampede Sponsor BBQ
  - Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at Wolf Creek Golf Club)
  - Tickets to Friday night downtown dance



# **\$10,000 Gold Sponsor**

## ***\$10,000 GOLD SPONSOR***

### ***PACKAGE INCLUDES:***

- :: Jumbotron Logo Advertisements**
- :: 2 Infield signs for all 13 performances**
- :: Logo in all premium promotional material including the Official Ponoka Stampede Program, brochures and newspaper**
- :: 1 Full page color advertisement in Official Ponoka Stampede Program**
- :: Flag in Grand Entry**
- :: Radio Advertisements**
- :: Flag in Sponsor Presentation**
- :: Opportunity to book President's Box, Stagecoach Saloon BBQ and the NEW Wild West Rooftop**
- :: Announcement advertisements and recognition during performances**
- :: Introduction via Ponoka Stampede Stagecoach during Pro Rodeo and Chuckwagon performances**
- :: Ponoka Stampede tickets for clients, staff and friends**
  - VIP Camping & VIP Parking
  - Tickets to Ponoka Stampede Sponsor BBQ
  - Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at Wolf Creek Golf Club)
  - Tickets to Friday night downtown dance



# Sponsorship Opportunities

## ***\$7,500 SILVER SPONSOR***

### ***PACKAGE INCLUDES:***

- Jumbotron Logo Advertisements
- Name in all premium promotional material including the Official Ponoka Stampede Program, brochures and newspaper.
- 2 infield signs for all 13 performances
- Radio advertisement
- Announcement advertisements and recognition during performances
- Flag in Grand Entry
- Ponoka Stampede tickets for clients, staff & family
- Social media mentions on Facebook and Twitter
- Tickets to Ponoka Stampede Sponsor BBQ
- Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at Wolf Creek Golf Club)
- VIP Camping & VIP Parking
- Tickets to Friday night downtown dance

## ***\$5,000 STAMPEDE TRACK SIGNAGE SPONSOR***

### ***PACKAGE INCLUDES:***

- 4' x 24' Permanent race track sign
- Chuckwagon Heat Sponsor
- Name in all premium promotional material including the Official Ponoka Stampede Program
- Announcement advertisements and recognition during performances
- All 13 performances ticket packages (maximum 2)
- Social media mentions on Facebook and Twitter
- Tickets to Ponoka Stampede Sponsor BBQ
- Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at Wolf Creek Golf Club)
- VIP Camping & VIP Parking
- Tickets to Friday night downtown dance

## ***\$3,500 BUCKING CHUTE SIGN SPONSOR***

### ***PACKAGE INCLUDES:***

- Bucking Chute sign for all 13 performances
- Name in all premium promotional material including the Official Ponoka Stampede Program, brochures and newspaper
- All 13 performance ticket packages (maximum 2)
- Announcer name mention and recognition during riding events (i.e. "Coming out of the Dodge Chute")
- Social media mentions on Facebook and Twitter
- Tickets to Ponoka Stampede Sponsor BBQ
- Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at Wolf Creek Golf Club)
- VIP Camping & VIP Parking
- Tickets to Friday night downtown dance





# Sponsorship Opportunities

## ***\$2,500 BRONZE SPONSOR***

### ***PACKAGE INCLUDES:***

- Name in all premium promotional material including the Official Ponoka Stampede Program and Brochure
- All 13 performances ticket packages (maximum 2)
- 1 infield sign for all 13 performances
- Tickets to Ponoka Stampede Sponsor BBQ
- Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at Wolf Creek Golf Club)
- VIP Camping & VIP Parking
- Tickets to Friday night downtown dance

## ***\$1,000 BUCKLE LEVEL SPONSOR***

### ***PACKAGE INCLUDES:***

- Announcer name mention and recognition during performances
- Name in Ponoka Stampede Brochure
- Rodeo tickets
- Buckle
- Tickets to Ponoka Stampede Sponsor BBQ
- Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at Wolf Creek Golf Club)
- Ponoka Stampede Parking Pass
- Tickets to Friday night downtown dance

