

Becoming a Sponsor

2025

August 8, 9 & 10, 2025

Multiple Winner of
Rodeo of the Year!

2013 2014 2016 2017 2018 2022 2023 2024

www.richerrodeo.ca

Box 350, Richer, MB R0E 1S0

BULLNANZA

Friday, AUGUST 8th

Bull Riders on Friday night
starting at 7:00 P.M. till 10:00 P.M.



"Rodeo Social in the Park" to follow

We have two buckles up for grabs, the Bullnanza Champion and the Bullnanza Junior Champion.

Bullnanza Champion

For a \$5,000 sponsorship you will be able to advertise all three days at the rodeo, have a buckle presented in your company's name (for the Bullnanza Champion.)



During the Bullnanza, 4 of the six chutes are yours to place banners on.

In addition to that, you will be eligible for all other gold sponsor privileges.

Bullnanza Junior Champion

For a \$3,000 sponsorship you will be able to advertise all three days at the rodeo, have a buckle presented in your company's name (for the Bullnanza Junior Champion.)



During the Bullnanza, 2 of the six chutes are yours to place banners on.

In addition to that, you will be eligible for all other silver sponsor privileges.

Bullnanza Night Top Gate Banner
\$300 (or for entire weekend - \$600)

Bullnanza Night Top Chute Banner
\$300 (or for entire weekend - \$600)



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We have many options available for sponsorship. These include but are not limited to:

Purchase of ad space - inside the rodeo arena

- Chute - \$500 Sat/Sun Rodeo - 6 available
- Gate - \$500 Sat/Sun Rodeo - 4 available
- Top Chute - \$350 - Sat/Sun Rodeo 6 available or \$600 for 3-day
- Top Gate - \$350 - Sat/Sun Rodeo 4 available or \$600 for 3-day
- 2x8 banner in the arena Sat/Sun Rodeo - \$275
- 4x8 banner in the arena Sat/Sun Rodeo - \$400
- Arena barrels Sat/Sun Rodeo - all 3 for \$500
- 2x8 Handicap Seating Zone Sat/Sun Rodeo - \$350 - 3 available
- Announcer's tower 4'x8' banner or coroplast sign Sat/Sun Rodeo - \$2,000

*sponsor to supply the banner

Purchase of ad space on the property but outside the arena

- Mainstage - \$6,000
- Busking stage - \$3,000
- Mechanical Bull - \$2,500
- 4x8 panel on the bleachers - Sat/Sun Rodeo - \$200
- Any sized banner on the perimeter fence (max 32 sq.ft.) - \$100

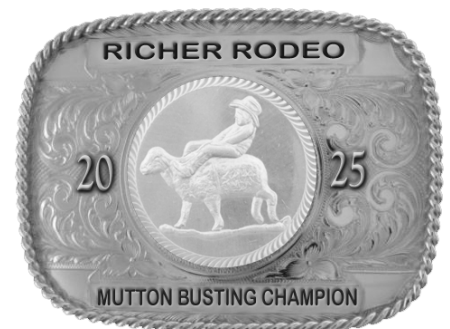
*sponsor to supply the banner/signage

Purchase of ad space in the souvenir Rodeo Program

- Full page ad - \$575
- Half page ad - \$375
- Quarter page ad - \$250
- Business card size ad - \$175

Sponsorship of awards and rodeo events

- Family Fun Zone - \$2,200
- Teen Active Zone - \$2,200
- Mutton Busting Buckles - 2 buckles for \$650
- Gymkhana Buckles (one Senior and one Junior) - \$375 each
- Wild Pony Races - 2 awards - \$500
- Chicken Scramble - 2 events - \$250
- Petting Zoo - \$1,800 (includes allowance for extra banner placement in rodeo arena, a quarter page ad in rodeo program and announcements throughout the weekend by the rodeo announcer)
- Pony Rides - \$2,000
- Kids' Train - \$400
- "Headache of the Day" - 2 awards - \$500
- Joe Wery Memorial Award "Best in Parade" - \$300
- Wandering Magician - \$700
- Kids Balloon Creations - \$600
- Face Painting - \$900
- Reptile Show - \$1,100
- Arm Wrestling Table - \$400
- 12'x12' Corporate Display area - \$400

