

Sponsorship Opportunities



Miss Rodeo Canada

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MISS RODEO CANADA

A Legacy of Western Excellence

For nearly seven decades, Miss Rodeo Canada has stood as the face of professional rodeo — carrying the spirit of our western heritage across the country and around the globe. She is more than a titleholder; she is an ambassador, a role model, and a champion for the lifestyle and traditions that define Canada's rodeo community.

The Competition

Earning the title of Miss Rodeo Canada is no small feat. Candidates are tested across multiple disciplines:

- Horsemanship — skill in the saddle
- Public speaking — poise under pressure
- Rodeo knowledge — deep understanding of the sport
- Fashion show — western style and presentation
- Personal interview — character and communication
- Community relations — connection with fans and stakeholders

Every competitor must hold (or have recently held) a title with a professional Canadian rodeo. Most have spent years preparing for this moment.

The Investment

Running this program takes approximately \$150,000 annually in cash and gifts-in-kind.

Sponsorship dollars cover:

- Travel — flights, accommodations, meals, ground transportation
- A dedicated vehicle — for appearances across Canada and the U.S., plus fuel and insurance
- Wardrobe & gear — clothing, saddles, chaps, hats, boots, jewelry
- Services — printing, salon, and media coverage Every contribution — large or small — keeps this tradition alive.

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The Impact

Miss Rodeo Canada does more than wave from the arena. She works alongside charities, mentors young women, and tirelessly promotes professional rodeo at every turn. This is a committed, hands-on program dedicated to preserving rodeo and the western way of life for generations to come.

The Reach

As a public figure, Miss Rodeo Canada commands attention. Media coverage, magazine features, and a robust social media presence put sponsors in front of a highly engaged audience:

- 100,000+ website views annually
- 10,000+ Facebook followers
- Active presence on Instagram and X (Twitter)
- Partner links across blogs and western lifestyle networks

Sponsorship means visibility – locally, nationally, and globally.

Partner With Us

We know you have choices when it comes to promoting your business. Our dedicated team ensures every sponsor receives outstanding recognition, now and in the future. As a volunteer, non-profit association, we welcome support in any form:

- Products
- Services
- Prizes & silent auction items
- Financial contributions (cash or in-kind donations)

Ready to join us?

Complete the attached Sponsorship Commitment Form and return it to Miss Rodeo Canada. We'd love to speak with you about this incredible opportunity.

Miss Rodeo Canada Sponsorship Opportunities

WORLD CHAMPION LEVEL

Monetary Donation or Gift-in-Kind of \$10,000+



Benefits include:

- Premier logo placement on the Miss Rodeo Canada website
- Direct link to your website with a featured company profile
- 4 social media posts per month (18 standard posts + 2 customized feature posts annually)
- Company recognition in all 840 CFCW radio advertising
- Full-page advertisement in the CFR Competition Program
- Premier large logo placement on the Miss Rodeo Canada sponsor truck
- Premier large logo placement on Miss Rodeo Canada autograph sheets
- Minimum of five (5) Miss Rodeo Canada appearances per year

PLATINUM LEVEL

Monetary Donation or Gift-in-Kind of \$7,500–\$9,999



Benefits include:

- Company logo on the Miss Rodeo Canada website with a link to your website
- 12 social media posts annually plus 1 customized feature post
- Company recognition in 840 CFCW radio advertising
- Company logo displayed on the Miss Rodeo Canada sponsor truck
- Medium logo placement on Miss Rodeo Canada autograph sheets
- Recognition in the CFR Competition Program
- Four (4) Miss Rodeo Canada appearances per year

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GOLD LEVEL

Monetary Donation or Gift-in-Kind of \$5,000–\$7,499



Benefits include:

- Company logo on the Miss Rodeo Canada website
- 12 social media posts annually plus 1 customized feature post
- Recognition in 840 CFCW radio advertising
- Company logo on the sponsor truck tailgate
- Company logo on Miss Rodeo Canada autograph sheets
- Recognition in the CFR Competition Program
- Three (3) Miss Rodeo Canada appearances per year



SILVER LEVEL

Monetary Donation or Gift-in-Kind of \$2,500–\$4,999

Benefits include:

- Company logo on the Miss Rodeo Canada website
- Company logo on Miss Rodeo Canada autograph sheets
- 6 social media posts annually plus 1 customized feature post
- Recognition in the CFR Competition Program
- Two (2) Miss Rodeo Canada appearances per year



TURQUOISE LEVEL

Monetary Donation or Gift-in-Kind of \$1,000–\$2,499

Benefits include:

- Recognition on the Miss Rodeo Canada website
- 4 social media posts annually
- Recognition in the CFR Competition Program
- One (1) Miss Rodeo Canada appearance per year



FRIENDS OF MISS RODEO CANADA

Monetary Donation or Gift-in-Kind valued at up to \$999

Benefits include:

- Recognition on the Miss Rodeo Canada website
- One social media post annually
- Recognition in the CFR Competition Program

Benefits of Sponsorship

Miss Rodeo Canada travels throughout Canada, the United States, and Australia during her reign, representing the western lifestyle and promoting the sport of rodeo at major competitions, agricultural events, community celebrations, trade shows, and industry functions. Along the way, she proudly represents the businesses and organizations that make the program possible, creating meaningful brand exposure and lasting connections with audiences across North America and beyond.

Growing Social Media Presence

Miss Rodeo Canada's social media following continues to grow each year, providing sponsors with valuable exposure through event coverage, engaging content, sponsor spotlights, and customized promotional posts. Your brand will be showcased to an active audience that is passionate about the western lifestyle.

Connect with a Loyal Community

The rodeo industry is built on loyalty, relationships, and community. Rodeo fans take pride in supporting the companies that invest in the sport they love, making sponsorship an effective way to build trust, strengthen your reputation, and create long-term customer relationships

Expand Your Reach

Miss Rodeo Canada represents sponsors at events across Canada, the United States, and internationally, helping introduce your business to new customers while increasing brand awareness well beyond your local community.

Year-Round Brand Exposure

With appearances at over hundreds of events annually, your business receives consistent visibility throughout the year. Sponsor recognition extends through rodeos, agricultural fairs, community events, trade shows, promotional materials, the Miss Rodeo Canada website, autograph sheets, and social media platforms.

A Professional Brand Ambassador

Bring Miss Rodeo Canada to your next event and create a memorable experience for your customers and guests. Whether it's a rodeo, grand opening, customer appreciation day, fundraiser, school visit, parade, or trade show, Miss Rodeo Canada serves as a knowledgeable and professional ambassador who proudly represents both the western industry and your business.

Support the Future of Rodeo

Your sponsorship is more than a marketing opportunity, it is an investment in the future of rodeo. By supporting Miss Rodeo Canada, you help preserve western heritage, inspire the next generation of ambassadors, and empower young women through leadership, education, and community involvement while promoting the sport across Canada.

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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: _____