

SPONSORSHIP PROGRAM



Miss Rodeo Canada
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ABOUT MISS RODEO CANADA

Since 1955, Miss Rodeo Canada (MRC) has proudly represented the professional sport of rodeo across the country and around the world as an official ambassador to our heritage and western way of life. Miss Rodeo Canada candidates compete for the title through several skill competitions: horsemanship, public speaking, rodeo knowledge, fashion show, personal interview, and display of public and community relations. Before competing the candidates must hold a title, or have just given up a title, to a professional rodeo in Canada. Often these candidates have prepared for many years to get to this level.

Each year it takes approximately \$150,000 in cash and gifts-in-kind to run the program at the minimum level. Sponsorship is provided by major corporate and stakeholder contributions. Financial support is required for travel costs such as flights, accommodations, meals, ground transportation as well as a vehicle for travel within the Canadian Provinces and the United States. Costs associated with operating the vehicle, such as fuel and insurance also require coverage. MRC is provided with clothing, printing services, a saddle, chaps, jewelry, hats, footwear, salon services, and media coverage amongst numerous other sponsorships of gifts and services in order to represent rodeo and our country.

The role of MRC is important in working with charities and organizations, the development of young women through the program, and most importantly to promote the sport of professional rodeo. It is our desire to pursue these opportunities. This is a viable and committed program dedicated to ensuring the continuance of rodeo and the lifestyle it represents.

As a public figure, Miss Rodeo Canada attracts a lot of attention at all her events with various media groups, magazines and social media. This constant exposure enables Miss Rodeo Canada and the MRC organization to promote your business by crediting your sponsorship through advertising and publicity at events and on other media sites. We have a presence on [Facebook](#), Twitter, Instagram, and on our corporate website, <http://www.missrodeocanada.ca>. Miss Rodeo Canada receives over 100,000 views a year on the website and over 10,000 followers on Facebook. We also partner with many groups and blogs that share links to our website on their websites. Sponsoring Miss Rodeo Canada is an ideal way to advertise your business – locally, nationally and globally.

We know that you have many avenues in which to advertise and promote your business, products and services. Our dedicated sponsorship team will ensure that you will receive exemplary service in recognizing your sponsorship, both now and in the future. As a volunteer, non-profit association we welcome any form of sponsorship or donation including, but not limited to:

Products ~ Services ~ Prizes/Silent Auction Items ~ Financial Support (cash and donations)

If you are interested in supporting the organization, please complete the Sponsorship Commitment Form attached to this package and submit it to Miss Rodeo Canada. Thank you for your time and consideration. We look forward to speaking with you about this incredible opportunity.

Sincerely,

Tracy Keith

President ~ MISS RODEO CANADA

SPONSORSHIP LEVELS

WORLD CHAMPION LEVEL

~Monetary Donation or Gift in Kind of \$10,000.00 or more~

Primary Placement of Logo on MRC Website

Link to your Website & Business Write-up on MRC Website

4 Social Media posts per Month / 18 smaller posts & 2 customized posts per Year

Company Name Recognition on 960 CFCW Radio Ads

Full Page Ad in CFR Competition Program

Premiere Placement of Large Company Logo on MRC Sponsor Truck

Premiere Placement of Large Company Logo on Autograph Sheets

Minimum of Five (5) Appearances by Miss Rodeo Canada per Year

PLATINUM LEVEL

~Monetary Donation or Gift in Kind of \$7,500.00-\$9,999.00~

Company Logo on MRC Website with Link to your Website

12 Social Media posts per Year & 1 customized posts per Year

Company Name Recognition on 960 CFCW Radio Ads

Company Logo on MRC Sponsor Truck

Medium Company Logo on Autograph Sheets

Recognition in CFR Competition Program

Four (4) Appearances by Miss Rodeo Canada per Year

GOLD LEVEL

~Monetary Donation or Gift in Kind of \$5,000.00-\$7,499.00~

Company Logo on MRC Website

12 Social Media posts per Year & 1 customized posts per Year

Recognition on 960 CFCW Radio Ads

Company Logo on MRC Sponsor Truck Tailgate & MRC Autograph Sheets

Recognition in CFR Competition Program

Three (3) Appearances by Miss Rodeo Canada per Year

SILVER LEVEL

~Monetary Donation or Gift in Kind of \$2,500.00-\$4,999.00~

Company Logo on MRC Website

Company Logo on Autograph Sheets

6 Social Media posts per Year & 1 customized posts per Year

Recognition in CFR Competition Program

Two (2) Appearances by Miss Rodeo Canada per Year

TURQUOISE LEVEL

~Monetary Donation or Gift in Kind of \$1,000.00-\$2,499.00~

Recognition on MRC Website

4 Social Media posts per Year

Recognition in CFR Competition Program

One (1) Appearances by Miss Rodeo Canada per Year

FRIENDS OF MISS RODEO CANADA

~Monetary Donation or Gift in Kind valued up to \$999.00~

Recognition on MRC Website

One Social Media posts per Year

Recognition in CFR Competition Program



2025 SPONSORSHIP COMMITMENT FORM

Thank you for your interest in becoming a sponsor for the Miss Rodeo Canada Program. Please complete the information below and email your form back to us at: missrodeocanada@gmail.com

Company Name: _____

Contact Name: _____

Position: _____

Address: _____

Phone: _____

Email: _____

Term Dates (1-5 years): _____

Value of Sponsorship: \$ _____ (Fair Market Value)

Website and/or Facebook Address: _____

Brief Description of your Sponsorship:

Please initial for logo copyright release on forms, social media, and website advertising: _____

Please note: Use of the Miss Rodeo Canada logo for any purpose must be approved by the Miss Rodeo Canada Organization. Please contact us for permission prior to using our logo.

BY SIGNING BELOW, I HEREBY ACKNOWLEDGE AND UNDERSTAND THAT MY PRODUCT or SERVICE MAY NOT BE EXCLUSIVE AND THAT ALL CONSUMERS AND INDIVIDUALS ARE WELCOME TO SPONSOR.

Signed on this date _____ at _____ (town/city)

Signed by: _____ (Print Name)

Signature: _____