

PRO RODEO CANADA



Sponsorship Package



ABOUT PRO RODEO CANADA

- The Canadian Professional Rodeo Association (CPRA), operating as Pro Rodeo Canada, is the sanctioning body for professional rodeo in Canada with their headquarters located in Airdrie, Alberta.
- Approximately 1,000 members are represented by the Organization, with over 50 rodeos and special events held each year across Canada.
- We pride ourselves on our strong working relationships with our sponsors and supporters as well as our many groups of members including: contestants, rodeo committees, stock contractors, and contract personnel.



BRAND ALIGNMENT

- Position your brand with a sport that still resonates family values and that hometown Canadian feel
- 'There's a little bit of cowboy in all of us' – leverage our avid fan-base by targeting a national audience of your core consumers
- Support and connect with the audiences and communities in which you work and play

**Celebrate
Western Culture**

**Social Media
Presence**



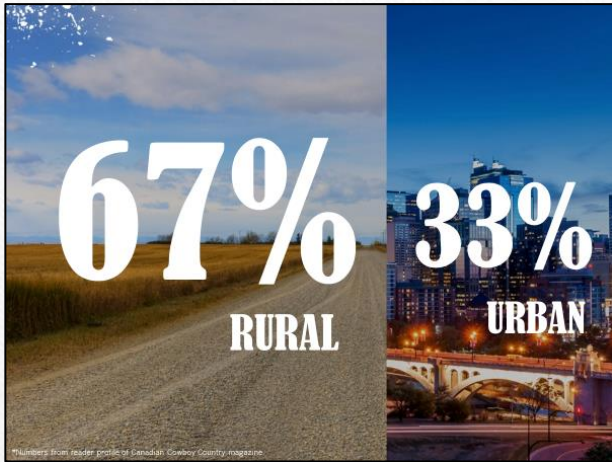
Targeted Impact

Exposure & Reach



Rodeo Fans ...by the numbers

1,200,000+ LOYAL FANS of Canadian Professional Rodeo every year



WWW.RODEOCANADA.COM

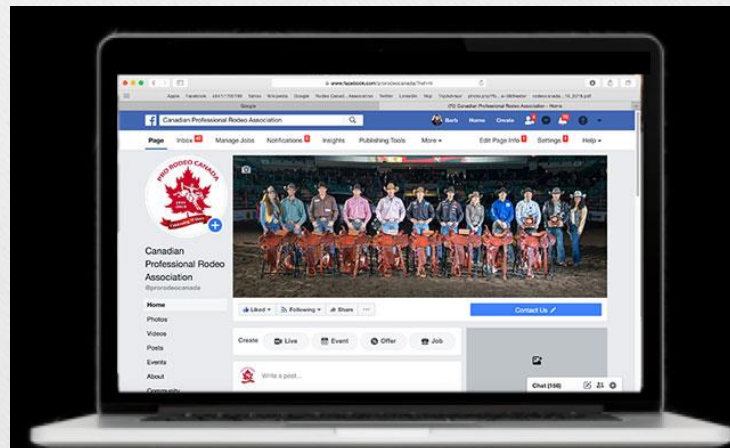
- 3.4 Million views
- 1.7 Million views during peak season month
- Over 10,000 visits daily during Canadian Finals Rodeo



