



2025

**Canadian Team Cattle  
Penning Association  
Title Sponsorship  
Package**

© SV Equine Photography





## CANADIAN TEAM CATTLE PENNING COVERAGE

### Meet our CTCPA Committee

**President**  
**Spencer Gamache**



**Vice President**  
**Duane Daley.**  
**(Cattlemens)**



### Local Directors:



**ATCPS**  
**Kristal Vereschagin**



**BCTPA**  
**Aspen Ledger**



**CATPA**  
**Brett Jones**



**CHINOOK**  
**Laura Anthony**



**LAKELAND**  
**Maurice Benoit**



**MANITOBA**  
**Darcy Brown**



**SASKATCHEWAN**  
**Chadrick Carley**



**SOUTH COUNTRY**  
**Sharon Duek**





## CTCPA NATIONAL FINALS 2025

### Canadian Six Chair

**Brad Richardson**



Dear Sponsors,

I hope this package finds you well. My name is Brad Richardson, and I am the Chair of the Canadian National Finals Team Penning. I am excited to share that the 2025 National Finals will take place from October 9–12 at the Nutrien Building, Stampede Park, in Calgary, AB. This prestigious event brings together top competitors from across Canada, culminating a year of dedication and competition to determine the national champions.

We are pleased to offer a unique opportunity for companies like yours to partner with us as sponsors. Your support will not only enhance this incredible event but also contribute to the growth of a sport deeply rooted in camaraderie, teamwork, and family values. Having competed in team penning for 30 years, I can personally attest to the strong sense of community it fosters.

Thank you for your time and consideration. I look forward to the opportunity to connect with you at the CTCPA National Finals in Calgary.

Best regards,  
Brad Richardson

### Canadian 6 Representative:ography



Tony Mitchell,



Spencer Gamache,



Dave Ruby,



Robert Bruneau,



Meagan Blyth





ABOUT THE

## CTCPA NATIONAL FINALS

The **CTCPA National Finals** is the **largest and most prestigious** Team Cattle Penning event in Canada, bringing together the nation's top competitors for five days of thrilling, high-intensity action. With **1,200 – 1,500 teams**, this elite event captivates a **nationwide audience** of competitors, equestrian professionals, and Western sports enthusiasts.

### **Team Penning: A Sport of Precision & Strategy**

This dynamic equestrian sport demands **exceptional horsemanship, quick decision-making, and seamless teamwork**. Riders must identify and separate specific cattle from a herd, driving them into a pen within **60 seconds**.

- ◆ 5 Days of Elite Competition
- ◆ 1,200 – 1,500 Competitor Teams
- ◆ 10+ Championship Divisions
- ◆ National Qualifier Event





## SANCTIONED EVENTS & QUALIFICATION PATHWAY

Throughout the year, competitors participate in a rigorous series of regional and national qualifiers, culminating in the National Finals. The CTCPA sanctioning map includes affiliated associations in Alberta, British Columbia, Saskatchewan, Manitoba, and beyond, reinforcing the event's nationwide significance.

Major qualifiers include:

- Calgary Stampede Qualifiers: July 2-3, Staveland, AB
- Calgary Stampede Finals: July 5-7, Nutrien Centre, Stampede Grounds
- Provincial & Regional Events: Across Alberta, British Columbia, Saskatchewan, and Manitoba

## STRATEGIC SPONSORSHIP OPPORTUNITIES

Partnering with the CTCPA National Finals presents a unique opportunity to engage with a highly desirable target audience—active, brand-loyal professionals with a deep passion for Western sports. Sponsors gain unparalleled visibility while fostering community engagement and positive brand association.





