

Our History

The Chinook Rodeo Association was founded by a group of volunteers in 1968, whose goal was to build an amateur association in Southern Alberta to govern the sport of rodeo in a sanctioned manner. In the past 49, years the Chinook Rodeo Association (CRA) has worked closely with Rodeo Committee members to sanctioning rodeos in over 50 locations throughout Alberta, British Columbia and Saskatchewan. Without the hard work and dedication of these Rodeo Committees and their volunteers the Chinook Rodeo Association and the sport of rodeo would not exist.

Our Goals

The Chinook Rodeo Association coupled with our Rodeo Committees, are proud supporters of Canada's western heritage and way of life. Together we strive to foster the growth of rodeo, for our Sponsors, Fans and our Contestants. We are committed to promoting entertaining rodeo events that are ever mindful of the safety of our contestants and our livestock. In addition to promoting the great sport of rodeo, we promote a western lifestyle that teaches everyday values of dedication, responsibility and sportsmanship.

Our Members

Our annual membership exceeds 300 competing members. We are a true amateur association that offers numerous youth events coupled with the traditional rodeo events that allow families to travel and compete together. We have contestants that range from youngsters to seniors and everyone in between. Many Canadian and World Champions started in our association.

Throughout each season contestants compete to earn a position at the Chinook Rodeo Finals held annually in October. Each season the CRA and our contestants travel to over 25 communities across southern Alberta and Saskatchewan and appear in front of an estimated 60,000 rodeo fans, leading to the Finals in Brooks, Alberta. The season leaders in each of the major events receive a season leader buckle, and our Finals Champions are awarded a Championship Buckle. The Finals are a three day event that features over 100 contestants, and welcomes thousands of spectators annually.

As an Association and behalf of our Rodeo Committees and Members we appreciate the generous support of our sponsors of which none of this would be possible. In supporting the Chinook Rodeo Association, you are helping to promote the unique sport of rodeo and playing a key role in preserving a part of our western heritage and the cowboy way of life.

Sponsorship

Enclosed are sponsorship opportunities with the Chinook Rodeo Association. Upon review of these opportunities if you have an idea for sponsorship we have not included, please let us know. We are open to new sponsorship options.

Thank you for considering the Chinook Rodeo Association as a Sponsor Partner.

Sincerely,

Board of Directors
Chinook Rodeo Association

The Chinook Rodeo Association – Circuit Sponsor - \$12,000.00

This is an exclusive sponsorship opportunity; only one company will have the opportunity to have a 10-circuit rodeo named after it. Circuit Sponsor rodeos will all take place in Alberta, and jackets with your logo will be presented to the circuit winner of each of the six major rodeo events. Circuit Champions will be recognized at the Chinook Rodeo Finals. Each Mother rodeo will receive \$750 in sponsorship, from your \$12,000 contribution.

2017 Season Benefits:

- Circuit rodeos will be promoted by the Chinook Rodeo Association as your company's Circuit Rodeos, on the Chinook website, facebook page and Rodeo Connection magazine.
- Flag will be carried at all Mother Rodeo Grand Entries throughout the 2017 season.
- Banner will be prominently displayed in the arena at all Chinook Rodeo Association Mother Rodeos, with an annual season audience of 30,000.
- Logo and Circuit promotion, and business card advertisement for your company will appear in all print ads and communication throughout the 2017 season, including our monthly full page add in the Rodeo Connection magazine with 20,000 copies distributed monthly.
- Logo and Rodeo Circuit promotion on web site, emails, etc throughout the 2017 season. A link on the CRA website to your website. The Chinook Rodeo Association website has over 4000 hits a month.
- 10 Season Passes to all Chinook Rodeo Association Mother Rodeos.

2017 Finals Benefits:

- Circuit Jacket Presentation at the Finals
- Name will be on the cover in the Official Chinook Rodeo Association Finals program. (300 copies annually)
- Full page ad inside the Official Finals program.
- Logo will appear on all Finals Promotional material, from newspaper to radio advertisements.
- Logo will appear on the back patch of all the contestants at the Association Finals.
- Logo will appear on all Season Leader and Finals jackets (110) and on our contestant T-shirts and jackets for the 2017 season. (estimated at over 500 articles of clothing)
- Flag will be carried at the Grand Entry and throughout the entire Finals.
- Invited to present Season Leader buckles at the Finals.
- Receive 40 weekend passes, and 10 VIP passes for our Finals

Chinook Rodeo Association – Titanium Sponsor - \$8,500.00

This is an excellent sponsorship opportunity to follow the Chinook Rodeo Association through the season at our six (6) Mother Rodeos. Each Mother rodeo will receive \$250 of your sponsorship money to assist the community with hosting their Chinook Rodeo.

