



# 2022 Sponsorship Package



*Is event sponsorship within your business or organization's marketing strategy?  
Does our target market align with yours?*

Each year, approximately 2500 people attend the Whitecourt Woodlands Rodeo at the Westward Community Centre & Rodeo Grounds. For three days, we have an engaged audience taking in the sights, sounds, merchandise, foods, camping and entertainment provided on-site. We would love to see your company's participation with our attendees, and your logo and branding within this cultural tourism experience.

There is a sense of community and excitement when you visit the Rodeo. It's a weekend to put on your best button-up, your favorite jeans, any special rodeo flare you wear, and tip your hat to friends, associates and families you know in our beautiful, outdoor, laid-back country setting. Cheer on your favorite event, place a friendly bet on the All Pro Chuckwagons and Chariots, shoot the breeze in the beer tent, shop at the Rodeo Market, or discover new vendor foods and share with loved ones in the grandstands.

Come August 5, 6 and 7 we anticipate attendance numbers will climb significantly and with that, revenues that go back into our **non-profit Whitecourt Woodlands Agricultural Society's** funds, helping us continue to provide community and agriculture-focused programs and events throughout the year. Your partnership ensures the Whitecourt Woodlands Agricultural Society is able to continue to host our Rodeo, which is part of the provincial circuit.

Co-sanctioned with the Lakeland Rodeo Association and Foothills Cowboys Association, the event is registered with the Wild Rose Rodeo Association. Our WRA amateur rodeo, and All Pro Chuckwagons and Chariots events mark Whitecourt and Woodland's place within Alberta's cowboy culture.

With social media activity on Facebook, Instagram and Twitter, our Rodeo will be kept top-of-mind throughout the season. That includes mentions and tags connected to our sponsor's social media presence, and \*major sponsor logo placement on local websites, providing you with name recognition far beyond the 3-day rodeo event.

Our Rodeo representatives are available to connect with you in-person, by phone, or email to sign up your commitment of sponsorship for this 2022 event.

***Let's partner toward great community involvement and shared success!***

***Sanctioned by***



***Co-Sanctioned by***



**WHITECOURT WOODLANDS RODEO COMMITTEE**

PO Box 1183, Whitecourt, AB T7S 1P1 c.780.779.4343 [www.whitecourtag.ca](http://www.whitecourtag.ca) [wctagsoc@gmail.com](mailto:wctagsoc@gmail.com)



## POPULATION

# 50,000+

PRIMARY TRADING AREA

2021

9,927

2%  
.8

DECREASE  
since 2016

2016

10,209

# WHITECOURT

## 21,907

VEHICLES DAILY ON

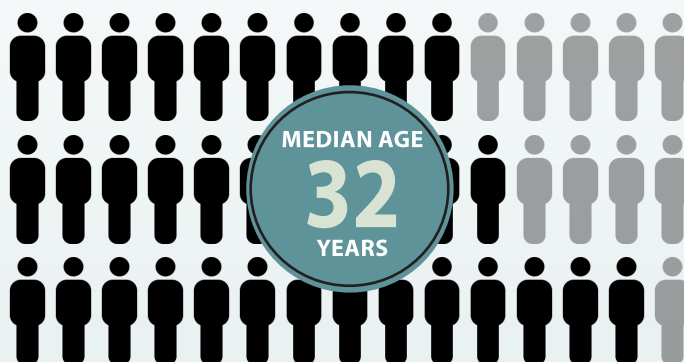
## HWY 43

## ECONOMY DOMINATORS



Data credit: Invest in Whitecourt, 2021. More info:  
[www.whitecourt.ca/Business/Invest-In-Whitecourt](http://www.whitecourt.ca/Business/Invest-In-Whitecourt)  
Statistics Canada 2016, 2021

## AGE



# 78.3%

 OF RESIDENTS BETWEEN  
AGES 25 AND 64

## CONTESTANTS



WILD ROSE RODEO ASSOC.

LAKELAND RODEO ASSOC.

FOOTHILLS COWBOYS ASSOC.

# TITLE SPONSORS



- 10 Weekend Passes
- Infield Banner (sponsor supplied)
- Full Page Program Ad (sponsor supplied)
- Logo on Back Page of Rodeo Program
- Name Recognition throughout Rodeo

## DIAMOND Main Event SPONSOR

**\$5500**

- 8 Weekend Passes
- Infield Banner (sponsor supplied)
- 1/2 Page Program Ad (sponsor supplied)
- Logo on Back Page of Rodeo Program
- Name Recognition throughout Rodeo

## PLATINUM Main Event SPONSOR

**\$3000**

- 6 Weekend Passes
- Banner (sponsor supplied)
- 1/4 Page Program Ad (sponsor supplied)
- Logo on Back Page of Rodeo Program
- Name Recognition throughout Rodeo

## GOLD Main Event SPONSOR

**\$2500**

- 4 Weekend Passes
- Banner (sponsor supplied)
- 1/4 Page Program Ad (sponsor supplied)
- Name Recognition throughout Rodeo

## SILVER Main Event SPONSOR

**\$1500**

- 2 Weekend Passes
- Banner (sponsor supplied)
- Business Card Program Ad (sponsor supplied)
- Name Recognition throughout Rodeo

## BRONZE Main Event SPONSOR

**\$1000**

## BUCKING CHUTE SPONSOR

**\$750**

# WRA EVENTS



PONY BRONC	\$500
JUNIOR BULLS	\$500
JUNIOR BARRELS	\$500
JUNIOR STEER RIDING	\$500
NOVICE HORSE RIDING	\$500
JUNIOR BREAKAWAY ROPING	\$500
LADIES BREAKAWAY ROPING	\$500
BAREBACK	\$500
SADDLE BRONC	\$500
TIE DOWN ROPING	\$500
STEER WRESTLING	\$500
TEAM ROPING	\$750
LADIES BARREL RACING	\$500
BULL RIDING	\$500

