The FUTURE looks bright

Be Part of It

CANADIAN COLLEGE RODEO ASSOCIATION

Their Future. Our Future. Our Western Heritage

SPONSORSHIP OPPORTUNITIES

canadiancollegerodeo.com

The FUTURE looks bright

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The 'Future is Lookin' Bright' for the newly renamed Canadian College Rodeo Association and its members.

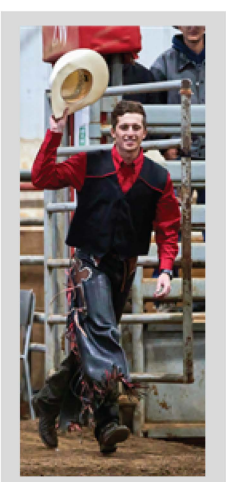
The CCRA is a non-profit rodeo association whose membership is exclusive to students that are attending a Canadian Post Secondary Educational Institute while obtaining a minimum 9 credits, a 2.0 GPA per semester, as well as being a member of one of our CCRA rodeo teams.

The CCRA has grown over the years, with an approximate 150 members, 7 rodeo teams, and 8-10 sanctioned rodeos qualifying the top 10 in each event to participant in the Canadian College Finals Rodeo (CCFR) being held the long weekend in May.

Be Part of It

CANADIAN COLLEGE FINALS RODEO

Our goal as an association is to elevate Canadian College Rodeo and make it the best we can.



Sponsorship Opportunities are now available for the upcoming Canadian College Rodeo Finals in May.

Our student athletes not only work hard at competing in their respective rodeo events, but have high standards of academics, community involvement and dedication to the sport, its future, and our western heritage.

Their Future, Our Future, Our Western Heritage

Why Support the Canadian College Rodeo Association and their finals?

The CCRA's membership is composed of students attending Canadian College and Universities who share a common passion for the sport of rodeo. The success of these young adults in the arena is mirrored with the importance of their post secondary education. Their future is in the hands of our future, and our western heritage.

Like final exams at the end of a semester, the Canadian College Finals Rodeo is the final test of skill, determination and character in each of their rodeo events. This important event is only made possible through the generosity of amazing sponsors and volunteers. Sponsorship money goes directly towards hosting the finals and awards for the best competitors in the association.

CCFR contestants come from all across Canada including the provinces of British Columbia, Alberta, Saskatchewan, Manitoba and Ontario. As a sponsor, you will have the opportunity to meet these contestants and help cheer them on along with their families, coaches, professional rodeo athletes and other fans all celebrating rodeo and our western heritage.

In return for your generosity your organization will be promoted both in the arena and out, through signage, program advertising, announcements and social media. It's a win-win for everyone, as the top 10 in each event goes head-to-head each performance in their events, and everyone enjoys visiting with friends, family, sponsors, volunteers and other fans.

CANADIAN COLLEGE FINALS RODEO

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UNIVERSITY & COLLEGE PROGRAMS
taken by past & current CCRA Athletes:

Accounting
Aircraft Maintenance Engineer
Animal Heath Technology
Animal Bio Science
Animal Science
Agribusiness
Agricultural Sciences
Ag Management
Ag Marketing
Automotive Service Technician
Bio Medical Science
Business
Carpentry
Civil Engineering
Commerce
Crop Technology
Dental Hygiene
Education
Education Masters
Electrician
Electrical Engineering
Environmental Science
Equine Therapy
Farrier Science
Financial Management
Hair Styling
Heavy Duty Equipment Tech
Heavy Duty Mechanics
Instrumentation Tech
Instrumentation Engineering
Kinesiology
Land Agent
Land Reclamation
Legal Assistant
Marketing
Massage Therapist
Medical Sonography
Millwright
Multimedia Production
Neuroscience
Nursing
Occupational & Physical Therapy Assistant
Petroleum Engineering
Plumbing
Power Engineering
Pre-Vet
Public Relations
Psychology
Real Estate Appraisal & Assessment Sciences
Social Work
Veterinary Medical Assistant
Welding
Western Ranch & Cow Horse
Wildlife & Rangeland Management

Responsible Students

CCRA students work hard to maintain minimum 2.0 GPA. They also possess strong farm values including responsibility and accountability to others, and an understanding of consequences.

"Most of the farm kids I have taught have been a pleasure to work with because they work well in groups, have a good work ethic, and a manageable ego."

George Gallant, Instructor DCM at Lethbridge College to then 2012 CCRA Team Roping Season Leader, Katy Lucas, current host and personality at the Cowboy Channel

Competitive Athletes

At the CCFR you are seeing the best collegiate rodeo athletes in Canada compete, many of whom go on to compete professionally after their college career .

"Participating in the CCRA taught me to prioritize my commitments and ensure that I was successfully meeting all of my school, rodeo and personal responsibilities. It taught me to persevere and be accountable for my actions. This helped me to find continued success both in and out of the rodeo arena."