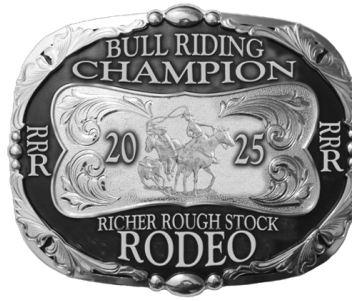




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RODEO Buckles

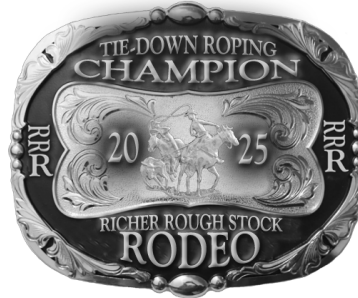
The rodeo awards a custom belt buckle in addition to a cash prize to the winner of each event. If your business would like to sponsor a rodeo event your business name will be associated with the belt buckle and your business name will also be included in the title of the event. There are 12 events to choose from with 13 buckles. We are only asking \$450 to cover the cost of the custom buckle and display plaque which features your name as sponsor/presenter.



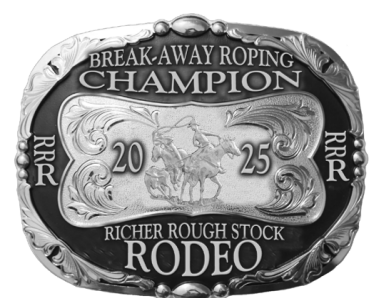
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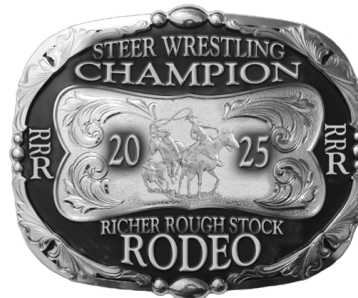
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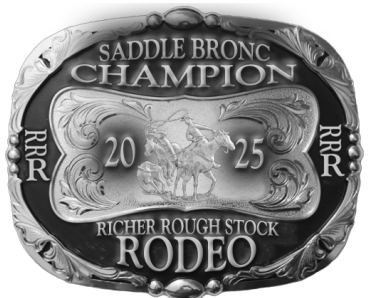
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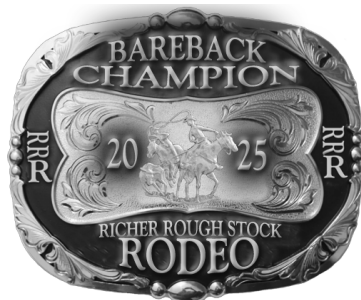
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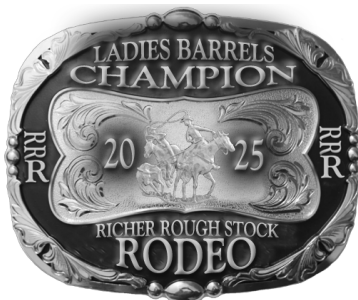
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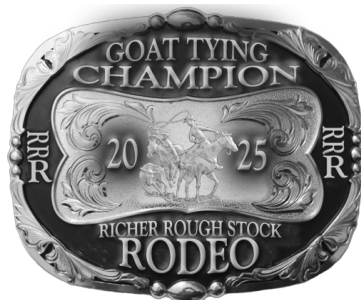
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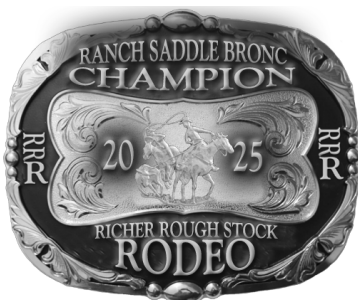
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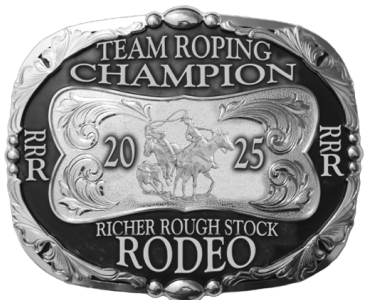
one available



