



CTCPA National Finals 2026 Sponsorship Package

REACH 800-1,200 COMPETITORS AND
THOUSANDS OF WESTERN CONSUMERS
ACROSS A 26-WEEK NATIONAL CAMPAIGN.



A MESSAGE FROM THE NATIONALS CHAIR

I've been around Team Cattle Penning for as long as I can remember. I started when I was about three, and like many of us, I grew up in this sport - in the truck heading to shows, at the arena, and surrounded by the people who make this community what it is.

That's what makes the CTCPA National Finals special. It's not just the competition - it's the families and generations that continue to grow the sport year after year.

As Chair of the 2026 National Finals, my goal is to build an event that reflects that - competitive, welcoming, and worth being part of for riders, spectators, and supporters alike.

Our community is loyal. They support the brands that show up for them and recognize the businesses that invest back into the sport.

We're proud of what this event represents and excited to work with partners who want to be part of where it's going next.

Our community supports the brands that support them - and that loyalty turns into real business.



HOPE ELKINS
| CTCPA NATIONALS CHAIR |



CANADA'S PREMIER Team Cattle Penning Event



4 DAYS



800 -1,200
TEAMS COMPETING



10+
CHAMPIONSHIP
DIVISIONS



NATIONAL
QUALIFIER
EVENT

CANADA'S TOP RIDERS COMPETE IN A FAST-PACED, HIGH-STAKES NATIONAL EVENT WHERE CHAMPIONS ARE MADE.

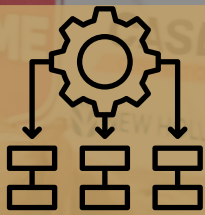
SPONSOR VALUE SNAPSHOT

800-1,200 TEAMS
COMPETING
4-DAY NATIONAL EVENT
COMPETITORS FROM ACROSS
WESTERN CANADA
26-WEEK CAMPAIGN
EXPOSURE
LIVESTREAM + SOCIAL
MEDIA REACH



REACH A HIGH-VALUE WESTERN AUDIENCE

COMPETITORS QUALIFY THROUGH A SERIES OF
SANCTIONED EVENTS ACROSS WESTERN CANADA, ALL
LEADING TO THE CTCPA NATIONAL FINALS



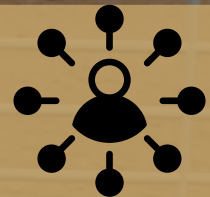
NATIONAL REACH

SANCTIONED EVENTS
ACROSS MULTIPLE
WESTERN CANADIAN
PROVINCES.



CALGARY FINAL STAGE

HOSTED ON ONE OF
WESTERN CANADA'S
PREMIER EVENT
STAGES.



TARGETED AUDIENCE

EQUINE OWNERS, RURAL
PROFESSIONALS, &
WESTERN LIFESTYLE
COMSUMERS.

WHY THIS MATTERS FOR YOUR BRAND

DIRECT ACCESS TO A LOYAL WESTERN AUDIENCE
STRONG BRAND RECOGNITION WITHIN A TIGHT-KNIT COMMUNITY
26-WEEK CAMPAIGN VISIBILITY LEADING INTO NATIONAL FINALS
HIGH ENGAGEMENT BOTH ON-SITE AND ONLINE



Targeted social media campaigns reaching western canadian competitors and consumers



level	Investment	Key Benefits
PRESENTING SPONSOR	\$50,000	Full Season + Event Ownership • “CTCPA Nationals presented by Sponsor Name” • Full integration into 26-week “Road to Nationals” campaign • Livestream naming rights + continuous brand presence • Finals branding + champion presentation recognition • Premium arena signage + activation space • Dedicated social media features & ongoing mentions
NATIONAL PARTNERS		
PREMIER PARTNER	\$20,000	Premium National Visibility • Prominent branding across marketing & event materials • Strong social media presence throughout campaign • High-impact arena signage • Livestream recognition & feature mentions • On-site promotional opportunities
PLATINUM PARTNER	\$10,000	Featured Event & Digital Presence • Branding on key promotional materials • Social media exposure throughout lead-up • Event banner placement • Brand integration into livestream viewed by national audience
EVENT & COMMUNITY PARTNERS		
GOLD SPONSOR	\$5,000	• Digital exposure across CTCPA platforms • Social media features • Event recognition + banner placement • Live mentions during event
SILVER SPONSOR	\$2,500	• Website & social media recognition • Shared sponsor graphics • Event banner placement
BRONZE SPONSOR	\$1,000	• Logo placement on sponsor materials • Group recognition posts • Event presence
ADD-ONS		
Youth Sponsor	\$2,500	Exclusive recognition in youth divisions, direct outreach to families
Class Sponsor	\$1,500	Naming rights to a competition class with recognition across draws, results, graphics, and livestream.
Cow Sponsor	\$200	Supporting grassroots development of the sport



SPONSORSHIP BENEFITS MATRIX

HOW YOUR BRAND SHOWS UP ACROSS
THE SEASON

National Partners (20k + 10k)							
Feature	20k	10k	5k	2.5k	1.5k	1k	\$200
Banner	✓	✓	✓	✓	✓	✓	
Social	✓	✓	✓	✓	✓	✓	✓
Livestream	✓	✓	✓				
Live Mentions	✓	✓	✓	✓			
Booth	✓	✓					
Vip	✓	✓					
Class Recongition	✓	✓	✓	✓	✓		
Club Bonas	✓	✓	✓				

TRUSTED BY Western Brands

OUR PARTNERS RETURN YEAR AFTER YEAR BECAUSE OF THE EXPOSURE AND CONNECTION THIS EVENT CREATES.

