

2025 Sponsorship Proposal



Innisfail, Alberta

JUNE 13-15 2025

Contact

Website www.dainesranch.ca

Email dainesranch@gmail.com

Address 28420 Township Rd 362, Penhold, AB



The Daines Family has made many outstanding contributions to the sport of Rodeo for more than 50 years. Jack Daines' love for rodeo began at an early age, riding steers and eventually broncs before beginning his announcing career at the same rodeos that he was competing in.

In 1961, Jack was at the top of his bronc riding career when he built the Daines Ranch Rodeo grounds with the help of his brothers Jim, Norman, Glen, Ivan, Franklin and Danny. Jack Daines passed away December 28, 2021 at the age of 86. The next generation of the Daines', friends and neighbours are proud to carry his legacy forward.

Each year, thousands of fans perch themselves on the grassy hillside of the legendary Daines Rodeo Ranch. The 20 acre institution has been the go-to gathering spot for generations of Central Alberta families seeking a safe and fun place to camp and get close to the pros.

Producing the Daines Ranch Pro Rodeo is a full-fledged family affair. The rodeo is unique in that it is privately run, relying on sponsorship money to pay the livestock contractors and contestants.



BY THE NUMBERS

SOCIAL MEDIA VIEWERSHIP



Average of 22,000 views per post on rodeo weekend



Average of 30,000 views on rodeo weekend



APPROX

5,235,000

mLs of Beer Consumed Annually



10ACRES

OF **FREE** CAMPING



Sponsorship Packages



Camping Sponsor

\$10,000

- Naming rights for the campground at the Daines Ranch, including custom branded signage at the entrance to camping area
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Reserved camping spots (2) in exclusive VIP camping area during rodeo weekend
- Company branding on online ticket sales
- Company logo displayed, or name mentioned with all references to camping
- Reserved VIP SkyBox for 10 people during all three rodeo performances (Includes: Private hosting area overlooking chutes with VIP bar & servers)
- 14 General Admission tickets for each performance
- Logo displayed on arena video screen, arena signage and throughout the facility
- Announcer recognition multiple times during each performance
- 0:30 second company commercial on JumboTron screen during each performance
- Vendor space near rodeo arena or camping area entrance, if desired
- Logo on event website



Sponsorship Packages



Grandstand Sponsor

\$10,000

- Naming rights for the main grandstand at the Daines Ranch Pro Rodeo
- Custom company billboard above grandstand for all events throughout the year
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Reserved camping spots (2) in exclusive VIP camping area during rodeo weekend
- Company branding on online ticket sales
- Reserved VIP SkyBox for 10 people during all three rodeo performances (Includes: Private hosting area overlooking chutes with VIP bar & servers)
- 14 General Admission tickets for each performance
- Logo displayed on arena video screen, arena signage and throughout the facility
- Announcer recognition multiple times during each performance
- 0:30 second company commercial on JumboTron screen during each performance
- Vendor space near rodeo arena, if desired
- Logo on event website



Sponsorship Packages



Cabaret Sponsor

\$10,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Reserved camping spots (2) in exclusive VIP camping area during rodeo weekend
- Company branding on online ticket sales
- Custom Company signage for all events throughout the year in the Dance Hall
- Reserved VIP SkyBox for 10 people during all three rodeo performances (Includes: Private hosting area overlooking chutes with VIP bar & servers)
- 14 General Admission tickets for each performance
- Logo displayed on arena video screen, arena signage and throughout the facility
- Announcer recognition multiple times during each performance
- 0:30 second company commercial on JumboTron screen during each performance
- Vendor space near rodeo cabaret, if desired
- Logo on event website



Sponsorship Packages



Grain Bin Sponsor

\$7,000

- Naming rights to the grain bin bar during each day of the rodeo
- Custom branded signage for bar area
- Company logo displayed or name mentioned with all references to the area
- Reserved VIP SkyBox for 8 people during all three rodeo performances (Includes: Private hosting area overlooking chutes with VIP bar & servers)
- 12 General Admission tickets for each performance
- Logo displayed on arena video screen during each performance
- Announcer recognition multiple times during each performance
- 0:15 second company commercial on JumboTron screen during each performance
- Logo displayed on signage inside the arena and throughout the facility
- Logo on event website



Sponsorship Packages



Chute Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company logo displayed on bucking chute
- Company recognition with each use of the chute
- Choice of performance (Friday, Saturday or Sunday) for reserved VIP seating for up to 12 people (Includes: General VIP seating with VIP bar & servers).

*Performance selection is on first come, first serve basis.

- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- 0:15 second company commercial on Jumbotron Screen during each performance
- Logo on event website



Sponsorship Packages



Mutton Bustin' Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as Mutton Busting sponsor
- Company logo and branding on custom kid's back numbers
- Choice of performance (Friday, Saturday or Sunday) for reserved VIP seating for up to 12 people (Includes: General VIP seating with VIP bar & servers).

*Performance selection is on first come, first serve basis.

- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- 0:15 second company commercial on Jumbotron Screen during each performance
- Logo on event website
- Reserves Mutton Busting entrees for each performance - 5 kids max (ages 5-7)
- Opportunity to hand out merchandise/ promote business with a booth



Sponsorship Packages



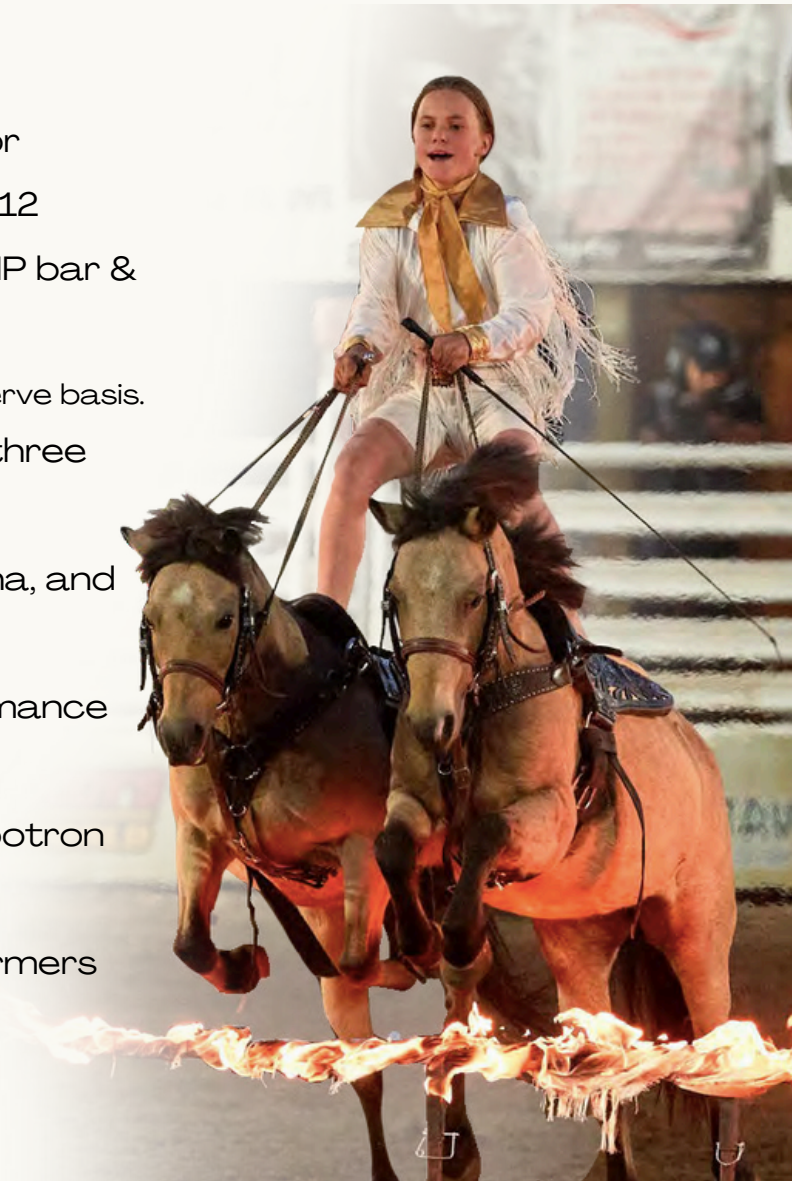
Entertainment Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the entertainment
- Company flag to be used in act if available
- Choice of performance (Friday, Saturday or Sunday) for reserved VIP seating for up to 12 people (Includes: General VIP seating with VIP bar & servers).

*Performance selection is on first come, first serve basis.

- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website
- 0:15 second company commercial on Jumbotron Screen during each performance
- Meet and greet with entertainment performers



Sponsorship Packages



Kid Zone Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Kid Zone
- Choice of performance (Friday, Saturday or Sunday) for reserved VIP seating for up to 12 people (Includes: General VIP seating with VIP bar & servers).
 - *Performance selection is on first come, first serve basis.
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website
- 0:15 second company commercial on Jumbotron Screen during each performance
- Opportunity to hand out merchandise/ promote business with a booth



Sponsorship Packages



Sound Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition at the beginning of and throughout the event
- 10 General Admission Rodeo Tickets for all three performances
- Custom Signage and recognition as the sound sponsor
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Signage Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Sports Medicine Team
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Bull Fighter Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Bull Fighters
- Company logo and branding on custom Bull Fighter jerseys
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Sponsorship Packages



Rodeo Event Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition at the beginning of and throughout the event
- 10 General Admission Rodeo Tickets for all three performances
- Airtime in presenting the event buckle to event champion during Sundays performance
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Sports Medicine Sponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Sports Medicine Team
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Out Gate Sponsor

\$3,500

- Timed Event End or
- Roughstock End
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Custom signage on arena out gate
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Sponsorship Packages



Pick Up ManSponsor

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Pickup Men
- Company logo and branding on custom Pickup Men shirts
- 10 General Admission Rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer recognition during each performance
- Logo on event website

Branded Bar Sponsor

\$3,500

- Cowboy Bar
- Back Alley Bar
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Naming rights to your bar during each day of the rodeo
- Custom branded signage for bar area
- Company logo displayed or name mentioned with all references to the area
- 10 General Admission Rodeo tickets for all three performances
- Company logo displayed on video screen during each performance
- Announcer recognition multiple times during each performance
- Logo displayed on signage inside the arena and throughout the facility
- Logo on event website

Kiss Cam Sponsor

\$2,500

- Your company name announced on international viewership via Cowboy Channel broadcast
- Company mentioned during segment (one per performance)
- 8 General Admission Rodeo Tickets for all three performances
- Company logo displayed on video screen during Kiss Cam
- Logo on event website

Sponsorship Packages



Local Sponsor

\$1,000

- 4 General Admission rodeo tickets for all three performances
- Logo displayed on JumboTron screen before each performance
- Logo displayed on banner signage inside the arena
- Logo on event website

Support Sponsor

\$500

- 2 General Admission rodeo tickets for all three performances
- Logo displayed on JumboTron screen before each performance
- Logo displayed on banner signage inside the arena
- Logo on event website





Thank You!

Contact



Website

www.dainesranch.ca

Email

dainesranch@gmail.com

Address

28420 Township Rd 362, Penhold, AB