

2024 KRA Pro Rodeo

40th Anniversary

Sponsorship Program

SAPPHIRE - \$5,500

Title Sponsor

- Company Flag Flown by Grand Entry Rider (all 3 performances)
- Full Page Color Ad in Rodeo Program (provided by company)
- Company Banner displayed in prime location in arena
- Corporate Media package. Includes: poster, newspaper, social media, KRA Pro Rodeo Website & local Radio
- Company Name announced during all 3 performances
- Wall Ad at Saturday Night Cabaret
- Company Logo displayed on Big Screen during all 3 performances
- 6 tickets for each Pro Rodeo Performances & 6 Cabaret Tickets

EMERALD - \$3,500

A – Professional Entertainment Act (Clown) Sponsor

- Company Logo on Prof. Entertainment Act (Clown) page in Program
- ½ page color Ad in Rodeo Program (provided by company)
- Company Banner displayed in arena
- Corporate Media package. Includes; poster, newspaper, social media, KRA Pro Rodeo Website & local Radio
- Company Name announced during all 3 performances
- Company Logo displayed on Big Screen during all 3 performances
- 4 tickets for each Pro Rodeo Performances & 4 Cabaret Tickets

B – Canadian Pro Rodeo Sports Medicine Team Sponsorship (CPRSMT)

- Company Logo on CPRSMT Page in Program
- ½ page color Ad in Rodeo Program (provided by company)
- Company Banner displayed in arena
- Corporate Media package. Includes; poster, newspaper, social media, KRA Pro Rodeo Website & local Radio
- Company Name announced during all 3 performances
- Company Logo displayed on Big Screen during all 3 performances
- 4 tickets for each Pro Rodeo Performances & 4 Cabaret Tickets

GARNET - \$3,000

A - Rodeo Announcer

- Company Logo on Announcer page in program
- 1/4 page color Ad in Rodeo Program (provided by company)
- Company Banner displayed in arena
- Corporate Media package. Includes; poster, newspaper, social media, KRA Pro Rodeo Website & local Radio

- Company Name announced during all 3 performances
- Company Logo displayed on Big Screen during all 3 performances
- 4 tickets for each Pro Rodeo Performances & 4 Cabaret Tickets

B - Bull Fighters Sponsor

- Access to VIP/Contestant Lounge
- Company Logo on Bull Fighters page in program
- 1/4 page color Ad in Rodeo Program (provided by company)
- Company Banner displayed in arena
- Company Media package. Includes; social media, KRA Pro Rodeo Website
- Company Name announced during bull riding event
- Company Logo displayed on Big Screen during all 3 performances
- 4 tickets for each Pro Rodeo Performances & 4 Cabaret Tickets

DIAMOND - \$1,275

Corporate Flag (provided by company) Sponsor

- Company Flag flown by Grand Entry Riders for all 3 performances.
- 1/4 page color Ad in Rodeo Program (provided by company)
- Company Media package. Includes; social media, KRA Pro Rodeo Website
- Company Logo displayed on Big Screen during all 3 performances
- 2 tickets for each Pro Rodeo Performances & 2 Cabaret Tickets

GOLD - \$900

Event Sponsor

- Company Representative can co-present prize to contestant
- Company banner displayed above chutes in arena
- Company name announced during sponsored event
- Company Media package. Includes; social media, KRA Pro Rodeo Website
- Company Logo displayed on Big Screen during sponsored event
- 2 tickets for each Pro Rodeo Performances & 2 Cabaret Tickets

SILVER - \$850

A - Centre Gate Ad

- Company name announced during each performance
- Company Banner/Sign displayed at centre gate
- Company Name in Program (no logo)
- Company Media package. Includes; social media, KRA Pro Rodeo Website
- 2 tickets for each Pro Rodeo Performances & 2 Cabaret Tickets

B - East Gate Ad (Stock out gate)

- Company name announced during each performance
- Company Banner/Sign displayed at East Gate in Arena
- Company Name in Program (no logo)
- Company Media package. Includes; social media, KRA Pro Rodeo Website
- 2 tickets for each Pro Rodeo Performances & 2 Cabaret Tickets