Scott Guenthner, 6-time Canadian Finals Rodeo Qualifier, 4-Time National Finals Rodeo Qualifier, and CCRA Alumni

Bright Futures

When you combine a good work ethic, pride and accountability in your work, add in the will-to-win that competitive athletes have, you have the key to a successful future.

"College Rodeo can very well be the stepping stone to your future. Thirty five plus years ago I graduated from University and today I am still running my own successful marketing business and continue to be a competitive barrel racer. Balancing your education with the sport you love, is the first step in learning how to manage the rest of your life. Set goals. Work hard. Play hard. Meet new people. Do what you love. Enjoy life."

Carolynn Knapp owner/operator of Diamond K Marketing, UofL Management Degree Graduate, 3x Canadian Finals Rodeo Qualifier, and past CCRA member.

$5,000	PLATINUM	All Around Cowboy & Cowgirl Saddle Sponsors
$3,000	GOLD	Includes Banner Signage, Full Page Program Ad
$1,500	SILVER	Includes Banner Signage, 1/2 Page Program Ad
$500	BRONZE	Includes Business Card Sized Ad & Announcer Mentions
$100-$250	FRIENDS	Includes Program Business Listing

Sponsorship Details on Following Pages

SPONSORSHIP OPPORTUNITIES

$5,000	PLATINUM	All Around Cowboy & Cowgirl Saddle Sponsors Only two spots available for this Level
$3,000	GOLD	Includes Banner Signage, Full Page Program Ad

PLATINUM & GOLD Sponsors receive:

- **Five weekend passes**
- **Five Complimentary Programs** for you and your Guests.
- **Contestant Meet and Greet**: Meet the athletes you are supporting before one of the rodeo performances.
- **Prime Signage Spots**: Platinum & Gold level sponsors will receive prime signage locations on either the bucking chutes or roping chutes, the areas that fans look to most frequently throughout the rodeo performance. (Chute Banner to be provided by Sponsor)
- **Additional Signage**: You will also receive one additional banner along the arena fence. (Arena Banner to be provided by Sponsor)
- **Program Advertising**: Platinum & Gold level sponsors will receive a full page advertisement in the official CCRA Finals program. (Ad artwork to be provided by sponsor)
- **Announcer Mentions**: Not only will the audience's eyes be on your business, but their ears will tuned into your business thanks to the CCR announcer who will mention your company throughout all performances of the finals.
- **Social Media Mentions:** 3,000 Facebook Page Likes. Our Facebook page and Website reaches over 100,000 people in a year and an additional 15,000 on Instagram.

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SPONSORSHIP OPPORTUNITIES

$1,500	SILVER	Includes Banner Signage, 1/2 Page Program Ad

SILVER Sponsors receive:

- **Three weekend passes**
- **Free Complimentary Programs** for you and your Guests.
- **Contestant Meet and Greet**: Meet the athletes you are supporting before one of the rodeo performances.
- **Arena Signage**: Silver sponsors will receive a banner along the arena fence. (Arena Banner to be provided by Sponsor)
- **Program Advertising**: You will receive a half page advertisement in the official CCRA Finals program. (Ad artwork to be provided by sponsor)
- **Announcer Mentions**: Not only will the audience's eyes be on your business, but their ears will tuned into your business thanks to the CCR announcer who will mention your company throughout all performances of the finals.
- **Social Media Mentions:** 3,000 Facebook Page Likes. Our Facebook page and Website reaches over 100,000 people in a year and an additional 15,000 on Instagram.

$500	BRONZE	Includes Business Card Sized Ad & Announcer Mentions

BRONZE SPONSORS receive:

- **Four tickets to a rodeo performance of choice** at the CCRA Finals.
- **Four Complimentary Programs** for you and your Guests the evening you are attending the rodeo.
- **Program Advertising**: You will receive a business card sized advertisement in the official CCRA Finals program. (Ad artwork to be provided by sponsor)
- **Announcer Mention**: The CCRA's announcer will mention your company throughout all performances of the finals.
- **Social Media Mentions**: 3,000 Facebook Page Likes. Our Facebook page and Website reaches over 100,000 people in a year and an additional 15,000 on Instagram.

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$100-$250	FRIENDS	Includes Program Business Listing

FRIENDS SPONSORS receive:

- **Program Advertising:** You will receive your business listing in the official CCRA Finals program.
- **Social Media Mentions**: 3,000 Facebook Page Likes. Our Facebook page and Website reaches over 100,000 people in a year and an additional 15,000 on Instagram.

CONTACT US

Sponsorship Coordinator
Sylvia Trautman
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trautman.sylvia@gmail.com

or

Secretary
Jamie Kuzma
780-227-0553
canadiancollegerodeo@hotmail.com

Cheques can be mailed to
74 Milne Pl SE
Medicine Hat, AB
T1A 7P3

Due date for sponsorship: April 1, 2023

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We look forward to working with you on the opportunity to support Canadian College Rodeo Association Athletes.

Sponsorship Package Design by Diamond K Marketing