

APPENDIX A

**2025  
SPONSORSHIP  
PACKAGE**



**MAY 9 & 10  
COLD LAKE ENERGY CENTRE**



# EVENT BACKGROUND

Saddle Up for the First-Ever Indoor Broncs & Bulls in Cold Lake!

Y'all better dust off your boots and grab your hats—**Broncs & Bulls** is stampeding its way to the **Cold Lake Energy Centre on May 9 and 10!** This ain't your ordinary night out; it's the wildest, toughest, and most thrilling rodeo action you've ever seen in these parts.

For the **first time ever**, Cold Lake is bringing the excitement indoors, and it's all happening under one roof at the Energy Centre. You'll hear the roar of the crowd, feel the thunder of hooves, and witness the raw grit and determination of fearless cowboys as they face off against rank broncs and high-flying bulls. ***It's an adrenaline-pumping showdown you won't want to miss!***

This **unforgettable two-night event** is proudly presented by the **City of Cold Lake**, bringing a true Western spectacle to the Lakeland region. Whether you're a seasoned rodeo fan or a first-timer curious about the action, this event promises **edge-of-your-seat excitement**, family fun, and memories to last a lifetime.

## Why Saddle Up as a Sponsor?

- ✦ **Unmatched Visibility:** Your brand will be front and center, connecting with a vibrant, engaged audience of locals and visitors who love a good show and a good time.
- ✦ **Community Pride:** Be part of a landmark event that's putting Cold Lake on the map for world-class Western entertainment.
- ✦ **Lasting Impressions:** From arena banners to digital promotions, your name will ride alongside this event, leaving a lasting impression long after the dust settles.





# CHAMPION RIDER

Reserved for the ultimate partner, this level represents the pinnacle of sponsorship—the true champion of the event.

Like the cowboy who takes home the buckle, this sponsor leads the pack.



## Included:

- ◆ VIP Booth Seating for 12
- ◆ 12 VIP Passes Daily
- ◆ 24 VIP Bar drink tickets with exclusive table service
- ◆ Food provided (*appetizer style, bite-sized grub*)
- ◆ VIP parking passes and VIP gate entrance
- ◆ 12 tickets to the Saturday evening dance
- ◆ Chute Sponsor Signage & arena signage
- ◆ Daily live announcer recognition for the duration of the event
- ◆ Mentioned as the chute sponsor and randomly throughout the event
- ◆ Instant replay sponsor of your designated chute
- ◆ Logo on video screen
- ◆ Social media posts recognizing sponsor.
- ◆ Logo on all marketing material

**Availability: 4**  
**Investment: \$15,000**



# GOLD SPUR

This level is for those riding tall in the saddle, bringing prestige and honour to the arena. The Gold Spur symbolizes excellence and the drive to go the distance.



## Included:

- ✦ VIP Booth Seating for 4
- ✦ 4 VIP Passes Daily
- ✦ 8 VIP Bar drink tickets with exclusive table service
- ✦ Snacks provided (*bite-size grazing snacks*)
- ✦ VIP parking passes and VIP gate entrance
- ✦ 4 tickets to the Saturday evening dance
- ✦ Prominent arena signage
- ✦ Daily live announcer recognition for the duration of the event
- ✦ Logo on video screen
- ✦ Social media posts recognizing sponsor.
- ✦ Logo on all marketing material

**Availability: 10**  
**Investment: \$5,000**

## ✦ Silver Lariat Sponsors ✦

4 tickets per day

Preferred seating

In Arena Signage

Logo on Big Screen

Announcer Mentions

**Investment \$2,500**

## ✦ Bronc Buster Sponsors ✦

2 tickets per day

Preferred seating

In Arena Signage

**Investment \$1,000**



# LAKELAND



## BRONCS & BULLS

Sponsorship opportunities are limited, so don't wait—secure your spot today and ride with us as we bring Broncs & Bulls to life!



**For sponsorship inquiries, contact Chad Colbourne  
780-812-0910 or [sales@lakelandconnect.net](mailto:sales@lakelandconnect.net)**