



2019

MANITOBA  
RODEO  
COWBOYS  
ASSOCIATION



# PARTNERSHIP OPPORTUNITIES

Enclosed is information regarding multiple sponsorship and marketing opportunities with the Manitoba Rodeo Cowboys Association. We invite you to review the information enclosed, and look forward to a possible partnership with you, your business or team in 2019.



SPONSORSHIP COORDINATOR email: sponsorship@mrcarodeo.com

## **INTRODUCTION**

The Manitoba Rodeo Cowboys Association was formed in 1970 as a non-profit organization run by volunteers that exists to provide opportunity to educate and promote, the sport of rodeo. The first year the association had only a handful of members, and has now grown to over 2000 memberships, with just over 300 competition memberships taken out annually. We are Manitoba's oldest, but most active rodeo association within the province, and we sanction 25 plus rodeos within Manitoba and Saskatchewan during our annual season. Our office is based in Teulon, Manitoba, and our dedicated team of volunteer directors come from various points in Manitoba and Saskatchewan. Our current approved rodeos are Gainsborough, Selkirk, Arcola, Spy Hill, Roblin, Virden, Ashern and Beausejour.

## **THE MAIN EVENT**

The Manitoba Finals Rodeo will be held at the end of October 2019, in conjunction with Manitoba Ag Ex in Brandon, Manitoba. Anticipated to attract 10,000+ people over 5 days. Manitoba Ag Ex has the perfect mix of cattle and horse events to showcase and draw in a broad demographic of livestock and ranching industry. Whether they are country folk, or urban cowboys, the Manitoba Finlas Rodeo is pure entertainment for all ages.

## **PROMOTION**

Our advertising and promotion for your business will be done through radio, print, web, social media, and other creative cross-promotional events. As a sponsor, there are opportunities to be a part of the advance promotion with logo and name placement. As well, there are premium high traffic, high visibility areas for logo, name and sign placement at various events throughout the year. You may also choose to simply buy ad space in our Finals Program.

You have the opportunity to partner with us in bringing this incredible sport of rodeo to many communities in our 49th year. If you are looking to promote your business to a potential audience of over 10,000 from across Manitoba and Saskatchewan, or looking for a chance to give back and support a very visible, highly regarded and popular sporting event, or just want to help make one small part of the finals possible, you will find exactly the right opportunity within our 2019 partnership plan.

## **IN-KIND SPONSOR**

There are several needs that we have for equipment, communication systems, transportation and other goods and services that help us put on this event. This is your opportunity to make your equipment available for us to use instead of writing a cheque. Each situation is different, and we can work out a value and appropriate level of sponsorship. Each in-kind partner will be listed on mrcarodeo.com. Additional promotion can be negotiated on a case-by-case basis.







\$7500

## TOUR SPONSOR

-  Choice of Eastern or Western Tour
-  Large tour banner prominently placed at finals venue
-  Trade show space during the MFR held in conjunction with MB Ag Ex
-  Full page ad included in the Manitoba Finals Program
-  Name attached to choice tour in all media coverage
-  Logo with hyperlink from mrcarodeo.com home page to your website
-  Your flag flown at a minimum of 15 Rodeo Performances

\$5000








## DAY FEATURE SPONSOR

-  Thursday, Friday or Saturday Performance Presenter
-  3' x 9' banner prominently placed at finals venue
-  1/4 page ad included in Manitoba Finals Program
-  Name attached to feature in all advertising mediums (radio, website, poster)
-  Logo with hyperlink from mrcarodeo.com home page to your website
-  Your flag flown at all rodeos when possible

\$4000

## FINALS EVENT SPONSOR

*Bareback . Tie Down Roping . Saddle Bronc . Steer Wrestling . Barrel Racing . Team Roping . Bull Riding*

-  3' X 9' banner above a bucking chute, both insides & outside of one of the timed event box gates or barrel wraps
-  Logo on sponsor page in Rodeo Finals Program
-  Logo on mrcarodeo.com finals page
-  Hyperlink from mrcarodeo.com sponsor page to your website
-  1/8 page ad included on event page in Manitoba Finals Program
-  Your flag flown at Manitoba Finals Rodeo
-  Opportunity to negotiate event saddle sponsorship

\$3500






## PERSONNEL SPONSOR

*Funny Man/Clown . Pick Up Men . Bull Fighters . Announcers . Judges/Officials*

-  3' x 9' banner hung in Manitoba Rodeo Finals Arena
-  Logo on sponsor page in Manitoba Finals Program & mrcarodeo.com
-  Sponsor rate for finals program ad space
-  Hyperlink from mrcarodeo.com sponsor page to your website
-  Your name on personnel shirts

\$2000

## FINALS CHAMPION SPONSOR

-  Name tooled on award buckle
-  \$1200 cheque presentation in the arena
-  Logo on sponsor page in Manitoba Finals Program & mrcarodeo.com
-  Sponsor rate for finals program ad space
-  Hyperlink from mrcarodeo.com sponsor page to your website

\$1000




## PRODUCTION SPONSOR

*Sound Crew . Video Crew . Instant Replay . Kiss Cam . Leader Board*

-  Name attached to team and reference
-  Logo on sponsor page in Manitoba Finals Program & mrcarodeo.com
-  Sponsor rate for finals program ad space
-  Hyperlink from mrcarodeo.com sponsor page to your website

\$375  
\$325

## YEAR END AWARD SPONSOR

-  Name tooled on award buckle (\$375) or horse blanket (\$325)
-  Logo on sponsor page in Manitoba Finals Program & mrcarodeo.com
-  Hyperlink from mrcarodeo.com sponsor page to your website

\$200

## FRIEND OF THE MRCA SPONSOR

-  Name listed on sponsor page in Manitoba Finals Program & mrcarodeo.com