PRO RODEO ON FACEBOOK



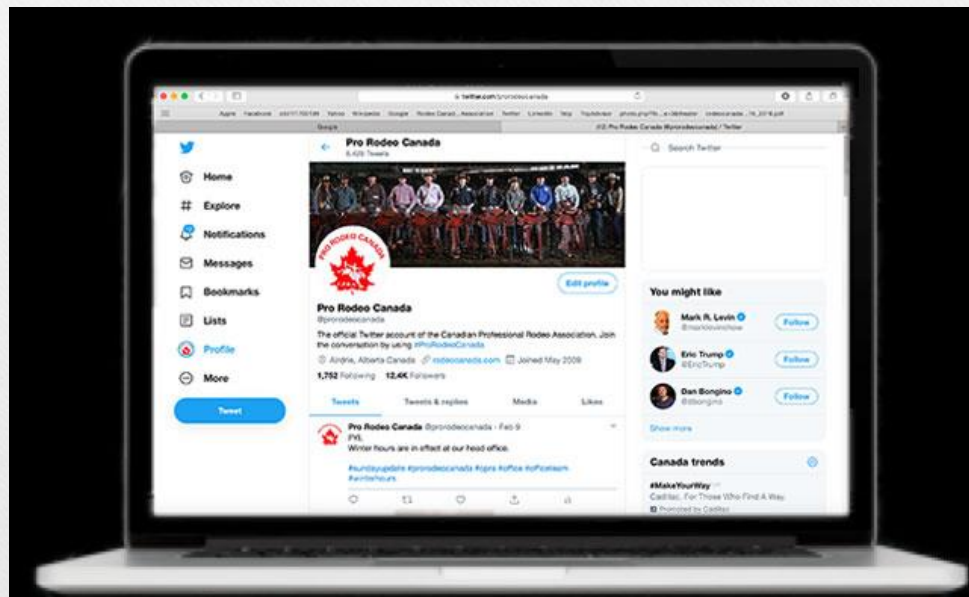
- Over 26,000 Followers
- 44% Male / 55% Female
- 45-54 year olds most engaged
- Over 47,000 daily reach during regular season
- Over 100,000 daily reach during CFR
- Fans in over 10 different countries



PRO RODEO ON TWITTER



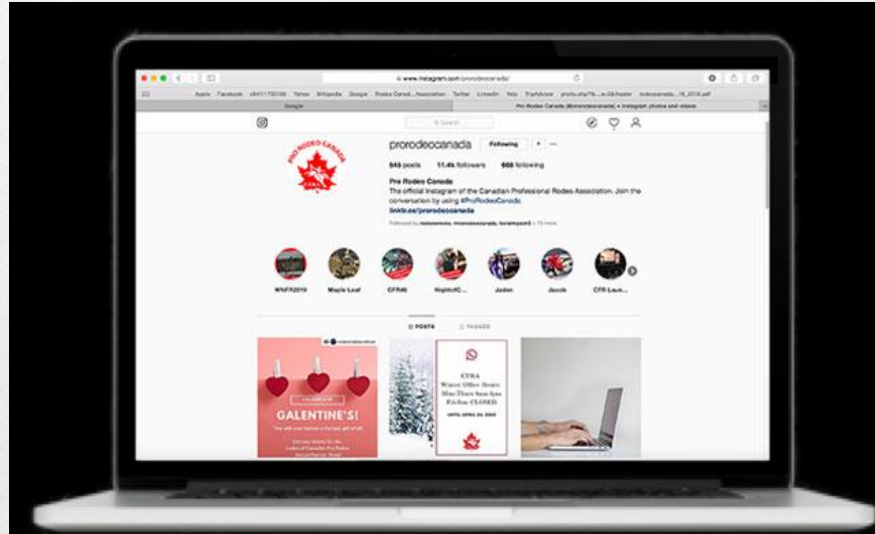
- Over 12,000 Followers
- Average monthly impressions: 41,000
- Impressions during Canadian Finals Rodeo: 45,000+



