



May 24th through
June 1st, 2025

New Renew

This is your opportunity to get involved with Leduc’s largest event of the year. We have multiple sponsorship options, offering your company exposure at more than 10 events spread over the Leduc Black Gold Days weeklong celebration. More than 60,000 people from the community and across the region attend the week’s events. This is an ideal opportunity to showcase your business, advertise products, recruit employees, and get involved with the community. Whether you are a returning sponsor or a new sponsor, we have several sponsorship options that will put your company in the spotlight. Sponsorship may be targeted to any of the 10 events. All targeted sponsorships will be highlighted at the specific event, in advertising as well as at the rodeo.

Sponsorship levels SELL FAST! Contact us as soon as possible if you are interested in sponsoring, upgrading or renewing to ensure you get the level exposure you want!

Fill in your business information below then simply select the event(s) you wish to sponsor and the level sponsorship from the tables below.

- For more information on what you get for your sponsorship see page 3.
- Non-monetary sponsorships of products, materials or services are welcome. Please provide a description and estimated value on page 2. The Sponsorship Chair will be in contact to discuss the sponsorship.

COMPANY NAME: _____

COMPANY CONTACT NAME: _____ PHONE NO. _____

ADDRESS: _____

EMAIL: _____

Rodeo Sponsorship Options

<u>Sponsorship Level</u>	<u>Options and Availability</u>
<input type="checkbox"/> Rodeo Day Sponsor \$20,000 +	Day sponsorships (4) (Thursday, Friday, Saturday and Sunday)
<input type="checkbox"/> Diamond \$5000 +	Unlimited
<input type="checkbox"/> Double Platinum \$3,300 +	Video Replay (2) Box Seats (Full box 2) (Partial boxes are available)
<input type="checkbox"/> Platinum \$3,000 +	Chute and Gates (8) Clown (1) Announcer (1) & Booth (1)
<input type="checkbox"/> Gold \$2500 +	Grand Entry (multiple) Equipment (multiple)

<u>Sponsorship Level</u>	<u>Options and Availability</u>
<input type="checkbox"/> Silver \$2,000 +	EMS (multiple) Entertainment (Trick Riders) (multiple) Rodeo Program (1)
<input type="checkbox"/> Bronze \$1700 +	Event (9) (See rodeo events table below)
<input type="checkbox"/> Buckle \$1,250 +	Program Prizes (multiple) Unlimited
<input type="checkbox"/> Boots \$750 +	Unlimited
<input type="checkbox"/> Spurs under \$749	Single Day Program (\$500) (4) Unlimited

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

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

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

Other Events and Sponsorship Options; Select your 'event' then your level of sponsorship

Event Options:

- | | | |
|---|---|--|
| <input type="checkbox"/> Parade | <input type="checkbox"/> Rodeo of Smiles | <input type="checkbox"/> Black Gold Days Kickoff |
| <input type="checkbox"/> Family Fun Night | <input type="checkbox"/> Classic Car Show | <input type="checkbox"/> Trade Fair Stage |
| <input type="checkbox"/> Extreme Cowboy Competition | <input type="checkbox"/> Cabaret | <input type="checkbox"/> Volunteer Appreciation |

Levels of Sponsorship:

Sponsorship Level	Options and Availability	Sponsorship Level	Options and Availability
<input type="checkbox"/> Double Platinum \$3,300 +	Event Title Sponsorship (Name on Event Advertising) (Limited)	<input type="checkbox"/> Bronze \$1700 +	Entertainment (multiple)
<input type="checkbox"/> Platinum \$3,000 +	Production (limited)	<input type="checkbox"/> Buckle \$1,250 +	Unlimited
<input type="checkbox"/> Gold \$2500 +	Stage (multiple) Equipment (multiple)	<input type="checkbox"/> Boots \$750 +	Unlimited
<input type="checkbox"/> Silver \$2,000 +	Entertainment (multiple)	<input type="checkbox"/> Spurs under \$750	Unlimited

NON-MONETARY SPONSORSHIP please provide a description and estimated value:

Description: _____

_____ VALUE \$ _____

SELECT WHICH DAY YOU WANT TICKETS: THURSDAY FRIDAY SUNDAY AFTERNOON

SPONSOR SIGNATURE _____ DATE: _____

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. Event Sponsorships are available on a first come first serve basis, with preference being given to returning sponsors. Please indicate your 1st, 2nd and 3rd preferences and you will be contacted by the Sponsorship Committee as to the event you will be sponsoring.
3. Sponsor to supply banner and flag. The Association can help get one fabricated.
4. For sponsorships less than \$1,250 banners will be displayed at the rodeo if space is available.
5. Flags will be carried in both the arena and if possible, the Black Gold Days Parade, as number of riders and weather permits.
6. Additional advertising options and upgrades are available to you. Please speak to Association contact.
7. Multiple opportunities for sponsoring entertainment and activities exist. Please contact the Sponsorship Chair for more information.