## ***UNDER \$1,000 FRIENDS LEVEL SPONSOR***

### ***PACKAGE INCLUDES:***

- Announcer name mention and recognition during performances
- Name in Ponoka Stampede Brochure
- Rodeo tickets
- 1/2 Buckle
- Tickets to Ponoka Stampede Sponsor BBQ
- Invite to Ponoka Stampede Association Press Conference (lunch and round of golf at Wolf Creek Golf Club included)
- Ponoka Stampede Parking Pass
- Tickets to Friday night downtown dance





# Chuckwagon Tarp Auction

## 2019 Ponoka Stampede World Professional Chuckwagon Tarp Auction – **Friday, May 3<sup>rd</sup>, 2019** Auction held at the Stagecoach Saloon - The Ponoka Stampede

Be a part of the highest level of professional Chuckwagon racing in the world.

Thirty-six of the best Chuckwagon drivers in North America will auction off their Chuckwagon tarps to the highest bidders. Attend the LIVE auction in Ponoka or participate in the online bidding. Receive prime advertising, be a part of history and participate in western hospitality at its finest. Your company brand will be on the Chuckwagon for all 6 nights of Chuckwagon racing at the 2019 Ponoka Stampede. Through the Sponsorship Program and the Ponoka Stampede Chuckwagon Tarp Auction, the Ponoka Stampede generates over \$700,000 for the Wagon Drivers & their Outriders.

### Over the 6 nights of Chuckwagon races your brand will be seen by:

- Tens of thousands of FLO Rodeo Subscribers
- Over 40,000 Ponoka Stampede Chuckwagon Fans
- Ponoka Stampede and World Professional Chuckwagon Association website visitors
- 100,000 radio listeners

### As a Chuckwagon Tarp Advertiser at the 2018 Ponoka Stampede you receive:

- Your brand and advertisement on a World Professional Chuckwagon Tarp for 6 nights of racing
- LIVE radio coverage each night of the Chuckwagon Races advertising your brand.
- Sponsorship mention on Ponoka Stampede website
- Social Media mention on Ponoka Stampede Facebook, Instagram and Twitter
- 2 Tickets to each evening Chuckwagon performance (6 evenings of action)
- Invite to Ponoka Stampede Association Press Conference (lunch and round of golf included at the Wolf Creek Golf Club)
- Tickets to Ponoka Stampede Sponsor BBQ
- Tickets to Friday night dance
- VIP Parking
- VIP Camping

Experience “behind the scenes” of Chuckwagon racing as your driver takes you through his barn. Learn about the Chuckwagon lifestyle, history and meet his skilled equine team of thoroughbreds.

As a Chuckwagon Advertiser you can share this advertising opportunity with up to 6 other companies. Sharing the wagon means sharing the sponsorship cost. \*A minimum of \$18,000 must be bid to share a Tarp. You will be responsible for the design and production cost of the Chuckwagon Tarp. Tarp printing production ranges between \$500-\$800. Ponoka Stampede will provide contact information to preferred Chuckwagon Tarp production companies upon request.

If you would like to purchase a Chuckwagon Tarp but cannot attend the auction, give the Ponoka Stampede Association your budget and we would be glad to bid for you.