## CANADIAN TEAM CATTLE PENNING ASSOCIATION

### Sanction Shows & Locations

#### ATCPS

- April 26 & 27 – Haymaker Arena – Thorsby, Alberta
- May 10 & 11 – Haymaker Arena – Thorsby, Alberta
- June 14 & 15 – Haymaker Arena – Thorsby, Alberta
- July 26 & 27 – Haymaker Arena – Thorsby, Alberta
- Aug 9 & 10 – Haymaker Arena – Thorsby, Alberta
- Sept 13 & 14 – Haymaker Arena – Thorsby, Alberta

#### BCTPA

- March 22 & 23 – North Thompson, Barriere, BC
- April 26 & 27 – North Thompson, Barriere, BC
- May 10 & 11 – Randy Ophus, Vanderhoof, BC
- May 17 & 18 – Bell Creek Areen, Chilliwack, BC
- June 14 & 15 – Houghton Areen, Knutsford, BC
- August 23 & 24 – Bell Creek Areen, Chilliwack, BC

#### CATTLEMENS

- May 3 & 4 – Cattlac Ranch, Onoway, Alberta
- June 21 & 22 – Bohnets, Mayerthorpe, Alberta
- July 12 & 13 – TP Creek Areen, TP Creek, Alberta
- August 23 & 24 – Cattlac Ranch, Onoway, Alberta

#### Catpa

- Mar 14, 15 & 16 – Calnash Centre – Ponoka, Alberta
- April 19 & 20 – The Bullpen Arena, Airdrie, Alberta
- May 3 & 4 – The Bullpen Arena, Airdrie, Alberta
- June 20, 21 & 22 – Calnash Centre – Ponoka, Alberta
- Sept 27 & 28 – Calnash Centre – Ponoka, Alberta

#### Chinook

- April 12 & 13 – WCAS, Claresholm, Alberta
- April 26 & 27 – WCAS, Claresholm, Alberta
- May 17 & 18 – WCAS, Claresholm, Alberta
- June 21 & 22 – Silver Slate, Arena, Alberta
- Sept 6 & 7 – WCAS, Claresholm, Alberta

#### Lakeland

- June 7 & 8 – Lakeland College, Vermillion, Alberta
- July 19 & 20 – Sandy Flats Ranch, Chauvin, Alberta
- August 16 & 17 – Lakeland College, Vermillion, Alberta

#### Manitoba

- May 10 & 11 – (TBD)
- June 7 & 8 – Harder's, Manitoba
- June 21 & 22 – Penner's, Manitoba
- July 5 & 6 – Shallako, Manitoba
- July 19 & 20 – Morris, Manitoba
- Aug 2 & 3 – Lunder, Manitoba

#### Saskatchewan

- April 25, 26 & 27 – Wheatfield Centre, North Battleford, Sk
- May 23, 24 & 25 – Wheatfield Centre, North Battleford, Sk
- June 13, 14, & 15 – Wheatfield Centre, North Battleford, Sk
- July 11, 12 & 13 – Wheatfield Centre, North Battleford, Sk
- Aug 8, 9 & 10 – Wheatfield Centre, North Battleford, Sk

