

COLORADO  
**PRO  
RODEO**



2026

A S S O C I A T I O N

**MEDIA**  
**GUIDE**

COLORADO PRO RODEO  
PO BOX 129 | GRANADA, CO | 81041  
719.647.2828 | [cpraoffice@gmail.com](mailto:cpraoffice@gmail.com)

# 2026 CPRA Board of Director's Contact Information

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**President: Brady Buum - 303-710-2808**  
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**Saddle Bronc: Colton Williams - 970-293-3983**  
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**Barrel Racing: Sami Jo Buum - 720-343-6919**  
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**Bull Riding: Charlie Hayes - 719-850-1964**  
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**Director-at-Large: Dean Miller - 720-484-9525**  
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**Stock Contractor Rep: Brice Berentis - 970-261-0094**  
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**Rodeo Committee Rep: Stuart Hoar - 307-630-7628**  
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**Judging Supervisor: Justin Ferguson - 303-746-6716**  
cprajudgingsupervisor@gmail.com

**Contract Labor Rep: Frank Hobbs - 303-229-0659**  
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**Sponsorship Rep: Clayton Everhart - 970-301-1927**  
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The CPRA is heading into its 51st year. With over 30 rodeos in Colorado and Wyoming, the CPRA has built a large spectator attendance, both during the year and at the finals. The CPRA is one of the strongest semi-pro rodeo associations in the United States, conveying a strong general membership, and corporate sponsorships along with local sponsorships. The CPRA would like to offer your company the opportunity to advertise in one of Colorado's favorite sporting events in 2026 along with the CPRA Finals.

The CPRA has designed various sponsorship programs to allow your company to reach a huge market of consumers in the state and neighboring states. Our programs offer you the flexibility to advertise over the entire year and support our contestants at the Finals in October.

The 2025 CPRA Finals saw record added money, and proved to be the best finals to date for contestants and sponsors. We look forward to the 2026 season breaking 2025s record season.

Please feel free to contact one of our directors or the CPRA State Office and see what we can do for you.

For many years there have been Colorado cowboys and cowgirls who held regular jobs and were unable to travel during the week. This makes it tough to compete with the full-time professional cowboy. In many cases, these are husband and wife teams and families who prefer to rodeo together. So, the contestants banded together, first as the Colorado State Rodeo Association and later as the Colorado Professional Rodeo Association.

The CPRA celebrates its 51st anniversary in 2026 as a nonprofit association, supervised by a board of directors made up of cowboys and cowgirls from all walks of life. Each board member donates their expertise and an enormous amount of time each year. In addition to the directors, the volunteer list includes rodeo contestants and fans throughout Colorado. These volunteers supply everything from technical to legal advice in support of our association.

While the core of the CPRA is the rodeo family, we strongly support the youth of our state as evidenced by our many young single members. A special membership is provided to our high school age contestants. We are also very proud of our college scholarship program available to our young members.

The CPRA supports each of their rodeo committees with professional stock contractors, announcers, timers, judges and rodeo secretaries. Our contestants are true professionals and together we work everyday to protect and maintain the heritage and tradition of rodeo and the western way of life. The CPRA is over 600 members strong and with the recent growth of our rodeos and success of our finals, we hope to become even bigger.

Rodeo is still one place where you can take the whole family, know that the National Anthem will be played, and the American Flag will fly. It is truly an American sport.

The state secretary is in our office each weekday to field questions. If you have an interest in joining, producing a CPRA event or just an interest in professional rodeo, please call!

# SPONSORSHIP Levels

## **CORPORATE SPONSOR ..... \$16,500 & ABOVE**

- Company Logo placed on the CPRA Standings
- Company logo monogrammed on coats/vests given to the Finals contestants
- 20 x 20 vending spot
- Full page color ad on the back cover of the 2026 Finals program
- Twenty general admission tickets, good for any Finals performance
- Your company name announced at every CPRA sanctioned rodeo throughout the rodeo season, excluding co-sanction rodeos  
*(The CPRA sanctions approximately 30 rodeos per year in Colorado & Wyoming)*
- Company flag flown during the grand entry of approximately 30 sanctioned CPRA rodeos *(flags provided by sponsor, six total)*
- Sponsor will receive two (2) CPRA Finals coats/vests
- A link to your company website will be added to the CPRA website
- One social media post per week throughout rodeo year
- One social media post per CPRA Finals Performance

## **YEAR LONG EVENT SPONSOR ..... \$10,000**

- Company logo monogrammed on coats/vests given to the top 12 Finals contestants in your event
- 10 x 10 vending spot
- Full page ad in the 2026 Finals program
- Twelve general admission tickets, good for any Finals performance
- Sponsor will receive two (2) CPRA Finals coats/vests
- A link to your company website will be added to the CPRA website
- Two social media posts per month throughout rodeo year
- One social media post per CPRA Finals Performance

**Rodeo is made possible through corporate sponsorship programs. Together, as a partner with the CPRA, your sponsorship dollars will reach the heart of the community at one of Colorado's most enjoyed sporting events, the CPRA Finals.**