PRO RODEO ON INSTAGRAM



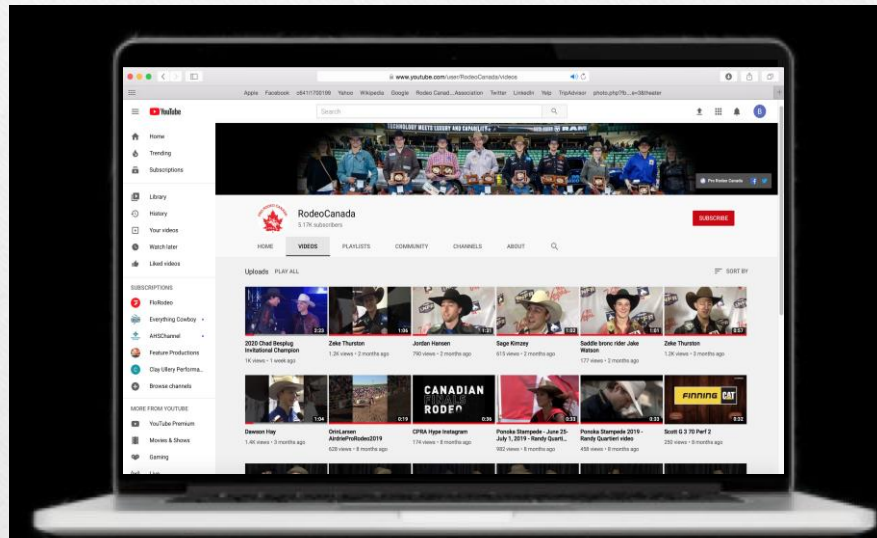
- Over 11,500 Followers
- 49% Male /51% Female
- 25-34 year olds most engaged
- Average 1,500 views daily



PRO RODEO ON YOUTUBE



- Over 5,000 Subscribers
- Average video view is 1,000
- Continuing to build content



PRO TOUR SPONSORSHIP

The Pro Tour consists of all large CPRA rodeos, defined as rodeos adding \$8,000 or more per event to the prize payout. In 2019 (our last full season), there were 11 rodeos on the Pro Tour, including the Pro Tour Finals in Armstrong, BC.

All Pro Tour rodeos are live streamed on FloRodeo.com. As a result, sponsors of the tour receive a high level of visibility leading up to, during and after each rodeo.

- Official presenting sponsor of the Pro Tour on all CPRA communications for the Pro Tour
- Judges sponsor of the Pro Tour officials (see judges program for more details)
- Announcer mentions
- Advertising on the CPRA website and social media outlets
- 2022 Naming rights available

Value: Negotiable

*List of Pro Tour rodeos can be found at rodeocanada.com/rodeo_schedule.htm



MAPLE LEAF CIRCUIT SPONSORSHIP

The Maple Leaf Circuit consists of all CPRA rodeos not on the Pro Tour. In 2019, there were 32 rodeos on the Maple Leaf Circuit, including the Maple Leaf Circuit Finals in Regina, SK.

The Maple Circuit is also one of 13 circuits on the Professional Rodeo Cowboys Association (PRCA) and allows winners to compete at the PRCA RAM National Circuit Finals in Kissimmee, Florida.

- Official presenting sponsor of the Maple Leaf Circuit on all CPRA communications for the Circuit
- Judges sponsor of the Maple Leaf Circuit officials (see judges program for more details)
- Announcer mentions
- Advertising on the CPRA website and social media outlets
- Some events may be livestreamed on FloRodeo.com
- 2022 Naming rights available

Value: Negotiable

*List of CPRA rodeos can be found at rodeocanada.com/rodeo_schedule.htm



JUDGES PROGRAM

The CPRA provides the rodeo judges at all CPRA sanctioned rodeos and special events. There are approximately 18 judges that rotate through the rodeo schedule.

As they are in the arena for all events during the rodeo, the judges are the most seen individuals – making them a **VALUABLE SPONSORSHIP OPPORTUNITY**

- Opportunity to have Presenting sponsor naming rights
 - All CPRA rodeos & special events (2019= 58 total)
 - Only Pro Tour Rodeos (2019=11 rodeos) – livestreamed on FloRodeo.com
 - Only Maple Leaf Circuit Rodeos (2019=32 rodeos)
- High profile, visible sponsorship – judges will be outfitted with your brand (shirts, jackets, flags, etc.)
- Announcer mentions
- Advertising on the CPRA website and social media outlets

