



2018 MILLARVILLE HERITAGE RODEO JULY 20 TO 22 SPONSORSHIP PACKAGE





WHO WE ARE

At the feet of the Historic Rocky Mountains, Southern Alberta's premier rodeo challenged some of the best rodeo athletes in North America for the past 22 years. With competitors ranging from southern to central Alberta, the spectators are entertained with two and a half hours of pure rodeo and incredible events that cater to everyone. The community that is created by athletes, locals and people of afar, display that the FCA & CRA sanctioned rodeo is much more than a rodeo, but an event that supports education, agricultural heritage and western contemporary lifestyle. We believe as a committee that education surrounding the agricultural industry is important since this event wouldn't be possible if the bright minds of our sponsors and surrounding community didn't support as much as they already do. In honour of the people that made the rodeo possible we believe in bringing a new wave of ideas and staying true to our roots.

MHR EVENT SPONSOR \$2000 & Up

Daily Sponsor – 3 Opportunities (1/day)

Infield Entertainment Sponsor – 1 Opportunity (Sat/Sun)

Beer Gardens Sponsor – 1 Opportunity (3 days)

GOLD SPONSOR \$1000 & Up

Chute/Gate Sponsors – 10 Opportunities (3 days)

Millarville Heritage Princess Sponsor – 1 Opportunity (3 days)

Announcer & Judges Sponsor – 2 Opportunities (3 days)

SILVER SPONSOR \$500 & Up

12 Event Sponsors – 3 Opportunities/event (3 days)

Specialty Sponsor – 3 Opportunities (1/day)

Volunteer Sponsor – 1 Opportunity (3 days)





Title Video Board Sponsor - \$1250/day

- Advertising Banner located on fence below location of LED Video Board
- A 15 second pre-produced commercial to be played multiple times per day in between events along with a sponsor mention from our announcers each time the ad is seen on screen. Production of commercial included in price.
- The prominent spot in our pre-event / post-event sponsor loop. Sponsor loop produced by Feature Productions at no additional expense.
- Mention in our program as the “Title Video Board Sponsor”
- Logo will be prominent in any pre-event video board marketing

Replay Sponsor - \$800/day

- One of the most engaging parts of IMAG (image magnification) video production is the replay. Your company has the opportunity to be on the screen as everyone looks at the screen to watch what just happened.
- Rodeo announcers will direct the audience to check out the replay brought to them by your company.
- Your logo will be on screen to transition into the replay.
- Full screen logo included in our pre-event / post-event sponsor loop. Sponsor loop produced by Feature Productions at no additional expense.

Highlight Video Sponsor - \$500/day

- After each day’s Rodeo, there will be a highlight video produced to show fans all the exciting things that happened that day. The video will be uploaded to YouTube that evening and will be played to the audience in the grandstands the next day.
- Your company will bring this highlight video to the audience with a full screen logo and an announcer mention prior to each time the video is played. Your logo will be also displayed in the upper portion of the screen throughout the video.
- These highlight videos will be displayed on YouTube with your company logo throughout the year
- Full screen logo included in our pre-event / post-event sponsor loop. Produced by Feature Productions at no additional expense.

Rodeo Leaderboard Sponsor - \$800/day

- Everyone wants to know who’s leading and where their favorite contestant stands. This is your company’s chance to be prominently on-screen as everyone looks at it to see the rodeo leaderboard update in nearly real time.
- Announcers will direct the audience to check out the leaderboard brought to them by your company.
- Full screen logo included in our pre-event / post-event sponsor loop. Sponsor loop produced by Feature Productions at no additional expense.

Chute Cam - \$200/day

- Get behind the action in the bucking bull, saddle bronc and bareback chutes. Get your branding on screen as we show the riders getting ready for the ride of their lives.
- Announcers will invite the audience to watch the YOUR COMPANY HERE “Chute Cam” when that shot is on screen.
- Full screen logo included in our pre-event / post-event sponsor loop. Sponsor loop produced by Feature Productions at no additional expense.

