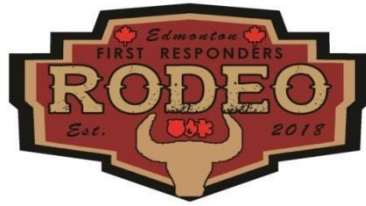




5th Annual
Edmonton First Responders Rodeo
July 13, 2024
St. Albert, Alberta

SPONSORSHIP PACKAGE





The Edmonton First Responders Rodeo Association (EFRRA) is a registered society created to achieve following objectives:

- Host an annual amateur rodeo/recreational event for First Responders and their families that promotes positive community interaction;
- To function as a not-for-profit entity that raises funds for the Zebra Child Protection Centre and Legacy Place Society (Registered Charity #89154942ORR0001) mental health support for First Responders, and
- Promote and preserve the western lifestyle and heritage that rodeo represents.

Thanks to generous sponsors like you, our rodeo was very successful which see's over 1,500 people come through the gates the day of the rodeo. We are able to donate \$12,500 total to both our charitable benefactors and we hope to achieve greater things this year and continue to raise awareness of Post-Traumatic Stress Disorder in the First Responders community.

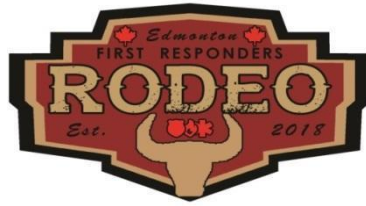
The annual EFRRA rodeo competition presents a unique opportunity for members of the First Responders community to interact with other first responders from all over the province and members of the public on a personal level. It is also an excellent opportunity to promote inter-agency competition and build relationships through friendly competition while working together to raise funds for our charitable benefactors. The charitable benefactors are the Zebra Child Protection Centre and the Legacy Place Society an organization that provides mental health support and education to First Responders and their families.

The attached sponsorship package outlines opportunities for your organization to participate in this worthwhile event. The event will draw media and public attention from several community's province wide. It is anticipated that approximately 2100 people will attend the event on Saturday, July 13, 2024, which will be held at the Kinsmen Rodeo Grounds in St. Albert, Alberta.

Proceeds from the event will be donated to the Zebra Child Protection Centre and Legacy Place Society, with a commitment from Legacy Place Society to allocate every dollar raised to remain in this region to assist local First Responders and their families who are struggling with mental health issues.

Please review the sponsor package, I will follow up to answer any questions that may arise or provide any additional information you may require. Please make cheques payable to "Edmonton First Responders Rodeo Association".

Thank you for your consideration. With the support of our community partners we hope to have another successful event this year and for many years to come.



Platinum Sponsor Package \$10,000 – **SOLD** – Ron Hodgson Chevrolet Buick GMC

- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half (5'w x 3'h flag provided by sponsor)
- Company name mentioned during rodeo
- 16 VIP Rodeo and Barn Dance passes
- Additional banner on the backside of the grandstand facing into the Kids Corral and the big tent area. (Maximum Banner size 40'w x 4'h)
- 8'w x 4'h banner displayed front and center on the Announcer's booth facing the Main Grandstand & VIP Seating area of up to 2100 people
- Option to have 2 display vehicles in designated area inside parking lot by ticket booth entrance
- Company display truck for barrel set up and take down to be driven into the arena for barrel racing events along with announcement
- Company logo on Board of Directors shirts (14)
- Company logo on rodeo event poster (deadline March 1, 2024)
- Company logo on front of event program viewed by up to 2100 people
- Front inside- or back page advertisement in Program (Submit by June 1, 2024)
- Website (Logo) & Social Media listing

Gold Sponsor Package - **SOLD** – Edmonton Fire Fighter's Union

Contestant Back Number Sponsor- \$5,000

- Approximately 100 contestants with a back number will be worn on their backs with your company logo (Submit by May 15, 2024)
- Arena signage 5'w x 4'h (provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half 5'w x 3'h Flag provided by sponsor)
- Company name mentioned during rodeo
- 8 VIP Rodeo and Barn Dance passes
- ½ page advertisement in Program (Submit by June 1, 2024)
- Website (Logo) & Social Media listing.



Silver Sponsor Package

Beer Gardens Sponsor- \$3,000

- Arena and VIP Seating signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company logo tent for VIP Beer Gardens or banner signage (Provided by sponsor)
- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half (5'w x 3'h Flag provided by sponsor)
- Company name mentioned during rodeo
- 8 VIP Rodeo and Barn Dance passes
- ½ page advertisement in Program (Submit by June 1, 2024)
- Website (Logo) & Social Media listing.