2017 Season Benefits:

- Flag will be carried at all Association Mother Rodeos, throughout the 2017 season.
- Banner will be hung in Arena for all Association Mother Rodeos, estimated annual season audience, 30,000.
- Half Page (8.5" x 5.47") advertisement on Chinook Rodeo Association website, with a link to your company website.
- Business Card Advertisement in Rodeo Connection magazine, Rodeo Paper, with a monthly distribution of 20,000 copies.
- 6 Season Passes to all Chinook Rodeo Association Mother Rodeos.

2017 Finals Benefits:

- Logo and sponsored rodeo circuit will appear on all Finals Promotional material and newspaper advertisements.
- Name and logo will be embroidered on all 110 Finalist jackets.
- Flag will be carried in the Grand Entry name will be broadcast during grand entry and during sponsored event.
- Banner hung in Finals Rodeo Arena.
- Full Page ad in Finals program.
- 24 Finals Weekend Passes, 6 VIP Passes

Platinum Sponsor - \$3,500.00 and \$5000

- Banner will be hung in Arena at all Chinook Rodeo Association Mother Rodeos
- Name will be included with all print and electronic advertising done by the CRA, including the Rodeo Connection magazine with a monthly distribution of 20,000 copies.
- Business card ad on CRA website, with link to company website.
- 4 Season Passes to all Chinook Rodeo Association Mother Rodeos.
- Choice of Event Sponsorship for Finals, which will include Finals Championship Buckle and presentation of the buckle at our finals in Brooks, Alberta, October 2016.
- Name will appear on all Finals Promotional print material.
- Name will be embroidered on all Finals Jackets (110).
- Flag carried in Finals Grand Entry, and before sponsored event.
- Name announced at Chinook Rodeo Association Finals throughout each performance.
- Half page ad in Finals Program.
- 16 Finals Weekend Passes, 4 VIP Passes

Gold Sponsor- \$1,500.00 to \$3,499.00

- Company logo on Gold Sponsor Banner, to be prominently displayed at all Chinook Rodeo Association Mother Rodeos.
- Business card ad and link to your website on Chinook Rodeo Association website.
- Name and contact information displayed in Rodeo Connection magazine, with a monthly distribution of 20,000 copies.
- Name embroidered on Finals Jacket for Event of your choice.
- Business name announced at Chinook Rodeo Association Finals in Each Performance
- Banner will be hung in Arena for the Chinook Rodeo Association Finals.
- Flag carried in Grand Entry
- 1/3 Page Program Ad
- 14 Finals Weekend Passes, 2 VIP passes.

CHINOOK RODEO OFFICE
BOX 1263
PICTURE BUTTE AB TOK 1V0
PHONE: 403.739.2988



Silver Sponsor - \$800.00 to \$1499.00

- Logo on CRA website
- Logo in Rodeo Connection magazine, with a monthly distribution of 20,000.
- Company Flag carried in Grand Entry at Chinook Rodeo Association Finals, in each of the four performances.
- Business name announced at Chinook Rodeo Association Finals in each performance.
- Banner will be hung in Arena for duration of the Chinook Finals.
- 1/4 Page Program Ad
- 8 Finals Weekend Passes

Bronze - \$400.00 to \$799.00

- Company name on Chinook Rodeo Association website
- Company name listed in Rodeo Connection magazine, with a monthly distribution of 20,000.
- Flag Carried in Grande Entry at Chinook Rodeo Association Finals, in each of the four performances.
- Banner will be hung in Arena for duration of the Chinook Rodeo Association Finals.
- Business name announced at Chinook Rodeo Association Finals in Each Performance
- Business Card Ad in Final program
- 4 Finals Weekend Passes