one available



one available



two available



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TITLE sponsor

A TITLE sponsor is anyone or any business that sponsors \$10,000 approximately throughout the weekend for the Rodeo.

- Your business logo will appear on top position of all posters, pamphlets, brochures, etc. All radio ads will include your company name. Your logo will appear on the home page of the website along with the sponsorship page.
- In the Rodeo Program, recognition will be given to the TITLE sponsor with a full page full colour ad. Also, your logo will be featured on the front cover of the program.
- Your business name will be announced throughout the day at the rodeo over the loud speakers.
- TITLE sponsors are welcome to set up displays (12'X12') on the property during the rodeo.
- TITLE sponsors can advertise in the rodeo arena with a banner (4'x8').
- A TITLE sponsor can place signage at the Dawson Trail Park (4' x 8') on the bleachers.
- TITLE sponsor will be limited to two.
- A TITLE sponsor receives 10 VIP all weekend passes.
- Customization is available.

PLATINUM sponsor

A PLATINUM sponsor is anyone or any business that sponsors \$5,000-\$9,999 throughout the weekend for the Rodeo.

- Your business logo will appear on bottom of all posters, pamphlets, brochures, etc. Radio ads will include your company name in a rotation. Your logo will appear on the website sponsorship page.
- In the Rodeo Program, recognition will be given to the PLATINUM sponsor with a full page b/w ad.
- Your business name or ad will be announced throughout the day at the rodeo over the loud speakers. - PLATINUM sponsors are welcome to set up displays (12'X12') on the property during the rodeo.
- PLATINUM sponsors can advertise in the rodeo arena with a banner (2'x8').
- A PLATINUM sponsor can place signage at the Dawson Trail Park (4' x 8') on the bleachers.
- A PLATINUM sponsor receives 8 VIP all weekend passes.
- Customization is available.

GOLD sponsor

A GOLD Sponsor is anyone or any business that sponsors \$2,000-\$4,999 throughout the weekend for the Rodeo.

- Your business logo will appear on bottom of all posters, pamphlets, brochures, etc. Your logo will appear on the website sponsorship page.
- In the Rodeo Program, recognition will be given to the GOLD sponsor with a 1/2 page b/w ad.
- Your business name or ad will be announced throughout the day at the rodeo over the loud speakers. - GOLD sponsors are welcome to set up displays (12'X12') on the property during the rodeo.
- GOLD sponsors can advertise in the rodeo arena with a banner (2'x8')
- A GOLD sponsor receives 6 VIP weekend passes.
- Customization is available.

SILVER sponsor

A SILVER sponsor is anyone or any business that sponsors \$1,000-\$1,999 throughout the weekend for the Rodeo.

- SILVER sponsors can advertise in the rodeo arena with a banner (2'x8')
- In the Rodeo Program, recognition will be given to the SILVER sponsor with a 1/4 page b/w ad.
- SILVER sponsors are welcome to set up displays (12'X12') on the property during the rodeo.
- A SILVER sponsor receives 4 VIP weekend passes.
- Customization is available.



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BRONZE sponsor

A BRONZE sponsor is anyone or any business that sponsors \$500-\$999 throughout the weekend for the Rodeo.