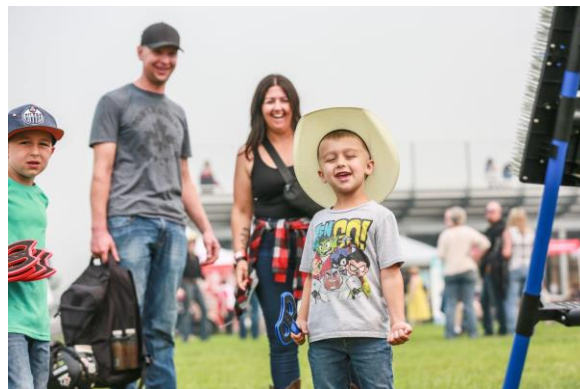
Barn Dance Sponsor- \$3,000

- Located between the Main Grandstand and the main gate entrance. All the fun is set to kick off at 8pm.
- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Signage allowed on fencing into the Barn Dance area (Sponsor to provide)
- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half (5'w x 3'h Flag provided by sponsor)
- Company name mentioned during the rodeo
- 8 VIP Rodeo and Barn Dance passes
- ¼ page advertisement in Program (Submit by June 1, 2024)
- Website (Logo) & Social Media listing.

Kids Corral Sponsor- \$3,000

Located between the Main Grandstand and the main gate entrance. The Kids Corral will be equipped with family entertainment including a large petting zoo, food trucks, First Responder Agency representatives and other events hosted by the Zebra Child Protection Centre.

- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company signage allowed in Kids Corral area (Sponsor to provide)
- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half (5'w x 3'h Flag provided by sponsor)
- Company name mentioned during the rodeo
- 8 VIP Rodeo and Barn Dance passes
- ¼ page advertisement in Program (Submit by June 1, 2024)
- Option to set up a company 10 x 10 display tent
- Website (Logo) & Social Media listing.



Mega Replay Screen Sponsor- \$3,000 - **SOLD** - Ron Hodgson Chevrolet Buick GMC

- Company name on Mega Replay Screen
- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half (5'w x 3'h Flag provided by sponsor)
- Company name mentioned during rodeo
- 8 VIP Rodeo and Barn Dance passes
- ¼ page advertisement in Program (Submit by June 1, 2024)
- Website (Logo) & Social Media listing.

Arena Volunteers Sponsor- \$3,000 - **SOLD** - belairdirect

- Company name on Arena Volunteer shirts, up to a maximum of 30 people
- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half (5'w x 3'h Flag provided by sponsor)
- Company name mentioned during rodeo
- 8 VIP Rodeo and Barn Dance passes
- ¼ page advertisement in Program (Submit by June 1, 2024)
- Website (Logo) & Social Media listing.

Bronze Sponsor Package

Chute Sponsor - \$2,000 (6) Best Value Package**

- Chute signage 6'w x 2'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company name mentioned every time the chute opens (minimum 9 times)
- 6 VIP Rodeo and Barn Dance passes
- Website (Logo) & Social Media listing.

Rodeo Office Sponsor \$1,500

- Display RV/Trailer - may be used as a check in point for contestants and volunteers.
- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company name mentioned during rodeo
- 4 VIP Rodeo and Barn Dance passes
- Website (Logo) & Social Media listing.



Event & Memorial Buckle Sponsor - \$1,500 (14)

- Company name or name of a fallen First Responder on back of the buckle (Submit by May 15, 2023)
- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company name mentioned during event
- Company name listed beside event in Program
- 4 VIP Rodeo and Barn Dance passes
- Representation at Buckle Presentation following the rodeo
- Website (Logo) & Social Media listing.



***Available events** (first come first serve basis) Team Roping, Bareback, Saddle Bronc, Chute Dogging, Bull Riding, Ladies Barrel Racing, Jr. Barrel Racing, Peewee Barrel Racing, Wild Horse Race, Wild Cow Milking, Ladies Cow Riding, Ladies Steer Undecorating, ladies breakaway roping

Mechanical Bull Sponsor \$1,500 - 2 Available (Day and Night)

- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company name mentioned during rodeo
- 4 VIP Rodeo and Barn Dance passes
- Website (Logo) & Social Media listing.