FINALS SPONSORSHIP OPPORTUNITIES

Finals Jacket Sponsor - \$2,500.00

- Company Logo on contestant jackets in all 13 Chinook Finals events.
- Flag Carried in Grand Entry in each finals performance.
- Business name announced at Chinook Rodeo Association Circuit Finals in each performance.
- Company Banner displayed in rodeo arena throughout Finals.
- 1/3 Page ad in Finals program
- 10 Finals Weekend passes, 2 VIP passes

Finals Contestant Back Number Sponsor - \$1,500.00

- Company Logo on contestant jackets in all 13 Chinook Finals events.
- Company Logo on back number of all Finals contestants (110).
- Flag carried in Grand Entry in each finals performance.
- Business name announced at Chinook Rodeo Association Circuit Finals in each performance
- 1/3 Page ad in Finals program
- 8 Finals weekend passes

Finals Pick Up Men Sponsor - \$1,500.00

- Business Name embroidered on shirts of two Pick-up Men. Pick up men are in the arena for all events except barrel racing.
- Flag Carried in Grand Entry in each finals performance.
- Business name announced at Chinook Rodeo Association Circuit Finals in each performance
- 1/3 Page Ad in Finals program
- 8 Finals Weekend passes

Finals Pick Up Men Sponsor - \$1,000.00

- Business Name embroidered on shirts of two bullfighters. Bull fighters are in the arena throughout the rodeo, including three roughstock events and one timed.
- Flag Carried in Grand Entry in each finals performance.
- Business name announced at Chinook Rodeo Association Circuit Finals in each performance
- 1/4 Page Ad in Finals program
- 6 Finals Weekend passes

Finals Timed Event Out Gate Sponsor - \$750.00 (1 available)

- Company Banner on the Timed Event Out Gate.
- Flag Carried in Grand Entry in each finals performance.
- Business name announced at Chinook Rodeo Association Circuit Finals in each performance
- Quarter (1/4) page ad in Finals program
- 8 Finals one-day passes

Finals Bucking Chute Sponsor - \$750.00 (6 available)

- Company Banner on one Bucking Chutes
- Flag Carried in Grand Entry in each finals performance.
- Business name announced at Chinook Rodeo Association Circuit Finals in each performance
- Quarter (1/4) page ad in Finals program
- 8 Finals one-day passes

Finals Event Jacket Sponsor - \$750.00 (14 available)

- Company logo on all contestant event jackets of your choice.
- Flag Carried in Grand Entry in each finals performance.
- Business name announced at Chinook Rodeo Association Circuit Finals in each performance
- Quarter (1/4) page ad in Finals program
- 8 Finals one-day passes

Finals Sponsor - \$400

- Flag Carried in Grand Entry in each finals performance.
- Business name announced at Chinook Rodeo Association Circuit Finals in each performance
- 1/3 page advertisement in Finals program
- 4 Finals one- day passes

Finals Program Advertisement - \$150

- Business card advertisement in Finals Program, 300 printed
- 2 Finals one day passes

Finals Silent Auction Sponsorship \$100 worth of product

- Company name listed in Silent Auction section of Finals program

SPONSORSHIP INDEX

WEBSITE

The Chinook Rodeo Association website receives approximately 4000 to 5000 hits per month. Sponsors are listed on the appropriate pages as per their sponsorship package.

PROGRAM

Event sponsors for particular events are list beside the event they have chosen to sponsor.

ANNOUNCER

Sponsors are recognized by the announcer in each performance at the Chinook Rodeo Association Finals.

RODEO PAPER

Sponsors will be listed in recognized rodeo paper which circulates over 3,500 issues per month.

BANNER/FLAG

We encourage sponsors to provide us with a banner that can be hung in the arena at the finals. Where applicable sponsors are also encouraged to provide a Flag to be featured as indicated in the sponsor package.

SPONSORED TROPHY ITEMS – BLANKETS, GEAR BAGS AND BUCKLES

Sponsors receive recognition on the trophies they sponsor. A sponsor of a Season Leader Blanket/Gear Bag would have their name embossed on the Blanket/Gear Bag. Championship and Season Leader Buckles would have their name embossed on the buckle. We encourage our sponsors to be at the finals to present the awards they have sponsored and be included in the photo. When possible, trophies will be displayed at the sponsor's place of business prior to the Chinook Rodeo Finals.