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ADVERTISING AND TICKET ALLOCATIONS ARE BASED ON LEVEL OF SPONSORSHIP

SPONSORSHIP LEVEL ¹	ADVERTISING			RODEO TICKET ALLOCATION
	RODEO PROGRAM AD SIZE	FLAG IN ARENA	BANNER AT EVENT	
Title or Day Sponsor² \$20,000 +	AS NEGOTIATED WITH ASSOCIATION	YES	YES	AS PER AGREEMENT
Diamond Sponsor² \$5,000 +	FULL PAGE	YES	YES	AS PER AGREEMENT
Double Platinum \$3,300 +	HALF PAGE	YES	YES	AS PER AGREEMENT
Platinum \$3,000 +	HALF PAGE	YES	YES	8 TICKETS
Gold \$2500 +	QUARTER PAGE	YES	YES	8 TICKETS
Silver \$2,000 +	QUARTER PAGE (Program Sponsor name on cover)	YES	YES	6 TICKETS
Bronze \$1700 +	BUSINESS CARD AD	Rodeo events only	YES	4 TICKETS
Buckle \$1,250 +	BUSINESS CARD AD	NO	YES ³	4 TICKETS
Boots \$750 +	BUSINESS CARD AD	NO	YES ³	2 TICKETS
Spurs under \$749	TEXT ONLY (Program Sponsor sticker with name on cover)	NO	YES ³	0 TICKETS

¹ All sponsors will be listed as text in the Saddle Up Flyer.

² Logo on Brochures, Poster and Website

³ Banners will be displayed at the specific event and at the rodeo if the space is available.

WHY SHOULD YOU SPONSOR??

- TO GET INVOLVED IN LEDUC'S LARGEST EVENT OF THE YEAR
- CORPORATE EXPOSURE TO 60,000 PLUS AT MORE THAN 10 EVENTS
- ADVERTISING EXPOSURE THAT STRETCHS ACROSS CENTRAL AND NORTHERN ALBERTA, INCLUDING THE CITY OF EDMONTON
 - TO SUPPORT LOCAL YOUTH ACTIVITIES
 - TO SUPPORT FREE COMMUNITY ACTIVITIES
- TO SUPPORT LOCAL COMPETITORS AND LOCAL EVENTS
- OPPORTUNITY TO SHOWCASE YOUR BUSINESS'S COMMUNITY INVOLVEMENT
- OPPORTUNITY TO ADVERTISE PRODUCTS, SERVICES, AND RECRUIT POTENTIAL EMPLOYEES

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Leduc Black Gold Pro Rodeo & Exhibition Association Box 3235, Leduc, AB T9E 6L9
 Email: sponsorship@blackgoldrodeo.com PHONE 780-887-3235 www.blackgoldrodeo.com

All sponsor received a black and white program advertisement with their sponsorship. The size of the advertisement is based on the level of sponsorship, see page 3. Program advertisement sizes are in the table to the Left. The table below outlines the cost associated with upgrading your program advertisement.

Program Ad Sizes	
Business Card (1/8 page)	3.5" x 2"
1/4 page	3.5" x 4.75"
1/2 page	7.5" x 5"
Full page	7.5" x 10"

Sponsor Options to Upgrade Advertisement

Upgrade Options	Cost	Upgrade Options	Cost
Upgrade from Business card size to 1/4 page Black and White (BW)	\$50	from 1/4 page BW to full page BW	\$150
from Business card to 1/2 page BW	\$100	from 1/4 page BW to 1/4 page color program center section ¹	\$100
from Business card to full page BW	\$200	from 1/4 page to full color 1/2 page program center section ¹	\$200
from Business card to full color 1/2 page program center section ¹	\$250	from 1/4 page to full color full page ¹	\$400
from Business card to full color full page ¹	\$450	from full page BW to full page full color ¹	\$250
from 1/4 page BW to 1/2 page BW	\$50		

¹ Color is only available on the inside cover, inside back cover, back cover and center section.

Notes:

- Ads should be black and white, pre-made and submitted in a **vector pdf or 300 dpi jpg format at 300 dpi**.
- If you need a new ad designed or require changes to an existing ad, please contact [Industrial NetMedia](#) for a quote.
- Ads for the Rodeo Program must be submitted to Industrial NetMedia by the following deadline: **May 2**

Purchasing an Advertisements in the Program

Ad size	Cost	Ad size	Cost
Business card black & white ⁷ 3.5" x 2"	\$50	Business Card (1/8 page) color, 3.5" x 2"	\$100
1/4 page black & white ⁷ 3.5" x 4.75"	\$100	1/4 page color, 3.5" x 4.75"	\$200
1/2 page black & white 7.5" x 5"	\$150	1/2 page color in center section 7.5" x 5"	\$300
Full page black & white ⁷ 7.5" x 10"	\$250	Full page color ⁶ 7.5" x 10"	\$500

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