Sponsor & Volunteer BBQ Sponsor - \$1000

- Arena signage 5'x4' (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company name mentioned during rodeo
- 4 VIP Rodeo and Barn Dance passes
- Website (Logo) & Social Media listing.

Chute Boss Favourites \$1,000

- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company name mentioned during rodeo
- 4 VIP Rodeo and Barn Dance passes
- Website (logo) & Social Media listing.
-

Choose **ONE** of the following items:

- Specialty Act
- Kids Novelty Events Bike
- Mutton Busting
- Opening Ceremony
- Pick Up Men
- Rodeo Announcer
- Rodeo Clown



Friends of the Rodeo \$500

- 2 VIP Rodeo and Barn Dance passes
- Program, Website & Social Media listing.

Program Sponsor \$200

- 2 VIP Rodeo and Barn Dance passes
- Business card advertisement in the Program & Website listing
- Social Media
- Banner

In-Kind Sponsorships:

\$1,500+

- 4 VIP Rodeo and Barn Dance passes
- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Program, Website (Logo) & Social Media listing.

\$3,000+

- 6 VIP Rodeo and Barn Dance passes
- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Program, Website (Logo) & Social Media listing.

\$5,000+

- 8 VIP Rodeo and Barn Dance passes
- Arena signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half (5'w x 3'h Flag provided by sponsor)
- ½ page advertisement in Program and Website listing
- Website (Logo) & Social Media listing.

\$7,500+

- 8 VIP Rodeo and Barn Dance passes
- Arena Signage 5'w x 4'h (Provided by sponsor) direct view of Main Grandstand & VIP Seating area of up to 2100 people
- Company flag in Sponsor Parade during the Opening Ceremony and 2nd half (5'w x 3'h Flag provided by sponsor)
- Full page advertisement in Program and Website listing
- Company logo on rodeo event poster (deadline March 1, 2023)
- Website (Logo) & Social Media listing.

2024 Sponsorship Commitment Form

- **PLATINUM** \$10,000 **SOLD**

Levels (Please Check One)

- **GOLD** \$ 5,000

- **SILVER**

- Beer Gardens \$ 3,000
- Arena Volunteers \$ 3,000
- Barn Dance \$ 3,000
- Kids Corral \$ 3,000

BRONZE

- Sponsor & Volunteer BBQ \$1,000
- Chute \$ 2,000
- Rodeo Office \$ 1,500
- Event & Memorial Buckle \$ 1,500
- Mechanical Bull \$ 1,500

- **CHUTE BOSS FAVOURITES** \$1,000

- Kids Novelty Events Bike
- Mutton Busting
- Opening Ceremony
- Pick Up Men

- Rodeo Announcer
- Rodeo Clown
- Specialty Act

- FRIENDS OF THE RODEO \$ 500
- SPONSOR PROGRAM \$ 200
- IN-KIND \$1,500+
\$3,000+
\$5,000+
\$7,500+

***Sponsor & Volunteer BBQ**

All sponsors are invited to join us at the Big Tent right after the rodeo for a free BBQ.

**** Chute Sponsor:** Rodeo events that will be occurring at your chute are: Saddle Bronc, Bareback, Bull Riding, Wild Horse Race, Wild Cow Milking, Ladies Cow Riding, and Chute Dogging.



Edmonton First Responders Rodeo



@firstwatchrodeo

EDMONTON FIRST RESPONDERS RODEO ASSOCIATION

#152, 70 Woodlands Road, St. Albert, AB T8N 5H1

www.firstwatchrodeo.ca

[E: firstwatchrodeo@gmail.com](mailto:firstwatchrodeo@gmail.com)



Company _____

Contact _____

Address _____

Phone _____

Email _____

Sponsor Plug
(max 100 words)

Company swag to be distributed out to the crowd by rodeo clown YES or NO

Banner pick up/drop off must be received by July 8th, 2024

Authorization required for logo/name use _____

Email high resolution logo to: firstwatchrodeo@gmail.com

Signed this _____ day of _____ 20____ at _____ Signature _____

Would you like to be a returning sponsor?

- YES
- NO

Would you like your banner back or carry on to the next annual rodeo?

- Returned
- Please keep my banner for next year

Thank you for supporting the Edmonton First Responders Rodeo.

Please mail completed form and payment to:
#152, 70 Woodlands Road, St. Albert, AB T8N 5H1
OR E-transfer to: firstwatchrodeo@gmail.com