- In the Rodeo Program, recognition will be given to the BRONZE sponsor with a business card size b/w ad.
- BRONZE sponsors can advertise on the outside perimeter of the park fence with a banner (up to 32 square feet).
- BRONZE sponsors are welcome to set up displays (12'X12') on the property during the rodeo.
- A BRONZE sponsor receives 2 VIP weekend passes.
- Customization is available.

LED Screen Options

All eyes are on the giant LED viewing and replay screen throughout the weekend! This is your opportunity to have those eyes on your brand.

- The "replays" throughout the weekend exclusively branded with announcements and a watermarked logo for \$3,500.
- The "Chute Cam" is a unique opportunity to have spectators see your branding as competitors get setup and ready to ride during the rough stock events - \$1,500.
- The Primary Camera throughout the weekend can be branded with your logo watermark - \$2,500.
- Your logo will be flashed through a rotation system on the LED screen during and breaks in action over the course of the rodeo - \$500 during Friday nights BRC Bullnanza and \$500 during the Sat/Sun HRA rodeo.
- We will run your commercials on the LED screen throughout the weekend. 2 X 15 second during Friday's BRC Bullnanza - \$1,000, 2 X 30 second during Friday's BRC Bullnanza - \$1,800, 2 X 15 second during Sat/Sun HRA rodeo - \$1,000, 2 X 30 second during Sat/Sun HRA rodeo - \$1,800.

PARADE

All sponsors are welcome to enter a float into the rodeo parade. To be held on Saturday, August 9, 2025 at 10 am with marshalling at 9 am in Richer, MB. Please feel free to call for any information regarding the parade.

2025 Parade Marshall - Elise Bourrier - call/text 204-380-3317 or email elisebourrier@outlook.com

As a sponsor we would love to have you participate in the parade. Please see next page for entry form and instructions.

GET CREATIVE

We also invite business to be creative with other advertising ideas. We have 15 acres to work with and we are open to ideas if you want to bring in displays or events for people to participate in. Let us know if you have something in mind and we will try to accomodate you.

**Welcome to All Parade
Applicants!**

As your Parade committee, we would like to thank you in advance for your participation in the 2025 Richer Rough Stock Rodeo Parade. We feel that the Parade is a huge part of the weekend, and we value your support as we could not make the parade a success without you.

Please fill out the application form for the 2025 Richer Rough Stock Rodeo Parade and return it to us as soon as possible. You can fax it to 204-422-9768, or email it to elisebourrier@outlook.com or give Elise a call at 204-380-3317.

Your participation is what makes our parade successful!! We look forward to seeing you at our 2025 Richer Rough Stock Rodeo Parade.

If you are planning on distributing candy or other promotional items along the parade route, please make sure that you have a sufficient number of walkers to hand out your promotions.

**And remember...
you could WIN
the Joe Wery
Memorial Award
for best float!!**

See you at the Parade!

**Elise Bourrier
2025 Parade Marshall
Richer Rough Stock Rodeo**



2025 PARADE ENTRY FORM

Saturday, August 9, 2025

Marshalling - 9 am - 10 am Parade Start 10 am

Name of Organization:

Contact Person:

Phone:

Cell:

Email:

Please fill out the entry form and return it to:

Box 350, Richer, MB R0E 1S0

Fax 204-422-9768

Email: elisebourrier@outlook.com

or call/text Elise at 204-380-3317





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TITLE, PLATINUM and GOLD Sponsor Script:

In order for us to recognize you properly as a sponsor of the 2025 Richer Rough Stock Rodeo, please take the time to draft us some script. This is used throughout the rodeo by the announcer to promote your business and the partnership you have established with us. You can email a 25 word script to dan@richerrodeo.ca or write it below (neatly printed) and either fax it to 204-422-9768 or ask for Dan Guetre at the rodeo grounds. The sooner it is received the better in order to maximize your exposure.

For sponsorship or any information regarding the Richer Rough Stock Rodeo

Contact: Patrick Stolwyk
(204) 223-2570 or E-mail: patstolwyk@gmail.com

Thank You

Visit us online at
www.richerrodeo.ca