Fan Cam / Kiss Cam Sponsor - \$200/day

- Two part video promotion, first with an introduction, then live fan Cam with “a kiss”. Promotion played during stoppages in the event. Your company logo shown in introduction and public address announcement introduction.
- Full screen logo included in our pre-event / post-event sponsor loop. Sponsor loop produced by Feature Productions at no additional expense.

Entertainment Video Sponsor - \$200/day

- During the rodeo, there are always down times as the track gets reset for the next event. During these down times, we’ll be playing entertaining videos that will be designed to keep the audience engaged.
- Your company will get a sponsor mention prior to these videos being played along with your logo being displayed in the upper portion of the screen throughout the video. At the end of each video, your logo will again go full screen on the video board.
- Full screen logo included in our pre-event / post-event sponsor loop. Sponsor loop produced by Feature Productions at no additional expense.

Sponsor Loop - \$50/day (limited to 30 sponsors… selling quickly)

- Full screen logo included in our pre-event / post-event sponsor loop on the big LED Screen surrounding each day’s performance. Announcers will take time to recognize your company at least once per day. Sponsor loop produced by Feature Productions at no additional expense.



2018 MHR EVENT SPONSOR PRICING

Daily Sponsor (\$3000)

Entertainment Sponsor (\$2000)

Beer Gardens Sponsor (\$2000)

BIG SCREEN 15 second custom commercial to run your day	X		
Exclusive VIP area 12 passes for you and your guests	X		
Private Bar and Area seating	X	X	X
Grand Entry sponsor flag for opening ceremonies	X	X	X
*Private tour with royalty (must book in advance)	X	X	X
Social media feed & front-page website recognition Links	X	X	X
Program Recognition as MHR Event Sponsor	X	X	X
Arena sign-age in most visible areas	X	X	X
Exclusive beer gardens or entertainment sign-age (as supplied)		X	X
Rodeo passes for a day of your choice (10 total)		X	X

2018 GOLD SPONSOR	Chute/Gate (\$1500)	Celebrity (\$1500)	Judge/Annncer (\$1000ea)
Gold position for your company name & logo in all advertising	X	X	X
Recognition of your support by announcers during your event	X	X	X
Race passes for a day of your choice (qty. based on pkg)	X	X	X
Sign-age for your company directly on a chute/gate	X		
Program recognition as gold sponsor	X	X	X
Social media feed & sponsor page recognition on website	X	X	X
Arena sign-age in most visible (as supplied)	X	X	X
Big screen promotion with each broadcast	X	X	
4 Cabaret Passes for Saturday evening	X	X	X

2018 SILVER SPONSOR	Rodeo Class Sponsor(\$800)	Volunteer Sponsor (\$500)	Kids & Educational (\$400)
Silver position for your company name & logo in all advertising	X	X	X
Recognition of your support by announcers during your event Rodeo	X	X	X
passes for a day of your choice (10 total)	X	X	X
Arena sign-age in most visible areas (large banner supplied)	X	X	
Kids & Educational sign-age in the visible areas (large banner supplied)			X
Program recognition as silver sponsor partner	X	X	X
Social Media feed & sponsor page recognition on website	X	X	X
2 Cabaret Passes for Saturday evening	X	X	X
Big screen promotion with each broadcast of chute cam	X		
Volunteer wearing Your logo on t-shirts all weekend		X	
Volunteer wearing Your logo on t-shirts all weekend			X

If you need a flag created, please contact Flagworks (403) 265-5595



WHY NOT BE A GENERAL SPONSOR
(OVER \$250)

Your name listed in our Rodeo Day Sheets
2 Admission Passes
2 Cabaret Passes

COMPANY, CONTACT INFORMATION & PAYMENT:

Please note all payments are due no later than June 15, 2018

Announcements, logos and flags to be delivered to the MRAS by July 5, 2018

Name: _____

Billing Address: _____

Contact Person: _____

Email: _____

Telephone: _____

PAYMENT INFO:

Credit Card Number: _____ Expiry Date: _____

Signature: _____

Or call 403-931-3411 to make payment arrangement

NOTE: Additional Cabaret, pre-paid beverage tickets and rodeo admission available at a discount at time of sponsorship payment.

THANK YOU FOR YOUR SUPPORT