• Includes BUSINESS CARD AD in Program (sponsor supplied ) - \$75 value

# 2021 MAJOR SPONSORS

## DIAMOND SPONSOR



## PLATINUM SPONSOR



## GOLD SPONSOR



## SILVER SPONSOR



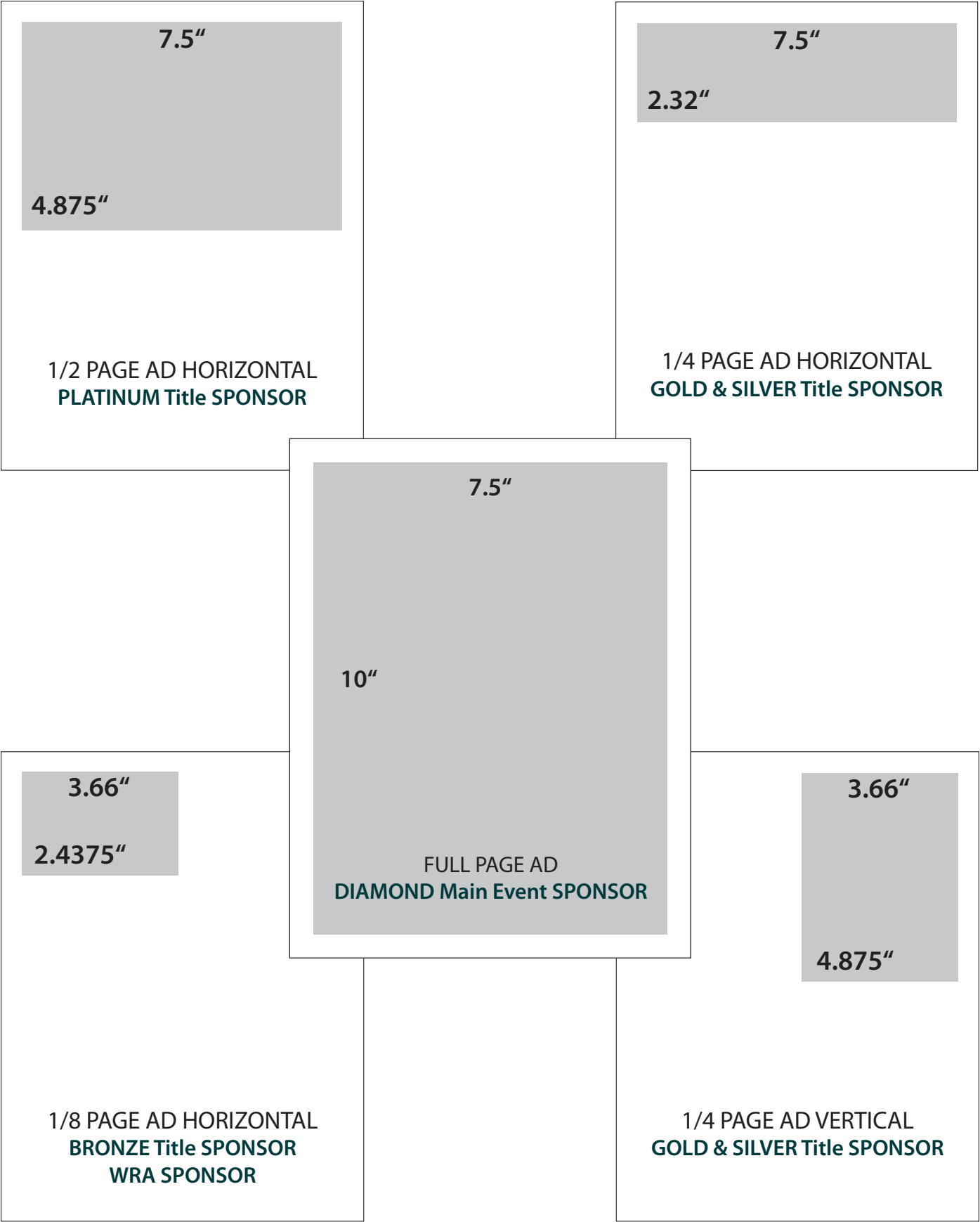
## BRONZE SPONSOR



\*Major Sponsor year-round recognition includes **Local Website** - [www.whitecourtag.com](http://www.whitecourtag.com)  
**Event Poster** - [www.whitecourt.ca](http://www.whitecourt.ca), [www.woodlands.ab.ca](http://www.woodlands.ab.ca),  
and **Social Media** - Whitecourt Woodlands Rodeo Facebook page & group, Twitter and Instagram.

@wwrodeo @wwrodeo @wwrodeo780 #wwrodeo

# PROGRAM ADVERTISING



# COMMITTMENT LETTER



We, \_\_\_\_\_, hereby commit to \_\_\_\_\_  
\_\_\_\_\_ Sponsorship for the 2022 Whitecourt Woodlands Rodeo.

*Cheques are to be MADE PAYABLE TO Whitecourt & District Agricultural Society.  
Please MEMO all cheques with 'Whitecourt Woodlands Rodeo' and mail to the post office box below.*

Company \_\_\_\_\_  
Contact \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

Payment option      Cheque # \_\_\_\_\_  
                                 E-transer (EFT) to **wctagsoc@gmail.com**  
                                 Date Received (office only) \_\_\_\_\_

Mailing address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Cash Commitment      \$

In-Kind Commitment      \$

*Thank you!*

Signature \_\_\_\_\_



**WHITECOURT WOODLANDS RODEO COMMITTEE**

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