



**THE LARGEST
DASH FOR CASH**

\$75,000

**IN PONOKA
STAMPEDE
HISTORY**



PONOKA STAMPEDE 2025 WPCA TARP SALE

MAY 2ND, 2025 / STAGECOACH SALOON / RECEPTION 5:00PM / TARP SALE 6:30PM



2025 WPCA TARP SALE

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IMPRESS YOUR GUESTS WITH AN AUTHENTIC STAMPEDE EXPERIENCE

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.

OVER 6 DAYS OF PONOKA STAMPEDE CHUCKWAGON RACING, YOUR BRAND WILL BE SEEN BY:

- 108,000+ Chuckwagon and Rodeo fans at the Ponoka Stampede
- 580,000+ visitors to the Ponoka Stampede website
- 79,400+ followers on the Ponoka Stampede Instagram
- 75,000+ followers on the Ponoka Stampede Facebook
- 60,000+ visitors to the World Professional Chuckwagon Association website
- 29,000+ watch the daily Chuckwagon race highlight reel
- 40,000+ fans follow the WPCA on Facebook & IG
- 4500 Official Programs purchased at the Ponoka Stampede



The Ponoka Stampede Tarp Auction will be broadcasted live online at cslauction.com and coordinated with the in-person auction at the Stagecoach Saloon on Ponoka Stampede Grounds. If you would like to request a printable version of the tarp auction invitation to register, please contact the Ponoka Stampede directly via the numbers below!

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



2025 WPCA TARP SALE

BUYER SPONSORSHIP LEVELS

NOTE: ALL SPONSORSHIP LEVELS ARE BASED ON A SINGLE WAGON PURCHASED. NOT CUMULATIVE

\$18,000 / LEVEL 1

TARP CAN BE SPLIT BY 6 SPONSORS

- 6 GRANDSTAND TICKETS TO 6 CHUCKWAGON PERFORMANCES
- PONOKA STAMPEDE SPONSOR JACKET
- 6 TICKETS TO PONOKA STAMPEDE SPONSOR BBQ
- WILD WEST VIP PARKING AND CAMPING
- 2 TICKETS PONOKA STAMPEDE SENATORS SUITE FOR ONE WAGON PERFORMANCE

\$14,000 / LEVEL 2

TARP CAN BE SPLIT BY 2 SPONSORS

- 4 GRANDSTAND TICKETS TO 6 CHUCKWAGON PERFORMANCES
- PONOKA STAMPEDE SPONSOR JACKET
- 4 TICKETS TO PONOKA STAMPEDE SPONSOR BBQ
- 2 PARKING PASSES

\$6,000 / LEVEL 3

- 2 GRANDSTAND TICKETS TO 6 CHUCKWAGON PERFORMANCES
- PONOKA STAMPEDE SPONSOR JACKET
- 2 TICKETS TO PONOKA STAMPEDE SPONSOR BBQ
- 1 PARKING PASS



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MAY 2ND, 2025 / STAGECOACH SALOON

TAKE ADVANTAGE OF OUR 500,000+ RODEO FANS

“BE A PART OF HISTORY AND EXPERIENCE A UNIQUE SPONSORSHIP OPPORTUNITY”

BID ON THE TOP 36 CHUCKWAGON DRIVERS IN NORTH AMERICA
BELOW IS THE 2025 ORDER OF SALE

- | | | |
|-----------------------|-----------------------|-----------------------|
| 1. LUKE TOURNIER | 13. EVAN SALMOND | 25. JOSH HRYNYK |
| 2. CHANSE VIGEN | 14. DARCY FLAD | 26. EVAN MAGEE |
| 3. JASON GLASS | 15. DAYTON SUTHERLAND | 26. TROY DORCHESTER |
| 4. RAE CROTEAU JR. | 16. ROSS KNIGHT | 28. CHANCE BENSMILLER |
| 5. JAMIE LABOUCANE | 17. PRESTON FAITHFUL | 29. CHANCE FLAD |
| 6. CHAD FIKE | 18. DUSTIN GORST | 30. TUFF DREGER |
| 7. LAYNE MACGILLIVRAY | 19. CODY RIDSDALE | 31. DOUG IRVINE |
| 8. KURT BENSMILLER | 20. LAYNE FLAD | 32. ROGER MOORE |
| 9. OBREY MOTOWYLO | 21. TODD BAPTISTE | 33. WILD CARD |
| 10. WADE SALMOND | 22. CHANCE THOMSON | 34. WILD CARD |
| 11. CRUISE BENSMILLER | 23. DEAN DREGER | 35. WILD CARD |
| 12. KRIS MOLLE | 24. MITCH SUTHERLAND | 36. WILD CARD |

FOR MORE INFORMATION, PLEASE CONTACT THE PONOKA STAMPEDE RODEO OFFICE 403-783-3120



2025 WPCA TARP SALE

MAY 2ND, 2025 / STAGECOACH SALOON



REGISTRATION FORM

YOU MUST BE REGISTERED IN ORDER TO PURCHASE

IF YOU ARE A PREVIOUS BIDDER OR BUYER, WE ALREADY HAVE YOUR INFORMATION IN THE SYSTEM. IF YOU ARE A NEW BIDDER AND WOULD LIKE TO PREREGISTER, PLEASE FILL OUT THE FORM BELOW AND RETURN TO THE STAMPEDE OFFICE VIA MAIL OR EMAIL. YOU HAVE THE OPTION TO REGISTER IN PERSON AT THE EVENT

NAME OF COMPANY _____

ADDRESS _____

CITY _____ **PROVINCE** _____ **POSTAL CODE** _____

PHONE _____ **FAX** _____

EMAIL _____

CONTACT PERSON _____

**PLEASE RETURN REGISTRATION FORM ON OR BEFORE
APRIL 30TH, 2025 BY MAIL OR EMAIL TO:**

MAIL TO PONOKA STAMPEDE
BOX 4336
PONOKA, AB
T4J 1R7

EMAIL TO PONOKA STAMPEDEOFFICE@GMAIL.COM OR
JENNIFER VOLD AT JVOLD1@HOTMAIL.COM

QUESTIONS CALL JENNIFER VOLD 403-704-3863