



PONOKA STAMPEDE *SPONSORSHIP PROGRAM*

FOR SPONSORSHIP OPPORTUNITIES
SPONSORSHIPS @PONOKASTAMPEDE.COM
DANNY JONES | (403) 783-0257

IMPRESSIONABLE SPONSORSHIP OPPORTUNITIES



Our NEW Showdown Plus Sponsorship includes Title Sponsorship of one of our "Stampede Nights" Stageshow Concerts



Our top-tiered sponsorships include Jumbotron Commercials and COWBOY CHANNEL exposure



We offer endless opportunities to sponsor Arena signage and Bucking Chutes



Our impressive social media reached over 4.1 million accounts during the 7 days of the 2023 Ponoka Stampede



Get your company in on the REPLAYS with our TOP GUN OF THE DAY Sponsorship



Put your company in the center of the Arena with our Barrel Sponsorship



There is nothing more rewarding than a Ponoka Stampede Buckle Sponsorship



Watch your company flag fly by in our exhilarating Grand Entry display

IMPRESSIONABLE SPONSORSHIP OPPORTUNITIES



Your sponsorship supports the next generation of Canadian cowboys and cowgirls



Experience VIP ACCESS including VIP CAMPING & VIP PARKING



Experience a sponsorship recognition ride in our Ponoka Stampede Stagecoach in front of tens of thousands of fans



Our bucking chutes offer a wide range of sponsorship locations for company exposure



In addition to our afternoon and evening performances, sponsors can experience WILD WEST PBR Ponoka



Our top tiered sponsorships include collectors Ponoka Stampede Jackets



Our SHOWDOWN Sponsors can enjoy meet and greets with our entertainers upon request and accessibility



We take hospitality to the next level with our private Wild West Suites, Bucking Chute Suites and President Boxes

2024 PONOKA STAMPEDE SPONSORSHIP LEVELS

“NEW” SHOWDOWN PLUS+

PACKAGE INCLUDES:

- Title Sponsor of one of our 4 “Stampede Nights” Stage Show Concerts
 - Jumbotron Commercial & Cowboy Channel exposure
 - 6 VIP All Access Passes, VIP Camping & VIP Parking
 - All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz. (Max of 8 Tickets per performance. Seating in Main Grandstand)
 - Evening in Senators Suite (limit 8 tickets)
 - 4 Infield Signs (3x10- provided by Sponsor)
 - Permanent grandstand signage, displayed year-round
 - Grandstand display area
 - Presentation and recognition opportunity during award ceremony at the Stampede Showdown
 - Logo on every page of the Ponoka Stampede Website
 - Sponsor Flag in Grand Entry and Flag presentation
 - 1 full page color advertisement in the Official Ponoka Stampede Fan Guide, logo on Official Ponoka Stampede Poster & Brochure
 - Advertisement on the Ponoka Stampede Facebook, Instagram and X with bonus “Media Package”
 - Announcement advertisement and recognition during performances.
 - Company listed in all Day Sheets and Brochure insert
 - 1 Ponoka Stampede Jacket
 - Invite to Sponsor BBQ
- *Showdown Plus+ level sponsorship is customizable should you have special requests.

\$25,000 SHOWDOWN SPONSOR

PACKAGE INCLUDES:

- All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz.
(Max of 8 Tickets per performance. Seating in Main Grandstand)
- Jumbotron Commercial and Cowboy Channel Exposure
- 6 VIP All Access Passes, VIP Camping & VIP Parking
- 4 Infield Signs
- Permanent grandstand signage, displayed year-round
- Presentation and recognition opportunity during award ceremony at the Stampede Showdown
- Logo on every page of the Ponoka Stampede Website
- Sponsor Flag in Grand Entry and Flag presentation
- 1 full page color advertisement in the Official Ponoka Stampede Program, logo on Official Ponoka Stampede Poster & Brochure
- Advertisement on the Ponoka Stampede Facebook, Instagram and X
- Announcement advertisement and recognition during performances
- 1 Ponoka Stampede Jacket
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsorship BBQ

\$15,000
PLATINUM
SPONSOR

PACKAGE INCLUDES:

- All 13 Stampede Performance Tickets including Wild West PBR, concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz (Maximum of 6 tickets per performance. Seating in Main Grandstand)
- Jumbotron Commercial and Cowboy Channel exposure
- 3 Infield Signs
- Display area in front of Main Grandstand
- Sponsor Flag in Grand Entry and Flag Sponsorship presentation
- Introduction ride in our Ponoka Stampede Stagecoach during the Pro Rodeo Performance
- Advertisement on Ponoka Stampede Facebook, Instagram and X
- Announcement advertisement and recognition during performances
- Camping & Parking Pass (maximum 4 parking passes)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsorship BBQ