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**GO-ROUNDS SPONSOR.....\$7,500/performance**

*(Three Go-Round Finals)*

- Your company announced as the sponsor of that go-round *(live and live-stream)*
- 10 x 10 vending spot
- Full page ad in the 2026 Finals program
- Fifteen general admission tickets for your sponsored performance
- Sponsor will receive two (2) CPRA Finals coats/vests
- A link to your company website will be added to the CPRA website
- Company logo placed on all social media posts for sponsored go-round

**FINALS EVENT SPONSOR ..... \$3,500**

- Company name/logo monogrammed on coats/vests given to the top 12 Finals contestants in your event
- Your company announced as official sponsor of your event
- 10 x 10 vending spot
- Full page ad in the 2026 Finals program
- Twelve general admission tickets, good for any Finals performance
- Sponsor will receive one (1) CPRA Finals coat/vest
- A link to your company website will be added to the CPRA website
- One social media post per CPRA Finals Performance

**EVENT SADDLE SPONSOR ..... \$2,500**

- Company logo hand tooled on the event saddle given to the Year- End Champion
- Full page ad in the 2026 Finals program listing your company as the saddle sponsor
- Eight general admission tickets, good for any Finals performance *(one performance)*
- One social media post per CPRA Performance

**EVENT COAT/VEST SPONSOR.....\$1,800/event**

- Company Name /logo monogrammed on coats/vests given to the top 12 contestants in your sponsored event
- Full page ad in the 2026 Finals program 10 general admission tickets *(one performance)*
- Sponsor will receive one (1) CPRA Finals coat/vest
- One social media post per CPRA Finals Performance

**FINALS BACK NUMBER SPONSOR ..... \$1,200**

- Your company logo on back numbers worn by your team members during the three (3) performances
- **MULTIPLE BACK NUMBER TEAMS AVAILABLE**
- Full page ad in the 2026 Finals program
- Six general admission tickets, good for any Finals performance *(one performance)*
- One social media post per CPRA Finals Performance

**[www.coloradoprorodeo.com](http://www.coloradoprorodeo.com)**

**EVENT BUCKLE SPONSOR ..... \$950**

- Company name/logo engraved on the buckles presented to the Year-End Champion, Finals Average Champion and Rookie of the Year (3 buckles total)
- Your company announced during your sponsored event as the buckle sponsor
- Half page ad in the 2026 Finals program
- Eight general admission tickets, good for any Finals performance
- One social media post during CPRA Finals

**BARREL RACE – BARREL SPONSOR..... \$500  
(three sponsors)**

- Your company name on all three barrels, (covers are used to cover the barrels used during the ladies barrel racing event)
- Your company announced during the barrel race event as the sponsor CPRA will provide the barrel covers, your company provides the logo and/or company name to be placed on the covers
- Half page ad in the 2026 Finals program
- Six general admission tickets, good for any Finals performance (*one performance*)
- One social media post during CPRA Finals

**RODEO LEVEL IV..... \$1,000**

- Full page ad in the 2026 Finals program
- 8 general admission tickets, good for any Finals performance (*one performance*)
- Four Social Media posts

**RODEO LEVEL III ..... \$500**

- Half page ad in the 2026 Finals program
- 6 general admission tickets, good for any Finals performance (*one performance*)
- Three Social Media posts

**RODEO LEVEL II ..... \$300**

- Quarter page ad in the 2026 Finals program
- Four general admission tickets, good for any Finals performance (*one performance*)
- Two Social Media posts

**RODEO LEVEL I ..... \$100**

- Business card ad in the 2026 Finals Program
- Two general admission tickets, good for any Finals performance (*one performance*)
- One Social Media post

**PRODUCT SPONSORS**

- Ad listing in the 2026 Finals Program



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# Sponsorship Commitment

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The CPRA welcomes your company as a sponsor for the 2026 Year and/or 2026 CPRA Finals. As a sponsor your needs are very important to us. Please feel free to contact the CPRA office or any of our board members if you have any questions. The CPRA is a non-profit organization, and all sponsorships will qualify for as a deductible donation.

**All sponsorship money is due by August 1, 2026**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Social Media Handles:** \_\_\_\_\_

**Facebook:** \_\_\_\_\_ **Twitter:** \_\_\_\_\_ **Instagram:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Event Sponsored:** \_\_\_\_\_

**Sponsorship Level:** \_\_\_\_\_

**CPRA Member:** \_\_\_\_\_

**THANK YOU** for your support of the 2026 CPRA Year and/or 2026 CPRA Finals

Please send your commitment sheet to:

Colorado Professional Rodeo Association

PO Box 129 | Granada, CO | 81041 | O: 719-647-2828 | [cpraoffice@gmail.com](mailto:cpraoffice@gmail.com)

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Office Use Only:

Date Received: \_\_\_\_\_ Payment Received: \_\_\_\_\_ Check: \_\_\_\_\_ Cash: \_\_\_\_\_ CC: \_\_\_\_\_

Ad Received: \_\_\_\_\_ Logo Received: \_\_\_\_\_ Received by: \_\_\_\_\_