



PONOKA STAMPEDE

★ WILD WEST OF '36 ★

TOGETHER.

**WE ARE THE BEST
IN THE WILD WEST.**

**2025 PARTNERSHIP &
SPONSORSHIP OPPORTUNITIES**

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PONOKA STAMPEDE

★ WILD WEST OF '36 ★

ELEVATE YOUR BRAND'S VISIBILITY.

The Ponoka Stampede is proud to partner with the grandest of brands every year.





PONOKA STAMPEDE

★ WILD WEST OF '36 ★

YOUR BRAND ILLUMINATED LIKE NEVER BEFORE.

Experience our larger than life Jumbotron
digital advertising.





PONOKA STAMPEDE

★ WILD WEST OF '36 ★

YOUR BRAND. ON A CHUCKWAGON. IN FRONT OF OVER 100,000 STAMPEDE FANS.

In partnership with our loyal Sponsors, the Ponoka Stampede generates over \$700,000 for the WPCA every year at our Tarp Auction.



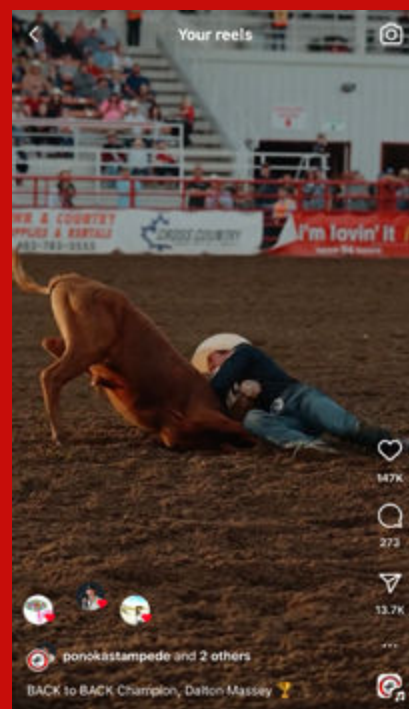
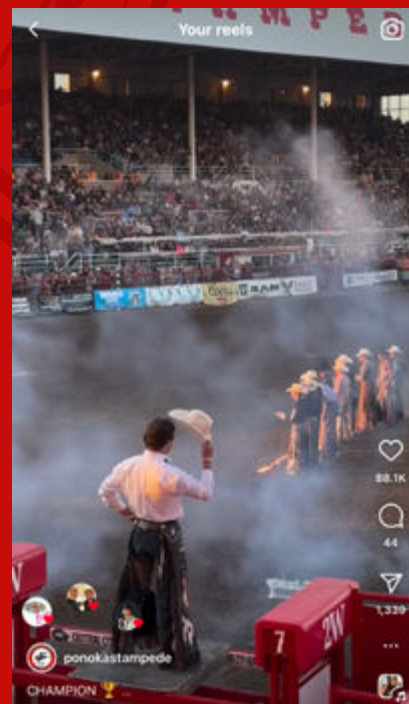
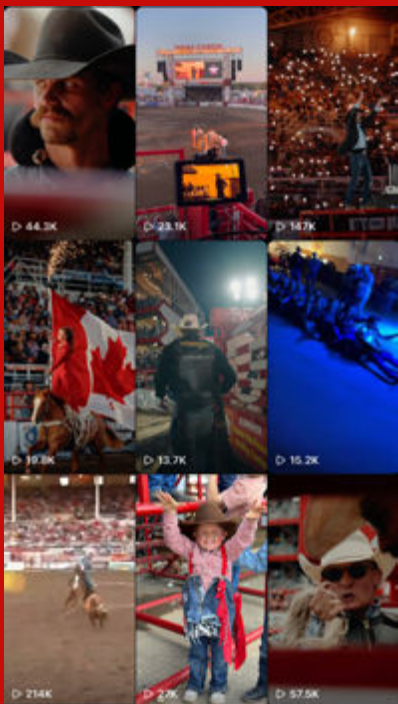


PONOKA STAMPEDE

★ WILD WEST OF '36 ★

YOUR BRAND. "REEL GOOD" SOCIAL MEDIA EXPOSURE.

Millions of views, shares, comments and visits. Our top-tiered sponsors receive exposure on all of our social media platforms. Our impressive Instagram reached 8 million accounts in 2024, our Facebook hosted 6.5 million visitors and our website has 1.5 million visitors annually and growing.





PONOKA STAMPEDE

★ WILD WEST OF '36 ★

YOUR BRAND. YOUR TEAM. IN YOUR OWN VIP SUITE.

Make it a VIP STAMPEDE. Entertain your group in one of our many private premium VIP suites and Wild West Rooftop.





PONOKA STAMPEDE

★ WILD WEST OF '36 ★

YOUR BRAND. ON THE BIG STAGE.

Our Showdown Plus Sponsorship includes Title Sponsorship of one of our “Stampede Nights” Concerts.





PONOKA STAMPEDE

★ WILD WEST OF '36 ★

YOUR BRAND. ENDLESS OPPORTUNITIES FOR EVERY BUDGET.

We have sponsorship opportunities for every budget. Explore our barrel, bucking chute, track and arena sponsorship options.