\$10,000
GOLD
SPONSOR

PACKAGE INCLUDES:

- All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz (Maximum of 4 tickets per performance. Seating in Main Grandstand)
- 2 Infield Signs
- Sponsor Flag in Grand Entry and Flag Sponsorship presentation
- Jumbotron Commercial and Cowboy Channel exposure
- Announcement advertisement and recognition during performances
- Camping & Parking (maximum of 2 parking passes)
- Mention on the Ponoka Stampede Facebook, Instagram and X
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$7,500
SILVER
SPONSOR

PACKAGE INCLUDES:

- All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz (Maximum of 2 tickets per performance. Seating in Main Grandstand)
- 1 Infield Sign for all performances
- Announcement advertisement and recognition during performances
- Mention on the Ponoka Stampede Facebook, Instagram and X
- Ponoka Stampede Official Parking Pass & RV camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$6,000
ARENA
SPONSOR

PACKAGE INCLUDES:

- All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz (Maximum of 2 tickets per performance. Seating in Main Grandstand)
- 2 Arena Banners in the Ponoka Stampede Arena
- Mentions on the Ponoka Stampede Facebook, Instagram and X.
- Ponoka Stampede Official Parking Pass & RV Camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$6,000
CANADA'S
GREATEST
HORSEMAN

PACKAGE INCLUDES:

- Be a part of something incredibly special "Canada's Greatest Horseman" will be held in conjunction with the 88th Ponoka Stampede and NRCHA at our neighboring Calnash Ag Event Centre in Ponoka.

This special sponsorship includes:

- All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz
(Maximum of 2 tickets per performance. Seating in Main Grandstand)
- Sponsorship sign at the Calnash Ag Event Centre and Arena Banner at the Ponoka Stampede
- Mention on the Ponoka Stampede Facebook, Instagram and X
- Ponoka Stampede Parking Pass & RV Camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$6,000
TOP GUN
SPONSOR

PACKAGE INCLUDES:

- Be the Official TOP GUN Sponsor of one of the seven Pro Rodeo events. Enjoy the exposure of your company's name being announced and displayed daily on our Jumbotron when we REPLAY the TOP GUN of the DAY and the HI RIDE of the DAY in your sponsored event.
- All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz
(Maximum of 2 tickets per performance. Seating in Main Grandstand)
- Ponoka Stampede Parking Pass & RV Camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$5500
FULL CHUTE
SPONSOR

PACKAGE INCLUDES:

- All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz
(Maximum of 2 tickets per performance. Seating in Main Grandstand)
- Maximize your exposure and sponsor the outside, inside and rail of our Bucking Chutes. See your company's brand all over the live coverage on the Cowboy Channel.
- Ponoka Stampede Official Parking Pass & RV Camping (Limit 1)
- Mentions on the Ponoka Stampede Facebook, Instagram, and X
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ
- *Placement Subject to Availability

\$5,000
BRONZE
SPONSOR

PACKAGE INCLUDES:

- All 13 Ponoka Stampede Performance Tickets including Wild West PBR, Concerts by Gord Bamford, Meghan Patrick, Randall King, Jade Eagleson and Craig Moritz
(Maximum of 2 tickets per performance. Seating in Main Grandstand)
- Your choice of an Arena Banner, Track Sign or Barrel Covers.
- Mention on the Ponoka Stampede Facebook, Instagram and X
- Ponoka Stampede Official Parking Pass & RV Camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$4,000
CHUTE SIGN
SPONSOR

PACKAGE INCLUDES:

- 2 Tickets – June 27th 6:30 pm Performance (Meghan Patrick Concert)
- 2 Tickets – June 29th 1:00 pm Performance
- 2 Tickets – July 1st 1:00 pm Performance
- Ponoka Stampede Official Parking Pass & RV Camping (Limit 1)
- Mentions on the Ponoka Stampede Facebook, Instagram and X
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$3,500
ARENA
SPONSOR

PACKAGE INCLUDES:

- 1 Arena Banner at the Ponoka Stampede
- 2 Tickets – June 27th 6:30 pm Performance (Meghan Patrick Concert)
- 2 Tickets – June 29th- 1:00 pm Performance
- 2 Tickets – July 1st 1:00 pm Performance
- Official Company prime advertising sign in the Ponoka Stampede Arena
- Mentions on the Ponoka Stampede Facebook, Instagram, and X.
- Ponoka Stampede Official Parking Pass & RV Camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$2,000
BUCKLE
SPONSOR