PEARL - \$700

Front Chute Ad

- Company name announced each time chute is opened
- Company Sign displayed on front of chute
- Company Name in Program (no logo)
- Company Media package. Includes; social media, KRA Pro Rodeo Website
- 2 tickets for each Pro Rodeo Performances & 2 Cabaret Tickets

BRONZE

A – Event Prize Sponsor - \$500

- Company Representative can co-present prize to contestant
- Company name in program (no logo)
- Company Media package. Includes social media, KRA Pro Rodeo Website
- 2 tickets for Sundays Rodeo Performance

B – One Banner Wall Ad (opposite the audience) \$400

- Company name in program (no logo)
- Company Media package. Includes social media, KRA Pro Rodeo Website
- 2 Cabaret Tickets

RUBY

A – \$350 - Mechanical Bull Sponsor

- Company Banner displayed on fencing for bull
- Company name in program (no logo)
- Company Media package. Includes social media, KRA Pro Rodeo Website
- 2 Cabaret tickets

B – \$200 - Wall Banner Ad (Displayed at Cabaret)

- Company Banner displayed on wall at Saturday Night Cabaret
- Company name in program (no logo)
- Company Media package. Includes social media, KRA Pro Rodeo Website
- 1 Cabaret ticket

Talk to us about a customized sponsorship package to suit your company's needs!



2024 Kananaskis Pro Rodeo
April 26 & 27 & 28, 2024

2024 Kananaskis Pro Rodeo Advertising Opportunities On The Big Screen

If you have been to our rodeo...you will know what an *amazing* advertising opportunity the big screen is!! If you haven't been... trust me...this is great bang for your buck!

A – Commercial Playback - \$600

- Maximum size for commercial is 30 seconds in length (provided by Company). The commercial will be played a minimum of 2 times per performance over the 3-day Kananaskis Pro Rodeo Event

B – Logo Loop - \$250

- Each logo (provided by Company) is shown for 6 seconds and repeated in a loop. Logo will be displayed a minimum of 10 times per performance over the 3-day Kananaskis Pro Rodeo Event

C – Cowboy/Cowgirl Sponsorship - \$75

- Cowboy/Cowgirl for 1 performance & event. When the sponsored Cowboy/Cowgirl is about to ride, your Company name will be mentioned & a display board is put up. (This display is only shown for one performance & no re-rides)

Events: Bull Riding, Saddle Bronc, Bareback, Steer Wrestling, Team Roping, Tie-Down Roping, Ladies Barrel Racing, Boys Steer Riding

Choice of Performance: Friday, Saturday, Sunday

Kananaskis Pro Rodeo Program Advertising

Ad Size	Price	Dimension
Business Card	\$175	2" high x 3.5" wide
¼ page Ad	\$300	5" high x 3.5" wide
½ page Ad	\$400	5" high x 7.5" wide
Full Page Ad	\$550	10" high x 7.5" wide

All program ads are in color. Ads are to be provided by the company.

2024 Kananaskis Pro Rodeo

Company Name: _____

Contact: _____ Phone Number: _____

Mailing Address: _____

Email: _____

Sponsorship Level Selection (Please check the level of sponsorship you would like to provide)

Sapphire ____ Emerald ____ A Emerald B ____ Garnet A ____ Garnet B ____ Diamond ____ Gold ____
Silver A ____ Silver B ____ Pearl ____ Bronze A ____ Bronze B ____ Ruby A ____ Ruby B ____

Big Screen Advertising (Please make your selection below)

A – Commercial Playback - \$600 _____ B – Logo Loop - \$250 _____ C - Cowboy/Cowgirl Sponsorship - \$75 _____

Preferred Event: _____ Preferred Day: _____

Program Advertising (Please make your selection below)

Business Card \$175 _____

¼ Page Ad \$300 _____

½ Page Ad \$400 _____

Full Page Ad \$550 _____

Total Sponsorship/Advertising amount: \$ _____

Cheque enclosed: _____

Please Invoice: _____

Receipt will be forwarded upon receipt of payment.

Please make cheques payable to the Kananaskis Rodeo Association. Cheques can be picked up by a KRA member or can be mailed to PO Box 402, Coleman, Alberta T0K 0M0

The KRA wishes to thank you for your contribution & support and looks forward to seeing you at the KRA Pro Rodeo 40th Anniversary April 26, 27, 28, 2024