Value: Negotiable

* List of CPRA rodeos can be found at rodeocanada.com/rodeo_schedule.htm



ROAD TO THE CANADIAN FINALS RODEO

- The rodeo season starts in late November and runs through to the beginning of October, with the majority of rodeos held from June through August.
- Money won by contestants at each rodeo accumulates through-out the year, culminating in each contestant's overall event standing for the season.
- The top 12 contestants in each Major event, 3 in Novice and 6 in both Junior Steer Riding and Breakaway Roping head to Red Deer to compete for the Canadian Champion title at the Canadian Finals Rodeo.



NIGHT OF CHAMPIONS

NOVEMBER 1, 2022

- The Night of Champions is a gala dinner to celebrate the rodeo season as well as our Canadian Finals Rodeo contestants
- Awards are presented to the Season leaders in each event, both contestants and stock winners as well as other year-end awards.
- The CFR contestants in all events are introduced and receive their coveted back numbers, jackets and pendants.





NIGHT OF CHAMPIONS YEAR-END AWARDS



NIGHT OF CHAMPIONS

PRESENTING SPONSOR

- Sponsor benefits include:
 - Named as Presenting sponsor including name and logo on all advance communications of event (website, social media, direct to contestants & award winners)
 - Named as Presenting sponsor in Canadian Cowboy Country October edition advertisement for Night of Champions event (commitment MUST BE received by September 30, 2022)
 - Opportunity to address event guests (maximum 3 minutes)
 - Name and logo on all event signage on-site at event venue, digital screen and announcer recognition throughout the event
 - Four (4) tickets to the event (full course dinner)
 - Two (2) tickets to each performance of the CFR
- Value: \$10,000



NIGHT OF CHAMPIONS

GOLD SPONSOR

- Sponsor benefits include:
 - Named as the Night of Champions Gold Sponsor
 - Logo on all pre-event promotions including social media posts
 - Logo on all event signage at event venue, digital screen and announcer recognition through out the event
 - Name on awards listing at event
 - Opportunity to present 1 Major Event Season Leader saddle on-stage at event
 - Listed as Season Leader saddle award sponsor in the CFR program awards listing (commitment MUST BE received by September 30, 2022)
 - Two (2) tickets to the event (full course dinner)

- Value: \$4,000
 - Major Events: Bareback Riding, Saddle Bronc Riding, Bull Riding, Steer Wrestling, Tie Down Roping, Team Roping Headers & Heelers, Ladies Barrel Racing (8 available)



NIGHT OF CHAMPIONS

SILVER SPONSOR

- Sponsor benefits include:
 - Named as the Night of Champions Silver Sponsor
 - Logo on all event signage at event venue, digital screen and announcer recognition through out the event
 - Name on awards listing at event
 - Opportunity to present Annual stock award / Season leader award (Minor Events) on-stage at event
 - Listed as award sponsor in the CFR program awards listing (commitment MUST BE received by September 30, 2022)
 - Two (2) tickets to the event (full course dinner)

- Value: \$2,500
 - Major / Major Optional Events: Bareback Riding, Saddle Bronc Riding, Bull Riding, Steer Wrestling, Tie Down Roping, Team Roping Headers & Heelers, Ladies Barrel Racing/Breakaway Roping (8 available)
 - Minor Events: Novice Bareback Riding / Novice Saddle Bronc Riding, Junior Steer Riding (2 available)



NIGHT OF CHAMPIONS

BRONZE SPONSOR

- Sponsor benefits include:
 - Named as the Night of Champions Bronze Sponsor
 - Logo on all event signage at event venue, digital screen and announcer recognition through out the event
 - Name on awards listing at event
 - Opportunity to present Member of the Year award on-stage at event
 - Listed as award sponsor in the CFR program awards listing (commitment MUST BE received by September 30, 2022)
 - One (1) ticket to the event (full course dinner)