PACKAGE INCLUDES: * Limited Buckle Sponsorships Available

- Buckle presented on behalf of your company to the winner of your sponsored event
- 2 Tickets- June 27th 6:30 pm Performance (Meghan Patrick Concert)
- 2 Tickets – July 1st 1:00 pm Performance
- 2 Tickets – July 1st 6:30 pm Performance
- Ponoka Stampede Official Parking Pass & RV Camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$1,500
INSIDE
GATE SIGN
SPONSOR

PACKAGE INCLUDES:

- 2 Tickets – June 27th 6:30 pm Performance (Meghan Patrick Concert)
- 2 Tickets – June 29th 1:00 pm Performance
- 2 Tickets – July 1st 1:00 pm Performance
- Ponoka Stampede Official Parking Pass & RV Camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$1,500
INSIDE
TOP RAIL
SPONSOR

PACKAGE INCLUDES:

- 2 Tickets – June 27th 6:30 pm Performance (Meghan Patrick Concert)
- 2 Tickets – June 29th 1:00 pm Performance
- 2 Tickets – July 1st 1:00 pm Performance
- Ponoka Stampede Official Parking Pass & RV Camping (Limit 1)
- Company listed in all Day Sheets and Brochure insert
- Invite to Sponsor BBQ

\$1000
FRIENDS OF
PONOKA
STAMPEDE

PACKAGE INCLUDES:

- Company or family name listed in all Day Sheets and Brochure insert
- 2 Tickets- June 27th 6:30 pm Performance (Meghan Patrick Concert)
- Invite to Sponsor BBQ

PONOKA STAMPEDE

JUNE 25 - JULY 1, 2024

Did you know the Ponoka Stampede attracts nearly 100,000 fans every year?

The Ponoka Stampede is a major annual tourism attraction for the Province of Alberta. Year after year, nearly one hundred thousand loyal fans travel to Ponoka during the July 1st 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, dance halls, concerts, parades, midway and of course, all the traditional Pro Rodeo events. The Ponoka Stampede is more than just a rodeo, it's an 88-year tradition that continues to endure, becoming a bigger and better show each year.

Did you know the Ponoka Stampede is a total community effort with over 800 local volunteers?

The staging of the Ponoka Stampede is a total community effort, involving countless hours of volunteer time and the greatest sponsors. 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 Ponoka Stampede. Over thirty local community organizations assist with the event and raise hundreds of thousands of dollars for their use.

Did you know the Board of Directors has won Large Rodeo Committee of the year 15x?

The Ponoka Stampede is the largest CPRA (Canadian Professional Rodeo Association) approved Pro Rodeo and one of the Top 10 Rodeos in the world. The Ponoka Stampede has won CPRA Large Committee of the year fifteen times. The best cowboys and cowgirls in North America travel to the Ponoka Stampede to compete on the finest rodeo stock for nearly one million dollars in prize money. Through the impressive sponsorship support, the Ponoka Stampede Association has put \$60,000 per event towards prize money. In 2023, the prize money for the cowboys and Chuckwagons surpassed \$885,250, sending 90% of our event winners on to qualify for the National Finals Rodeo and making it the second largest award-winning stampede in North America.

Did you know the Ponoka Stampede was the first Canadian Rodeo to win the REMUDA award?

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.

Did you know the Ponoka Stampede offers the best in family entertainment value each and every year allowing families to maximize their Stampede experience for less?

The Ponoka Stampede offers free parking, free camping and free admission to the Midway, Western Art and Trade Show and general grounds admission every year. The Ponoka Stampede offers a KIDS & SENIORS DAY, KIDS 12 & under are FREE to the Pro Rodeo and Seniors 65+ are half price to the Seniors Day performances. Additionally, families can purchase discounted performance and midway tickets in advance to save money. Our goal each and every year is to provide memorable, affordable, educational western entertainment.

Did you know the Ponoka Stampede invests in the preservation of our Western heritage history and future every year?

The Ponoka Stampede is much more than simply a Stampede and 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 Ponoka Stampede showcases our western youth in our infield entertainment from kid's wild pony racing, trick riding, Junior and Novice Pro Rodeo events and junior jockey races. The Ponoka Stampede is home to the Canadian Pro Rodeo Hall of Fame, which is housed at our neighboring facility, the Calnash Ag Event Centre.

Learn more about the Ponoka Stampede at [PONOKASTAMPEDE.COM](https://ponokastampede.com)