

TWEED STAMPEDE 2026

Partnership Opportunities

Partner with the heartbeat of our community



September 4–6, 2026 • Stoco Lake Lodge, Tweed, Ontario

Every Labour Day weekend, thousands of fans gather at the Tweed Stampede for world-class rodeo, live music, camping, food, vendors, and community celebration on the shores of Stoco Lake. Partnering with the 2026 event puts your brand in front of an energized, loyal audience across a full weekend of entertainment.

10,000+

Projected attendees

3 Days

Rodeo, music, and camping

Eastern Ontario

Regional destination reach

On-Site + Digital

Multi-platform sponsor exposure

Why Partner with the Tweed Stampede?

- High-impact reach across one of Eastern Ontario’s strongest late-summer event weekends.
- Targeted exposure to families, rodeo fans, country and rock music fans, campers, tourists, and local business owners.
- Authentic community alignment with a homegrown event that keeps expanding its footprint and profile.
- Multi-platform marketing through on-site signage, social media, announcer mentions, website placement, posters, and digital promotion.
- Flexible custom opportunities for brands that want something beyond the standard package list.



Featured rodeo action



Packed grandstand crowd



Night concert energy

2026 Partnership Levels

◆ ◆ ◆
\$750
Investment
◆ ◆ ◆

1. Arena Banner Partner

- One company-provided banner displayed inside the main arena for all 3 rodeo days
- 6 General Admission tickets for any performance day
- Business name listed on the official sponsor page

◆ ◆ ◆
\$1,250
Investment
◆ ◆ ◆

2. Rodeo Event Partner

- Exclusive sponsorship of one featured event: Bull Riding, Barrel Racing, Bronco Riding, Mutton Busting, Fireworks, or Kids Zone
- Arena banner displayed all weekend
- Live announcer mentions during your sponsored event
- Website + social media promotion
- 8 General Admission tickets

◆ ◆ ◆
\$1,750 per show

Investment

◆ ◆ ◆

3. VIP Experience Sponsor

- Private VIP section sponsorship for one show: Friday Concert, Saturday Concert, Sunday Concert, Saturday Rodeo, or Sunday Rodeo
- VIP branding signage
- Website + social media promotion
- 10 VIP tickets
- Arena banner display all weekend

◆ ◆ ◆
\$2,500

Investment

◆ ◆ ◆

4. Bucking Chute Partner

- Exclusive bucking chute signage
- Repeated announcer callouts during roughstock events
- Website + social media logo placement
- 10 rodeo tickets (Saturday or Sunday)
- Optional vendor booth activation
- Limited availability

◆ ◆ ◆
\$7,500

Investment

◆ ◆ ◆

5. Presenting Partner

- Top-tier branding with naming-rights level visibility
- Exclusive naming opportunity for the rodeo arena and/or live music stage, subject to final agreement
- Website homepage, event posters, digital ads, and main entrance exposure
- 10 Full Weekend VIP Passes
- 1 VIP Camping Spot
- Prime high-traffic vendor location
- Frequent announcer mentions + dedicated social media features

Partnership Visibility Examples

These examples help sponsors see what real visibility and activation can look like on site.



Concert stage branding / naming



High-traffic vendor & activation area



VIP activity space / yard game activation



Sponsor a social event



Arena exposure & sponsor impressions



Special event sponsorship opportunities

Custom packages are always available.

If a sponsor wants something unique — stage naming, beverage activations, large-format signage, special contests, hospitality areas, or bundled digital/onsite exposure — we can build a package to fit.

TWEED STAMPEDE 2026 – COMMITMENT REPLY FORM

Partnership Level(s) Selected:

Business / Group Name:

Contact Person:

Title:

Email:

Phone:

Mailing Address:

Website (for promotional listing):

Payment Information

Sponsorship Fee	HST (13%)	Total Due
\$ _____	\$ _____	\$ _____

Logo Submission

Email high-resolution logo files (vector preferred: AI, EPS, or high-res PNG/JPG) to stocolakelodge@gmail.com.

Payment Options

- E-Transfer: Send to stocolakelodge@gmail.com (include business name in memo)
- Cheque: Payable to 1709882 Ontario Inc.
- Mailing Address: Tweed Stampede c/o 1709882 Ontario Inc., 15A Trudeau Lane, Tweed, ON K0K 3J0

Thank you for supporting the Tweed Stampede 2026.

Your partnership helps power one of Eastern Ontario's most exciting annual event weekends.