- Value: \$1,100
 - Member of the Year Awards include: Cowboy, Permit, Rookie, Stock Contractor, Announcer, Contract Dress Act, Contract Comedy Act



NIGHT OF CHAMPIONS YEAR-END AWARDS

- Sponsor benefits include:
 - Listed as award sponsor in the CFR program awards listing (commitment MUST BE received by September 30, 2022)
 - Name on awards listing at event
 - Opportunity to attend and present award to recipient, including announcer recognition during the presentation
 - Tickets to the event (full course dinner) – number dependent on value of award sponsored
- Value:
 - \$3,000 – 3 CFR Bull-fighters (2 tickets to event)
 - \$2,000 – 2 CFR Pick-up men (2 tickets to event)
 - \$ 750 – 2 CFR Timers (1 ticket to event)



CANADIAN FINALS AWARDS

- Cowboy of the Year
 - Presented annually to the cowboy judged best in ability, sportsmanship, appearance, personality, and who contributed the most to the betterment of rodeo.
 - Winner receives: Bronze trophy & trophy buckle & cash prize (if sponsored)
 - Sponsor benefits include:
 - Listed as award sponsor in the CFR program awards listing (commitment MUST BE received by September 30, 2022)
 - Name & logo on awards listing at Night of Champions event
 - Up to three (3) tickets to the Night of Champions
 - Opportunity to present award(s) to winner at Night of Champions
 - Value:\$4,600 plus cash award (optional)
 - \$3,500 – Bronze trophy (see Gold sponsor benefits)
 - \$1,100 – Trophy Buckle (see Silver sponsor benefits)



CANADIAN FINALS AWARDS

- All Around Cowboy
 - Presented to the contestant who has the highest earnings and has placed in at least three (3) separate rodeos in a riding event and in at least three (3) separate rodeos in a timed event. It is not necessary that those eligible for the all-around championship qualify for the Canadian Finals Rodeo to win the All Around Cowboy award
 - Winner receives: Trophy buckle
 - Sponsors benefits include:
 - Listed as award sponsor in the CFR program awards listing (commitment MUST BE received by September 30, 2022)
 - Name on awards listing at Night of Champions event
 - One (1) ticket to Sunday's performance of the CFR
 - Opportunity to present award to winner immediately following CFR Championship Sunday performance
 - Value: \$1,500



CANADIAN FINALS AWARDS

- High Point Cowboy
 - Presented to the contestant who has the highest earnings in any two (2) of the following events: Saddle Bronc Riding, Bareback Riding, Bull Riding, Tie-down Roping, Steer Wrestling and Team Roping
 - Winner receives: Bronze trophy & trophy buckle
 - Sponsors benefits include:
 - Listed as award sponsor in the CFR program awards listing (commitment MUST BE received by September 30, 2022)
 - Name on awards listing at event signage on-site at Night of Champions event
 - Two (2) tickets to each performance of the CFR
 - Opportunity to present award to winner immediately following CFR Championship Sunday performance
 - Value: \$6,000



COMMITTEE CONVENTION

Our rodeo committees come together during CFR to meet, collaborate, learn and prepare for the upcoming rodeo season. Convention consists of a 1-day meeting including lunch on the Thursday of CFR.

- Presenting sponsor
 - Named as Presenting sponsor including name and logo on all advance communications of event including website, social media, direct email to committees (commitment MUST BE received by September 30, 2022)
 - Opportunity to address event guests (maximum 5 minutes)
 - Name and logo on all event signage at event venue and recognition through out the event
 - Two (2) tickets to attend full day convention including lunch
 - Value: \$3,000



NEXT STEPS

The Canadian Professional Rodeo Association is excited to work with your organization to find a mutually beneficial opportunity and relationship.

Looking for specific exposure, have a limited budget or curious how a partnership with the CPRA can benefit your business, please ask!

TO DISCUSS SPONSORSHIP OPPORTUNITIES,

PLEASE CONTACT:

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