**For more information, please contact the Ponoka Stampede Rodeo Office 403-783-3120**





# What people are saying...

## Testimonials

"The Ponoka Stampede is hands down the best rodeo in Alberta. It is the largest rodeo on the pro rodeo circuit in Canada. You can experience the up close and personal effect that is like NO other rodeo. The people of Ponoka are kind and generous and make you feel at home. I will be going to the Ponoka Stampede every year". - **Walter Preece**

"Amazing Rodeo!! Great stock, great cowboys. Love the Ponoka Stampede grounds, there is not a bad seat in the house. The volunteers are awesome! This is why I go back every single year!! Keep up the good work Ponoka". - **Kent Pickford**

"I have been going to the PS since I was a child, now I get to share the Ponoka Stampede with my children. I enjoy it every single year and look forward to many many more!! Rain or shine, it's one heck of a great time!!!". - **Shandra Lee**

"Love this Rodeo especially the Chuckwagons. There is no better way to spend Canada Day long weekend". - **Denise Buhay**

"Loved every minute of it. Will definitely go again". - **Paddy Kilmurray**

"My wife and I were first-timers to the Ponoka Stampede, and I must say... it certainly did NOT disappoint! Great value, intense action & excitement, and the most friendly and hospitable community we have had the pleasure of visiting; coming all the way from Thunder Bay, Ontario to experience it. Kudos to rodeo organizers here, for putting on a class act". - **Dave Johnson**

"It is one of the best Rodeos in the world. Top notch stock & cowboys. The volunteer work force behind this production deserves a gold medal, they seem to go above & beyond to make sure you enjoy your stay in Ponoka. Thank you Ponoka, and can't wait for next year. Two thumbs up". - **Brad Dahl**

"Great price! Great show! Great people! Definitely making it an annual thing!!!! So glad I went". - **Tia Dupras**

"Been coming since we were little, it gets better every year!! Good job!" - **Doug Hansen**





# *Be a part of the action*

## ***More ways to be a part of the action!***

In addition to your sponsorship, the Ponoka Stampede also offers the following opportunities:

### **Grandstand Ticket Packages:**

We can arrange ticket packages for individuals, employees or groups to accommodate your requirements. **Contact the Ticket Office at: (403) 783-0100**

### **Official Ponoka Stampede Program Advertising:**

Reach thousands of potential customers by placing an advertisement in the Official Ponoka Stampede Program. Advertise to over 75,000 attendees. Our loyal rodeo fans are a perfect audience for you. Contact us for more information and explore an advertising partnership with the Ponoka Stampede. **For advertising contact Trevor Jones at: (403) 350-9639**

Back Full Page	\$1250.00
Front Inside Full Page	\$1050.00
Back Inside Full Page	\$1050.00
Prime Location - Full Page	\$650.00
Prime Location - Half Page	\$460.00
Full Page	\$400.00
Half Page	\$260.00
¼ Page	\$180.00
Business Card	\$150.00

All advertisements are in full color and pricing exclude tax.

### **Sponsor Coupons or Giveaways:**

Ponoka Stampede gives you the opportunity to distribute your product by donating coupons or prizes.