#### South Country

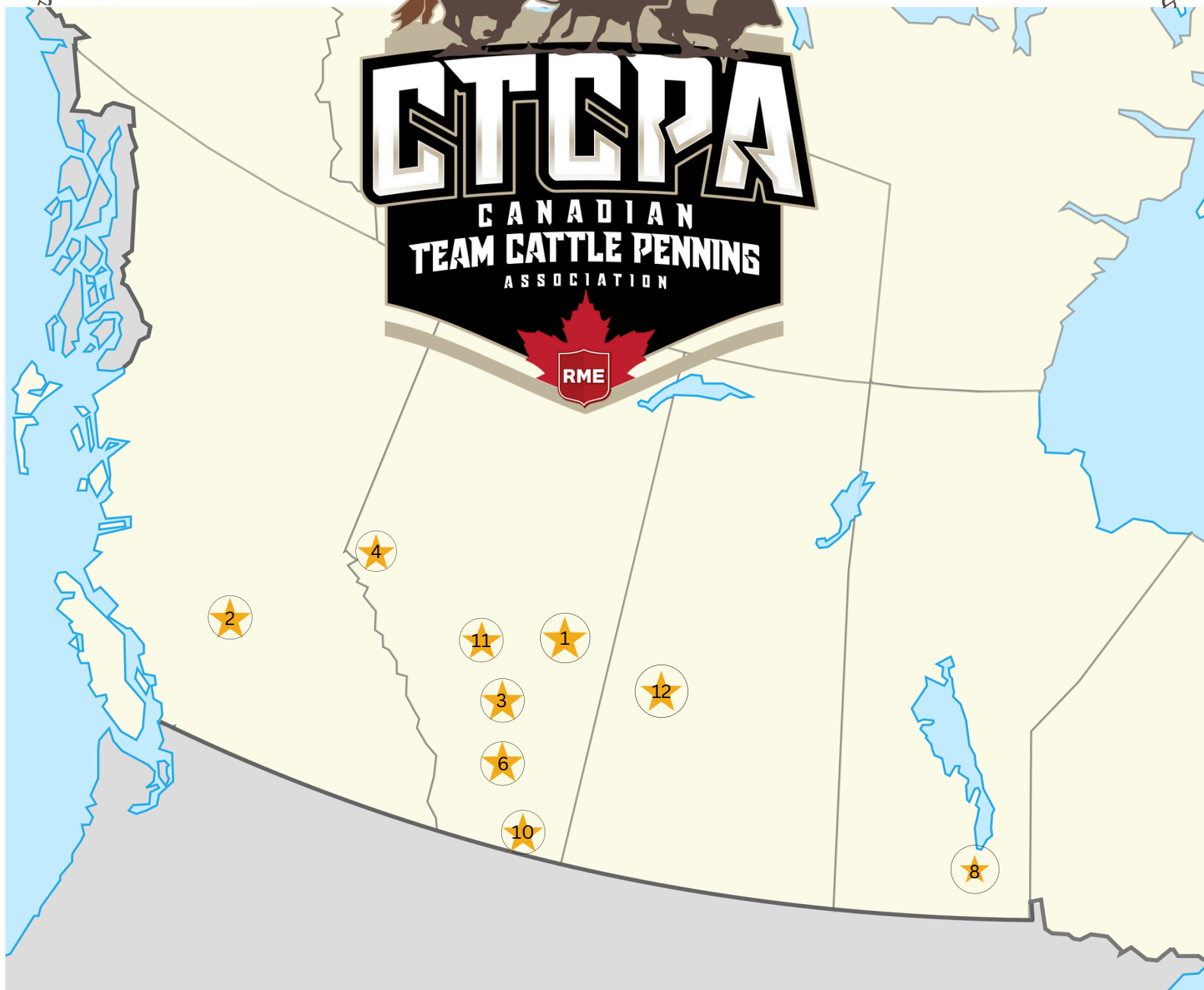
- November 23, 2024 – Harker Arena, Lethbridge, Alberta
- November 23, 2024 – Harker Arena, Lethbridge, Alberta
- January 18, 2025 – Harker Arena, Lethbridge, Alberta
- February 1, 2025 – Harker Arena, Lethbridge, Alberta
- March 1, 2025 – Harker Areana, Lethbridge, Alberta

#### Calgary Stampede

- Calgary Stampede Qualifiers July 2 & 3 Stavley, AB
- Calgary Stampede July 5, 6 & 7 Nutrien Centre, Stampede grounds



# Sanction Map



**1. Lakeland**

**2. BCTCPA**

**3. CATPA**

**4. Cattlemens**

**6. Chinook**

**8. Manitoba**

**10. South Country**

**11. ATCPS**

**12. Saskatchewan**







# SPONSORSHIP LEVELS & BENEFITS

## THE ULTIMATE BRANDING & ENGAGEMENT PACKAGE

Sponsorship levels	Investment	Key Benefits
Sapphire Sponsor	\$50,000	Premier branding, extensive digital and live recognition, event-wide promotion, 1000 sq ft floor space
Diamond Sponsor	\$20,000	High-impact signage, social media campaigns, on-site promotions, VIP access
Platinum Sponsor	\$10,000	Jumbotron commercials, event banner, social media recognition
Gold Sponsor	\$5,000	Cattle number branding, digital exposure, live mentions
Silver Sponsor	\$2,500	Website presence, social media shoutouts
Bronze Sponsor	\$1,000	Banner placement, logo exposure
Class Sponsor	\$1,500	Name associated with a competition class, live mentions
Youth Sponsor	\$2,500	Exclusive recognition in youth divisions, direct outreach to families
Cow Sponsor	\$200	Supporting grassroots development of the sport





