



# CTCPA National Finals 2026 Sponsorship Package

REACH 400 - 700 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



400-700  
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.

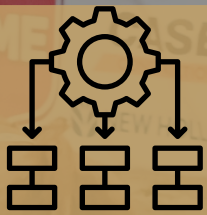
## SPONSOR VALUE SNAPSHOT

400 - 700 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



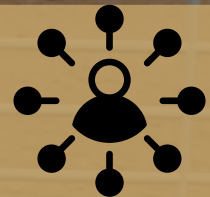
## NATIONAL REACH

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                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------|-----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>PRESENTING SPONSOR</b>             | <b>\$50,000</b> | <b>Full Season + Event Ownership</b> <ul style="list-style-type: none"> <li>• “CTCPA Nationals presented by Sponsor Name”</li> <li>• Full integration into 26-week “Road to Nationals” campaign</li> <li>• Livestream naming rights + continuous brand presence</li> <li>• Finals branding + champion presentation recognition</li> <li>• Premium arena signage + activation space</li> <li>• Dedicated social media features &amp; ongoing mentions</li> </ul> |
| <b>NATIONAL PARTNERS</b>              |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>PREMIER PARTNER</b>                | <b>\$20,000</b> | <b>Premium National Visibility</b> <ul style="list-style-type: none"> <li>• Prominent branding across marketing &amp; event materials</li> <li>• Strong social media presence throughout campaign</li> <li>• High-impact arena signage</li> <li>• Livestream recognition &amp; feature mentions</li> <li>• On-site promotional opportunities</li> </ul>                                                                                                         |
| <b>PLATINUM PARTNER</b>               | <b>\$10,000</b> | <b>Featured Event &amp; Digital Presence</b> <ul style="list-style-type: none"> <li>• Branding on key promotional materials</li> <li>• Social media exposure throughout lead-up</li> <li>• Event banner placement</li> <li>• Brand integration into livestream viewed by national audience</li> </ul>                                                                                                                                                           |
| <b>EVENT &amp; COMMUNITY PARTNERS</b> |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>GOLD SPONSOR</b>                   | <b>\$5,000</b>  | <ul style="list-style-type: none"> <li>• Digital exposure across CTCPA platforms</li> <li>• Social media features</li> <li>• Event recognition + banner placement</li> <li>• Live mentions during event</li> </ul>                                                                                                                                                                                                                                              |
| <b>SILVER SPONSOR</b>                 | <b>\$2,500</b>  | <ul style="list-style-type: none"> <li>• Website &amp; social media recognition</li> <li>• Shared sponsor graphics</li> <li>• Event banner placement</li> </ul>                                                                                                                                                                                                                                                                                                 |
| <b>BRONZE SPONSOR</b>                 | <b>\$1,000</b>  | <ul style="list-style-type: none"> <li>• Logo placement on sponsor materials</li> <li>• Group recognition posts</li> <li>• Event presence</li> </ul>                                                                                                                                                                                                                                                                                                            |
| <b>ADD-ONS</b>                        |                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Youth Sponsor</b>                  | <b>\$2,500</b>  | Exclusive recognition in youth divisions, direct outreach to families                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Class Sponsor</b>                  | <b>\$1,500</b>  | Naming rights to a competition class with recognition across draws, results, graphics, and livestream.                                                                                                                                                                                                                                                                                                                                                          |
| <b>Cow Sponsor</b>                    | <b>\$200</b>    | 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.

