

# 2020 Kananaskis Pro Rodeo Sponsorship Program

## SAPPHIRE - \$5,000

### Title Sponsor

- Access to VIP/Contestant Lounge
- 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

- Access to VIP/Contestant Lounge
- 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)

- Access to VIP/Contestant Lounge
- 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

- Access to VIP/Contestant Lounge
- 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 - \$1,100

### Corporate Flag (provided by company) Sponsor

- Access to VIP/Contestant Lounge
- 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 - \$800

### Event Sponsor

- Access to VIP/Contestant Lounge
- 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 - \$750

### A - Centre Gate Ad

- Access to VIP/Contestant Lounge
- 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)

- Access to VIP/Contestant Lounge
- 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 - \$600

### Front Chute Ad

- Access to VIP/Contestant Lounge
- 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- \$400

### A – Event Prize Sponsor

- Access to VIP/Contestant Lounge
- 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) \$325

- Access to VIP/Contestant Lounge
- Company name in program (no logo)
- Company Media package. Includes social media, KRA Pro Rodeo Website
- 2 Cabaret Tickets

## RUBY

### A – \$300 - Mechanical Bull Sponsor

- Access to VIP/Contestant Lounge
- 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 – \$175 - Wall Banner Ad (Displayed at Cabaret)

- Access to VIP/Contestant Lounge
- 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



**2020 Kananaskis Pro Rodeo**

**April 24-26, 2020**

## 2020 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 - \$500

- 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 - \$200

- 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 - \$50

- 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	\$150	2" high x 3.5" wide
¼ page Ad	\$275	5" high x 3.5" wide
½ page Ad	\$375	5" high x 7.5" wide
Full Page Ad	\$500	10" high x 7.5" wide

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

## 2020 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 - \$500 \_\_\_\_\_ B – Logo Loop - \$200 \_\_\_\_\_ C - Cowboy/Cowgirl Sponsorship - \$50 \_\_\_\_\_

Preferred Event: \_\_\_\_\_ Preferred Day: \_\_\_\_\_

#### Program Advertising (Please make your selection below)

Business Card \$150 \_\_\_\_\_  
¼ Page Ad \$275 \_\_\_\_\_  
½ Page Ad \$375 \_\_\_\_\_  
Full Page Ad \$500 \_\_\_\_\_

**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 38<sup>th</sup> Annual Pro Rodeo. April 24,25 & 26, 2020!*