



# May 29<sup>th</sup> through June 1<sup>st</sup>, 2025 Sponsorship Application Form

New  Renew

COMPANY NAME: \_\_\_\_\_  
 COMPANY CONTACT NAME: \_\_\_\_\_ PHONE NO. \_\_\_\_\_  
 ADDRESS: \_\_\_\_\_  
 EMAIL: \_\_\_\_\_

ALL SPONSORS WILL BE RECOGNIZED AT THE SPECIFIC COMMUNITY EVENT AND  
 AT THE RODEO

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**SEE REVERSE FOR GENERAL INFORMATION**

### ADVERTISING AND TICKET ALLOCATIONS ARE BASED ON SPONSORSHIP LEVELS

	Rodeo	Community Events: Check the event you wish to sponsor					
Sponsorship Levels	Availability in brackets Select level of sponsorship	Family Fun Fair	Rodeo of Smiles	Extreme Cowboy Challenge	Classic Car Show	Trade Fair Stage	Cabaret Stage
	May 29 <sup>th</sup> to June 1 <sup>st</sup>	May 30 <sup>th</sup>	May 30 <sup>th</sup>	June 1 <sup>st</sup> <sup>nd</sup>	June 1 <sup>st</sup>	May 30 <sup>th</sup> - June 1 <sup>st</sup>	May 31 <sup>st</sup>
Title / Day Sponsor \$20,000 +	Day sponsor (4 days)						
Diamond \$5,000 +	Limited						
Double Platinum (\$3,300 +)	Box Seats (2) Video Replay (2)						
Platinum (\$3,000 +)	Chute (7) Clown (1) Announcer (1) Booth (1)						
Gold (\$2500 +)	Grand Entry (limited)						
Silver (\$2,000 +)	EMS (limited) Entertainment						
Bronze (\$1700 +)	Event (9)						
Buckle (\$1,250 +)	Unlimited (Program Prizes)						
Boots (\$750 +)	Unlimited						
Spurs (under \$750)	Unlimited						
Program Sponsor	4 days (or 1 per day)						

CONTACT: TAMARA MCGILL, SPONSORSHIP CHAIR  
 EMAIL: [t.mcgill@shaw.ca](mailto:t.mcgill@shaw.ca) CALL OR TEXT 780-499-3418

Leduc Black Gold Pro Rodeo & Exhibition Association Box 3235, Leduc, AB T9E 6L9  
 Email: [sponsorship@blackgoldrodeo.com](mailto:sponsorship@blackgoldrodeo.com) PHONE 780-887-3235 [www.blackgoldrodeo.com](http://www.blackgoldrodeo.com)

SELECT DAY ON WHICH YOU WANT TICKETS: **THURSDAY**      **FRIDAY**      **SATURDAY AFTERNOON**

DOLLAR VALUE	ADVERTISING			TICKETS
	RODEO PROGRAM AD SIZE	FLAG IN ARENA	BANNER AT EVENT	RODEO TICKET ALLOCATION
<b>Title or Day Sponsor \$20,000 +</b>	AS NEGOTIATED WITH ASSOCIATION	YES	YES	AS PER AGREEMENT
<b>Diamond Sponsor \$5,000 +</b>	FULL PAGE in Rodeo Program; will also have Logo on Brochures, Poster and Website	YES	YES	AS PER AGREEMENT
<b>Double Platinum (\$3,300 +)</b>	HALF PAGE	YES	YES	AS PER AGREEMENT
<b>Platinum (\$3,000 +)</b>	HALF PAGE	YES	YES	8 TICKETS
<b>Gold (\$2500 +)</b>	QUARTER PAGE	YES	YES	8 TICKETS
<b>Silver (\$2,000 +)</b>	QUARTER PAGE	YES	YES	6 TICKETS
<b>Bronze (\$1700 +)</b>	BUSINESS CARD AD	Rodeo event sponsors only	YES	4 TICKETS
<b>Buckle (\$1,250 +)</b>	BUSINESS CARD AD	NO	YES*	4 TICKETS
<b>Boots (\$750 +)</b>	BUSINESS CARD AD	NO	YES*	2 TICKETS
<b>Spurs (under \$750)</b>	TEXT ONLY	NO	Yes*	0 TICKETS
<b>Program Sponsor</b>	Label on Daily Program	NO	YES	Dependent on value as outlined above

\*\* NOTE: All sponsors will be listed in text on Rodeo Brochure, in Rodeo Program, on Rodeo Arena Video Replay Screen as well as on the Saddle Up Flyer

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More information

1. Some sponsorships are limited and therefore are available on a first come first serve basis and at the discretion of the Black Gold Rodeo Committee.
2. Events Sponsorships are available on a first come first serve basis, with preference being given to returning sponsors. Events are listed below – please indicate your 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> preferences and you will be contacted by the Rodeo Sponsorship Committee as to the event you will be sponsoring.
3. Sponsor to supply banner and/or flag although arrangements can be made to have one fabricated. \*For sponsors less than \$1,250 banners will be displayed at the event based on space available.
4. Flags will be carried in both the arena and Black Gold Days Parade **based on our ability and weather permitting.**
5. Additional advertising options and upgrades are available to you. Please speak to your Rodeo representative.
6. Multiple opportunities for sponsoring entertainment at the Black Gold Rodeo exist. Please contact the Black Gold Rodeo Committee for more information.

**RODEO EVENTS: PLEASE INDICATE YOUR FIRST, SECOND & THIRD CHOICE:**

EVENT	YOUR CHOICE	EVENT	YOUR CHOICE
BAREBACK		SADDLE BRONC	
BULL RIDING		LADIES BARREL RACING	
TIE DOWN ROPING		STEER WRESTLING	
TEAM ROPING – HEADER		TEAM ROPING – HEELER	
BREAK-AWAY ROPING			

FOR PRODUCT SPONSORS (NON-MONETARY) please provide a description and estimated value:

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VALUE \$ \_\_\_\_\_

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AUTHORIZED SPONSOR SIGNATURE \_\_\_\_\_

DATE: \_\_\_\_\_

**PLEASE PROVIDE A BUSINESS CARD**

SELECT DAY ON WHICH YOU WANT TICKETS:    **THURSDAY**        **FRIDAY**        **SATURDAY AFTERNOON**

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## **ARE YOU ASKING WHY SHOULD I SPONSOR?????**

- TO GET INVOLVED IN LEDUC'S LARGEST EVENT OF THE YEAR
- 50,000 PLUS PEOPLE IN ATTENDANCE AT MORE THAN 10 EVENTS OVER THE WEEK
- OPPORTUNITY TO SHOWCASE YOUR BUSINESS COMMUNITY INVOLVEMENT
- OPPORTUNITY TO ADVERTISE PRODUCTS, SERVICES AND RECRUIT POTENTIAL EMPLOYEES
  - SPONSORSHIP SUPPORTS LOCAL YOUTH ACTIVITIES
  - SPONSORSHIP SUPPORTS LOCAL COMPETITORS AND LOCAL EVENTS
  - ALL SPONSORS WILL BE RECOGNIZED AT THE SPECIFIC COMMUNITY EVENT AND AT THE RODEO
  - SPONSORSHIP OPPORTUNITIES AT A NUMBER OF PRICE POINTS.

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