



2017 Sponsorship Opportunities



Hello Pete Knight Days Sponsors!

2017 is Canada's 150th birthday, as well as the 40th anniversary of Pete Knight Days, and our committee is working hard to celebrate with our biggest event ever, June 9th and 10th. As usual, we kick it off on Friday evening with an FCA rodeo performance and crowning of Pete Knight Royalty. Visit friends and neighbors Saturday morning at the Ag Society pancake breakfast, then watch the parade and afternoon rodeo performance. The Elks will rev it up immediately after the rodeo with their biggest, wildest demolition derby yet! 'Carnival for Kids at Heart' and an amazing face painter will keep the youngsters entertained throughout the afternoon. Party at the rodeo ground's open air bar to **Kixxin** on Friday night and **Nice Horse** on Saturday and don't worry about driving - catch the free bus back into town.

As you know, Pete Knight Days relies on financial support from Crossfield and area's valued corporate sponsors. When you sponsor Pete Knight Days, your business is supporting Crossfield's biggest annual event, and you get advertising exposure to over 3500 spectators and event participants. We welcome all support, and give special recognition to Event and Chute Sponsors, as well as Bronze, Silver and Gold level contributions. Your company name will be announced throughout the weekends' events and printed in rodeo programs, local newspapers, and on our Pete Knight Days website. Your corporate logo will be displayed in full color on the 100" TV during the rodeo, demo derby and dances.

As thanks for your support, all sponsors receive complimentary tickets to the rodeo, demolition derby, and dances. You also receive invitations to next year's Sponsor Appreciation Dinner and chute auction and the opportunity to win a beautiful Pete Knight Rodeo trophy buckle!

Thank you, in advance, for your continued support; we cannot put this event on without your help.

Ken Dixon
Crossfield Rodeo Society
Sponsor Committee Chairman
Ph. 403.620.4427

sponsor@peteknightdays.com

www.peteknightdays.com





Chute Sponsorship (includes 2017 Buckle)

There are seven (7) chutes to be auctioned off. Each chute will be awarded to the highest bidder. **The minimum starting bid is \$1000.** (If you are not able to attend the Sponsor Dinner and would like to place a bid by phone, please call Ken Dixon at 403-620-4427 before February 29 to arrange.)

Chute sponsorship includes the following:

- A Championship Buckle with the Chute number on it
- Your company name displayed prominently on a Bucking Chute during the rodeo
- Your company name announced throughout the rodeo
- Website, newspaper and program advertising (1000+ programs will be printed)
- 20 gate admission passes and 20 drink vouchers, valid for either Friday or Saturday
- Invitation to enter in the parade
- Dinner invitations with Drink Tickets for the annual Sponsor Appreciation Dinner
- Company name and/or logo displayed on PowerPoint sponsor loop during the Sponsor Appreciation Dinner

Rodeo Events - \$950

RODEO EVENTS

Bull Riding

Jr. Barrel Race

Jr. Breakaway Roping

Ladies Barrel Racing

Novice Horse Riding

Saddle Bronc

Steer Riding

Steer Wrestling

Team Roping Header

Team Roping Heeler

Tie Down Roping

Rodeo Event sponsorship includes the following:

- Your company name engraved on the Championship Buckle
- Your company name announced throughout the rodeo
- Your Corporate banner displayed in Rodeo infield (Dimensions: 8 ft. long x 2 ft. high).
- Website advertising
- Newspaper and Program advertising (1000+ programs will be printed)
- Company name and/or logo displayed on PowerPoint sponsor loop during the Sponsor Appreciation Dinner
- 16 gate admission passes and 16 drink vouchers, valid for either Friday or Saturday
- Invitation to enter in the parade
- 4 Dinner invitations with Drink Tickets for the annual Sponsor Appreciation Dinner



Gold, Silver, Bronze Sponsorships*

Sponsorship includes the following:

GOLD

<ul style="list-style-type: none"> Your Corporate banner displayed in Rodeo infield (Dimensions: 8 ft. long x 2 ft. high). Website advertising Newspaper and Program advertising (1000+ programs will be printed) Company name and/or logo displayed on PowerPoint sponsor loop during the Sponsor Appreciation Dinner 12 gate admission passes and 12 drink vouchers, valid for either Friday or Saturday. Invitation to enter in the parade Dinner invitations with Drink Tickets for the annual Sponsor Appreciation Dinner 	<h3>\$750.00</h3>
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SILVER

<ul style="list-style-type: none"> Your Corporate banner displayed in Rodeo infield (Dimensions: 4 ft. long x 2 ft. high). Website advertising Newspaper and Program advertising (1000+ programs will be printed) Company name and/or logo displayed on PowerPoint sponsor loop during the Sponsor Appreciation Dinner 8 gate admission passes and 8 drink vouchers, valid for either Friday or Saturday. Invitation to enter in the parade Dinner invitations with Drink Tickets for the annual Sponsor Appreciation Dinner 	<h3>\$500.00</h3>
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BRONZE

<ul style="list-style-type: none"> Website advertising Newspaper and Program advertising (1000+ programs will be printed) Company name and/or logo displayed on PowerPoint sponsor loop during the Sponsor Appreciation Dinner 4 gate admission passes and 4 drink vouchers valid for either Friday or Saturday. Invitation to enter in the parade Dinner invitations with Drink Tickets for the annual Sponsor Appreciation Dinner 	<h3>\$250.00</h3>
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* Contact Ken Dixon at 403-620-4427 or sponsor@peteknightdays.com regarding other sponsoring opportunities (e.g., parade, Kid's Amusement Centre, Fireworks, Dance)

* For **Royalty Sponsorship** email Bev MacArthur at royalty@peteknightdays.com
 For **Demolition Derby Sponsorship** email Al or Jason at derby@peteknightdays.com



2017 Sponsorship Payment Form

Please indicate your company's interest in becoming a 2017 sponsor* by filling in the information below - Save the document and e-mail, or print and fax this page. An invoice will then be sent to you.

Fax this form to:
Fax: 403-946-0347

OR

E-mail this form to:
sponsor@peteknightdays.com

YES I will sponsor the following (please fill out information beside the event you are sponsoring):

GOLD \$750

- Company Name: _____
- Contact: _____
- Phone: _____
- E-mail: _____

SILVER \$500

- Company Name: _____
- Contact: _____
- Phone: _____
- E-mail: _____

BRONZE \$250

- Company Name: _____
- Contact: _____
- Phone: _____
- E-mail: _____

OTHER (Minimum \$1000): Parade / Kid's Amusement Centre / Fireworks / Dance

I will sponsor* _____ in the amount of \$ _____

**Please indicate one of the above events (Parade / Kid's Amusement Centre / Fireworks / Dance) and enter amount (minimum amount \$1000 or "service or donation in lieu of").*

- Company Name: _____
- Contact: _____
- Phone: _____
- E-mail: _____

***** To be a **Royalty Sponsor** email Bev MacArthur at royalty@peteknightdays.com
To be a **Demolition Derby Sponsor** email Al or Jason at derby@peteknightdays.com