

2026 Sponsorship Proposal



Innisfail, Alberta

JUNE 11-13 2026

Contact

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ABOUT US

The Daines Ranch Pro Rodeo is built on tradition, western heritage, and the enduring spirit of community. For over six decades, our family and neighbors have come together to showcase the sport of rodeo, giving fans an authentic experience unlike anywhere else. Just minutes from town but far from the bustle of the city, the rodeo offers families and friends a chance to gather, celebrate our western roots, and enjoy the kind of entertainment you can't find in an arena of concrete and steel. **We are proud to say the Daines Ranch Pro Rodeo has been recognized as “Committee of the Year” three times since 2021—a reflection of the heart and dedication poured into every performance.**

Your support directly helps us keep this legacy alive. As the only professional rodeo in Canada that operates without government funding, we rely on our sponsors and volunteers to make the event possible. In exchange for their time, we proudly donate to local groups who help us run the rodeo, ensuring our impact extends far beyond the arena. We are also committed to investing in the future—our ongoing grandstand renovation project will allow us to comfortably host patrons and sponsors for years to come. Beyond the rodeo arena, we are honored to support the Golden Circle of Rodeo, a program that connects young warriors facing life-threatening illnesses with the rodeo community, giving them unforgettable experiences that celebrate their courage and resilience.


Led by a volunteer committee—Stephanie Aschenbrenner, Cheyenne Klassen, Emily Leggette, Amy Tyrkalo, Wyatt Daines, Kyle Daines, Rayel Gale, Mitchell Gale, and Lindsay Stewart—the Daines Ranch Pro Rodeo remains a labor of love and a celebration of what makes rural Alberta so special. With your partnership, we can continue to share the rodeo way of life, support our community, and ensure this tradition thrives for generations to come.



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

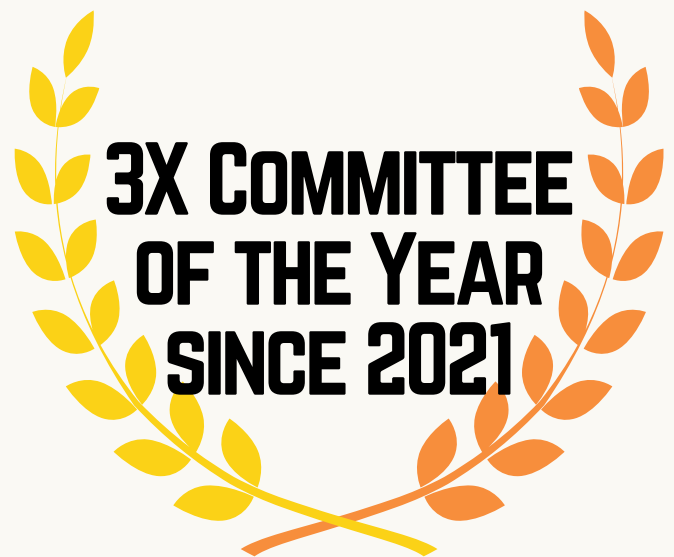
mLs of Beer Consumed Annually



10 ACRES

OF FREE CAMPING

International attendance from 6 different countries in 2025



Sponsorship Packages



Camping Sponsor- **SOLD**

\$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 15 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- **SOLD** **\$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 15 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- **SOLD**

\$10,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company branding on online ticket sales
- Custom Company signage for all events throughout the year in the Dance Hall
- Reserved VIP SkyBox for 15 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



“The Big Screen Sponsor

\$7,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of “The Big Screen”
- Choice of one performance for reserved VIP seating for up to 12 people (Includes: 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



Sponsorship Packages



Grain Bin Sponsor - **SOLD**

\$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



NEW The Patio Sponsor -

\$7,000

- Naming rights to “The Patio” during each day of the rodeo
- Custom branded signage for bar area
- Company logo displayed or name mentioned with all references to the area
- Saturday Night Reservation in the Patio for 20+ people (Includes: Private hosting area along the arena with own bar and option for food service for a fee
- 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



This is a sample of what the space will look like- New Build starting May 2026

Sponsorship Packages



Chute Sponsor- 2 Available

\$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 one performance for reserved VIP seating for up to 12 people (Includes: 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- **SOLD**

\$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 one performance for reserved VIP seating for up to 12 people (Includes: 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



Instant Replay Sponsor

\$5,000

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as “Instant Replay” sponsor
- Choice of one performance for reserved VIP seating for up to 12 people (Includes: 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



Rodeo Clown Sponsor-

\$3,500

- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as the sponsor of the Rodeo Clown
- Flag or Merch to be used in the act if available
- 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- **SOLD**

\$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- 6/8 Available

\$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

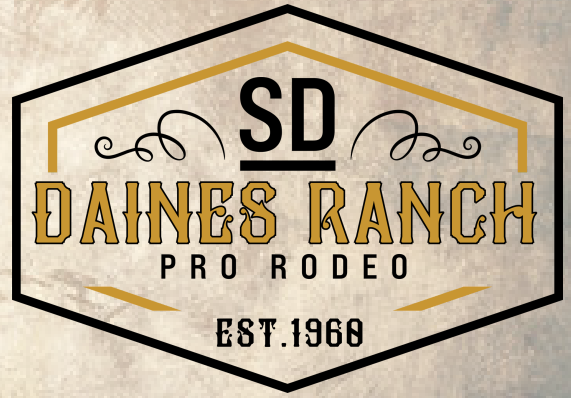
- Your company name announced in front of international viewership via Cowboy Channel broadcast
- Company recognition as sponsor of the Sports Medicine Team
- 10 General Admission rodeo tickets for all three performances
- Company signage displayed inside the arena, and throughout the facility
- Announcer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

Out Gate Sponsor-

\$3,500

- Roughstock End -
- Times Event End-
- Your company name announced 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- **SOLD**

\$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- 2 Available

\$3,500

- Cowboy Bar **SOLD**
- 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



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