**For more information on Sponsor Coupons and Giveaways contact Danny Jones at (403) 783-0257**







# Did you know?

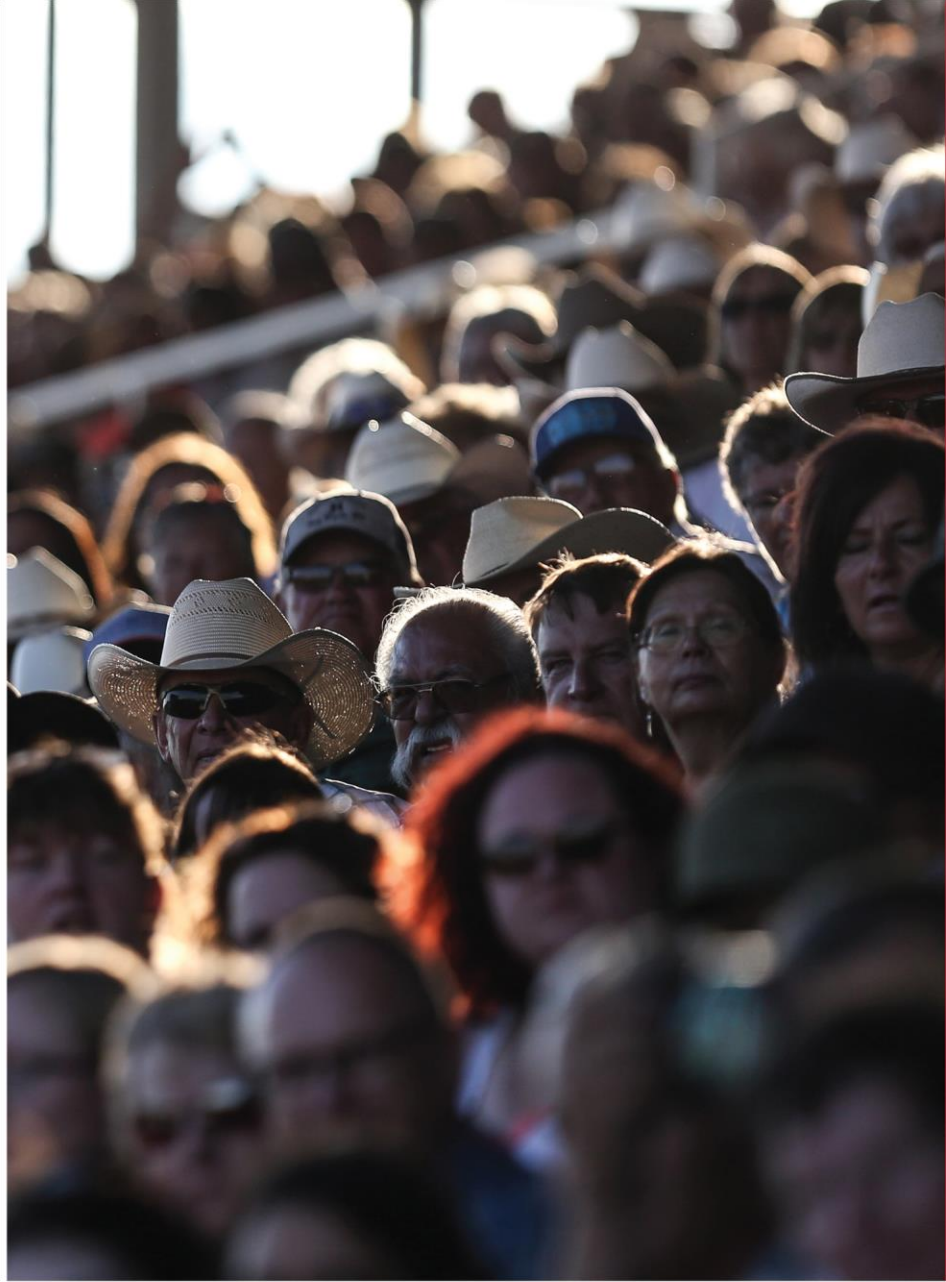
## Did you know?

The Ponoka Stampede is among the five largest rodeos in the world for payouts. The Ponoka Stampede was awarded the 2012 PRCA Remuda Award which is given to the Rodeo with the best and most consistent pen of horses, creating the best opportunities for contestants to score well. The Ponoka Stampede is the first Canadian Rodeo to be recognized by the Professional Rodeo Cowboys Association with their REMUDA Award. The Remuda Award was established in 2004 to recognize committees that provide the best horses for competitors. Over 700 rodeos are considered each year.

In 2013 the prize money for the cowboys and Chuckwagons surpassed \$600,000 making it the second largest award-winning stampede in Alberta with only Calgary's Stampede being larger. The Ponoka Stampede truly reflects the original spirit of rodeos; when small groups of cowboys came together on a ranch to test their skills.

In 2018, The Ponoka Stampede Association Board was named the "Committee of the Year" by the Canadian Professional Rodeo Association for their hard work and dedication to the sport of rodeo. This is the 14<sup>th</sup> year in a row, the Ponoka Stampede Association Board has received this honorable award.





For information on sponsorship  
or advertising please contact:

Danny Jones  
Ph# (403) 783-0257