2025 PONOKA STAMPEDE SPONSORSHIP LEVELS

SHOWDOWN PLUS+

PACKAGE INCLUDES:

- Title sponsor of one of our 4 "Stampede Nights" stage show concerts
- Jumbotron commercial and Cowboy Channel exposure
- 6 VIP all access passes, VIP camping and VIP parking
- All 13 Ponoka Stampede performance tickets including Wild West PBR and concerts (Limit 8 tickets per performance. Seating in Main Grandstand)
- Evening in Senators Suite (Limit 8 tickets)
- 4 infield signs for all 13 performance (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 for 13 performances
- 1 full page color advertisement in the Official Ponoka Stampede Fan Guide, logo on Official Ponoka Stampede poster and 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 and concerts (Limit 8 tickets per performance. Seating in Main Grandstand)
- Jumbotron commercial and Cowboy Channel exposure
- 6 VIP all access passes, VIP camping and VIP parking
- 4 infield signs for all 13 performances
- 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 for 13 performances
- 1 full page color advertisement in the Official Ponoka Stampede Program, logo on Official Ponoka Stampede poster and 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 sponsor BBQ

**\$15,000
PLATINUM
SPONSOR**

PACKAGE INCLUDES:

- All 13 Ponoka Stampede performance tickets including Wild West PBR and concerts (Limit 6 tickets per performance. Seating in Main Grandstand)
- Jumbotron commercial and Cowboy Channel exposure
- 3 infield signs for all 13 performances
- 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 and parking pass (Limit 4)
- 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 and concerts (Limit 4 tickets per performance. Seating in Main Grandstand)
- Your choice of 2 sets of barrel covers or 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 and parking pass (Limit 2)
- 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 and concerts (Limit 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
- Camping and parking pass (Limit 1)
- Company listed in all day sheets and brochure insert
- Invite to sponsor BBQ

\$6,000
**CANADA'S
GREATEST
HORSEMAN**

Be a part of something incredibly special "Canada's Greatest Horseman" will be held in conjunction with the 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 and concerts (Limit 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
- Camping and parking pass (Limit 1)
- Company listed in all day sheets and brochure insert
- Invite to sponsor BBQ

\$6,000
**TOP GUN
SPONSOR**

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.

PACKAGE INCLUDES:

- All 13 Ponoka Stampede performance tickets including Wild West PBR and concerts (Limit 2 tickets per performance. Seating in Main Grandstand)
- Camping and parking pass (Limit 1)
- Company listed in all day Sheets and brochure insert
- Invite to sponsor BBQ

\$5500
**FULL CHUTE
SPONSOR**

**Limited Sponsorships Available*

PACKAGE INCLUDES:

- All 13 Ponoka Stampede performance tickets including Wild West PBR and concerts (Limit 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
- Camping and parking pass (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 and concerts (Limit 2 tickets per performance. Seating in Main Grandstand)
- Your choice of 2 arena banners (3ft x 10ft), 1 set of barrel covers, or 1 track sign (4ft x 24ft)
- Mention on the Ponoka Stampede Facebook, Instagram and X
- Camping and parking pass (Limit 1)
- Company listed in all day sheets and brochure insert
- Invite to sponsor BBQ

**\$4,000
CHUTE SIGN
SPONSOR**

**Limited Sponsorships Available*

PACKAGE INCLUDES:

- Maximize your exposure and sponsor the outside of our bucking chutes. See your company's brand all over the live coverage on the Cowboy Channel
- 2 tickets – June 27th 6:30 pm performance
- 2 tickets – June 29th 1:00 pm performance
- 2 tickets – July 1st 1:00 pm performance
- Camping and parking pass (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:

- 2 tickets – June 27th 6:30 pm performance
- 2 tickets – June 29th 1:00 pm performance
- 2 tickets – July 1st 1:00 pm performance
- 1 infield banner (3ft x 10ft)
- Official company prime advertising sign in the Ponoka Stampede Arena
- Mentions on the Ponoka Stampede Facebook, Instagram, and X
- Camping and parking pass (Limit 1)
- Company listed in all day sheets and brochure insert
- Invite to sponsor BBQ

**\$2,000
BUCKLE
SPONSOR**

**Limited Sponsorships Available*

PACKAGE INCLUDES:

- Buckle presented on behalf of your company to the winner of your sponsored event
- 2 tickets – June 27th 6:30 pm performance
- 2 tickets – June 29th 1:00 pm performance
- 2 tickets – July 1st 6:30 pm performance
- Camping and parking pass (Limit 1)
- Company listed in all day sheets and brochure insert
- Invite to sponsor BBQ

**\$1,500
INSIDE GATE
SIGN SPONSOR**

**Limited Sponsorships Available*

PACKAGE INCLUDES:

- Maximize your exposure and sponsor the inside gate of our bucking chutes.
- 2 tickets – June 27th 6:30 pm performance
- 2 tickets – June 29th 1:00 pm performance
- 2 tickets – July 1st 1:00 pm performance
- Camping and parking pass (Limit 1)
- Company listed in all day sheets and brochure insert
- Invite to sponsor BBQ

**\$1,500
INSIDE TOP RAIL
SPONSOR**

**Limited Sponsorships Available*

PACKAGE INCLUDES:

- Maximize your exposure and sponsor the inside top rail of our bucking chutes.
- 2 tickets – June 27th 6:30 pm performance
- 2 tickets – June 29th 1:00 pm performance
- 2 tickets – July 1st 1:00 pm performance
- Camping and parking pass (Limit 1)
- Company listed in all day sheets and brochure insert
- Invite to sponsor BBQ

**\$1000
FRIENDS OF
PONOKA STAMPEDE**

PACKAGE INCLUDES:

- 2 tickets – June 27th 6:30 pm performance
- Company listed in all day sheets and brochure insert
- Invite to sponsor BBQ