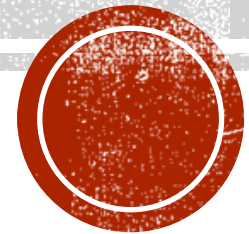


NAMING RIGHTS SPONSORSHIP OPPORTUNITY



Annual CTCPA National Finals

October 2024

Nutrien Western Event Centre / Calgary Stampede Grounds

Canada's Largest Annual Team Cattle Penning Competition

The Penning Season begins in March with the Regional finals in September, concluding with the

National Finals in October

Where the **best of the best** compete for the
National Titles

- This 5-day Competition is Open to the public



ALL THIS IS TO BE DONE
IN 60 SECONDS OR LESS.
PREFERABLY LESS.

Ten Class Reserve Champions



Team Penning

- In Penning, teams of three horse and rider combinations use their combined athleticism, horsemanship and general “cowiness” to humanely separate particular cows and herd them into the penning area in under 60 seconds.
- Time is of the essence in Penning, making this challenging sport even more exciting as the clock ticks.
- In seconds, the most skilled horses and riders can find their specified cow, separate it from the herd and move it to the penning area without ever touching the animal.
- Penning offers participants the opportunity to incorporate all of their working cow horse skills in a fast-paced, fun, team-oriented competition while embracing the roots of the western lifestyle.

ATHLETICISM | HORSEMANSHIP

*Courtesy of Chinook Team Penning
Association*





1200 - 1500 TEAMS

❑ 300-400 Teams per class

Classes:

Open Shootout

Open

10 Class

8 Shootout

7 Class

5 Class

Youth Class





CUSTOMIZED SPONSORSHIP

Your company is doing something amazing for your community.

Reach the most desired target audience; Active Professionals! Men, woman and youth!

A strategic sponsorship not only allows you to be seen by potential customers it also promotes that priceless marketing tool: *word of mouth.*





FAN LOYALTY

Naming this National Competition is an outstanding unique opportunity for your company to EVOKE warm feelings by associating your brand with a National Competition supported by organizations across the country.

This is one of the best ways to achieve an emotional connection and gain brand recognition with a captive audience who have active lifestyles. Be part of enhancing peoples lives by promoting a healthy and active community!





STAND OUT GET NOTICED! *PROVEN RESEARCH*

Shaping Consumer Attitudes and Enhancing Your Image

Companies look for ways to improve how they're perceived by their target audience.

Marketing data shows customers are more likely to invest and support businesses that support their interest and communities.

When competitors and spectators walk through the doors, they notice the prominent signage and on-site activations.

People notice businesses and services they see.





WE LOVE OUR SPONSORS

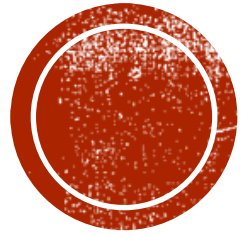
Our Sponsors provide the means by which we are able to extend so many opportunities to our members.

We offer exposure to a wide range of people across the country. They are professionals that work in your community.

These passionate members value and support the businesses that support their most cherished sport.

We appreciate the relationships we have cultivated with our sponsors.





NAMING SPONSOR MARKETING ASSETS



NAMING SPONSOR MARKETING ASSETS

- Name the Event “Rocky Mountain Equipment Canadian National Finals”
- Name to be on all Merchandise -hats, shirts, jackets, *etc.*
- Name on Awards
- Jumbo Banners (3) in Arena & Gala
- Name on Cattle Numbers
- Live sponsor voice mentions throughout the day. Once per hour - (minimum 8)
- [CCTPA Website](#) – company logo (link)
- Social Media recognition – [CCTPA Facebook](#) multiple mentions – pre & post event
- Presenter of Canadian Team Cattle Penning Hall of Fame Awards
- Media recognition – TV, Radio, Newspapers, SM
- Company Video Commercials running on Jumbotron (minimum 8)
- Live voice mentions throughout competition
- Clips from event on Jumbotron
- Programs – with naming/logo/advertisement
- Activation booth – option to hand out coupons /promo items /bags)
- Company Equipment on site
- Tickets (6) to Event Gala





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Ken or Karen Mix
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Canadian Team Cattle Penning Association's albums
2020 CTCPA NATIONALS SPONSORS

Thank you to all our sponsors!
October 4, 2020

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Like Comment Share



NAMING RIGHTS SPONSORSHIP INVESTMENT

- \$40,000
- All ad production costs included
(digital, video, print, banners)
- 1st right of refusal for 2025 Title Sponsorship Rights



CATTLE PENNING

A SPORT FOR EVERYONE



**JUST LIKE OUR
COMPETITORS,
WE WELCOME *ALL*
SPONSOR INVESTMENT
LEVELS**



SPONSORSHIP INVESTMENT LEVELS

MARKETING ASSETS	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Company Banner	✓	✓	✓	✓	✓
Program advertisement	✓	✓	✓	✓	
<u>Logo on CCTPA Website</u>	✓	✓	✓	✓	✓
Company recognized on <u>CTCPA FB</u>	✓	✓	✓		
Commercials on Jumbotron	✓	✓			
Name on Cattle Numbers	✓	✓	✓		
Live Voice Mentions during event	✓	✓	✓	✓	
Activation Booth	✓	✓	✓		
Vehicle/or Product Display on-site	✓	✓			
Tickets (6) to Event Gala	✓	✓			
Media recognition	✓				
Class Sponsor voice mentions - Class depends on investment	✓	✓	✓	✓	



A group of men wearing cowboy hats are riding horses in a line. They are in a penning event, with a red and white banner in the background. The men are wearing various colored shirts, including orange, green, and blue. The horses are brown and white. The scene is outdoors, and the men are looking towards the right.

On behalf of the Members of all
Canadian Penning Associations

A brown cowboy boot with a white horn and the text "THANK YA, PARTNER" in white. The boot is positioned on the right side of the image, partially overlapping the text box.

THANK
YA,
PARTNER