# SPONSORSHIP BENEFITS MATRIX

Marketing Asset	\$50,000	\$20,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$200
Company Banner	✓	✓	✓	✓	✓	✓	✓	
Program Advertisement	✓	✓	✓	✓	✓	✓	✓	
Logo on CTCPA Website	✓	✓	✓	✓	✓	✓	✓	
CTCPA Facebook Recognition	✓	✓	✓	✓	✓	✓	✓	
Jumbotron Commercials	✓	✓	✓					
Name on Cattle Numbers	✓	✓	✓					
Live Event Mentions	✓	✓	✓	✓				
On-Site Activation Booth	✓	✓						
Product Display On-Site	✓	✓						
VIP Gala Tickets (6)	✓	✓	✓					
Traditional Media Recognition	✓	✓	✓					
Class Sponsorship Recognition	✓	✓						
Bonus Recognition at Club Level	✓	✓	✓					
Floor Space (sq ft)	1000	500						





## WHY PARTNER WITH CTCPA?

- ◆ **Unmatched Brand Visibility** – Your name attached to Canada's premier Western sporting event
- ◆ **Direct Market Access** – Engage with equine athletes, rural professionals & Western lifestyle enthusiasts
- ◆ **Expansive Media Coverage** – Benefit from TV, digital, and social media campaigns
- ◆ **Authentic Community Engagement** – Align with a sport built on teamwork, camaraderie & tradition

## SOCIAL MEDIA & DIGITAL REACH

🌟 **Total Reach: Thousands of Engaged Western Fans**

- 📱 **Instagram:** @canadianteamcattlepenning (Growing Audience)
- 🎥 **TikTok:** @Canadianteampenning (High-Engagement Content)
- 👍 **Facebook:** CTCPA Official Page (Dedicated Event Promotion)

🚀 **Sponsor Recognition Includes:**

- 🎥 **Behind-the-Scenes Spotlights** | 🏆 **Meet the Riders Series** |
- 🎤 **Exclusive Video Interviews** | 📺 **Event Livestreams & Reels Featuring Your Brand**





CANADIAN TEAM CATTLE  
PENNING ASSOCIATION  
**Sponsorship Commitment  
Form**

- ☐ Sapphire Sponsor ..... \$50,000  
☐ Diamond Sponsor ..... \$20,000  
☐ Platinum Sponsor ..... \$10,000  
☐ Gold Sponsor ..... \$5,000  
☐ Silver Sponsor ..... \$2,500  
☐ Bronze Sponsor ..... \$1,000  
☐ Class Sponsor ..... \$1,500  
☐ Cow Sponsor ..... \$200

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

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

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_

I am representative for this business: \_\_\_\_\_

I approve : \_\_\_\_\_

Sponsorship: \_\_\_\_\_

Contact for advertising information: \_\_\_\_\_ Name: \_\_\_\_\_

Banners will be dropped off by: \_\_\_\_\_ Name: \_\_\_\_\_

Does your business have a video we can use on our video board. \_\_\_\_\_

Jacket or Hoodie size if eligible: \_\_\_\_\_

\*Please e-mail your corporate logo for Sponsorship advertisement\*

Please return to: Canadian Team Cattle Penning Association

c/o Wendy Linton

949 Briarwood Crescent

Strathmore, Alberta T1P 1E8

or email [ctcpaoffice@gmail.com](mailto:ctcpaoffice@gmail.com)