



May 28th to 31st, 2026
Sponsorship Application Form
New ☐ Renew ☐

Fill in your business information below then simply select the event(s) you wish to sponsor and the level sponsorship from the tables below.

- Use the above QR code to **register online**.
- Donations of products, materials or services are welcome, please contact the Sponsorship or Committee Chair to discuss needed items (i.e. door/program prizes, give aways, water etc.).

COMPANY NAME: _____

COMPANY CONTACT NAME: _____ PHONE NO. _____

ADDRESS: _____

EMAIL: _____

Sponsorship Options:

Select the event you wish to sponsor:

- | | | |
|--|---|---|
| <input type="checkbox"/> Rodeo | <input type="checkbox"/> Cabaret | <input type="checkbox"/> Trade Fair Stage |
| <input type="checkbox"/> Parade | <input type="checkbox"/> Rodeo of Smiles | <input type="checkbox"/> Extreme Cowboy Competition |
| <input type="checkbox"/> Family Fun Night | <input type="checkbox"/> Classic Car Show | <input type="checkbox"/> Volunteer Appreciation |
| <input type="checkbox"/> Black Gold Days Kickoff Party | | |

Select level of sponsorship:

	Sponsorship Level	Sponsorship Option Examples of Sponsorship Opportunities	Amount
<input type="checkbox"/>	Day Sponsor	Day sponsorships (Thursday, Friday, Saturday and Sunday).	\$20,000 +
<input type="checkbox"/>	Diamond	Equipment sponsor (i.e. loaders, tractors, skid steer, light towers); Arena Sponsor (1).	\$5,000 +
<input type="checkbox"/>	Double Platinum	Chute, Entry and Exit Gates (8); Rodeo: Video Replay (Multiple options); Full Box Seats (1 box – 12 seats, 1 box – 10 seats); Activity Title Sponsor (i.e. Parade, Family Fun Night, Dance in the Dirt, Kick-off).	\$3,500 +
<input type="checkbox"/>	Platinum	Clown (1); Announcer (1); Announcer Booth (1); Production (Sound) (Multiple options: Rodeo, Cabaret, Rodeo Kick-off, Trade Fair)	\$3,300 +
<input type="checkbox"/>	Gold	Grand Entry (Multiple options: Rodeo); Stage (Multiple options: Cabaret, Rodeo Kick-off, Trade Fair); Equipment (Multiple options: Rodeo Kick off, Rodeo of Smiles, Rodeo); Entertainment (Multiple options: Rodeo, Dance in the Dirt, Cabaret, Rodeo Kick-off, Trade Fair).	\$2,750 +

Options continue on the next page

	Sponsorship Level	Sponsorship Option	Amount
<input type="checkbox"/>	Silver	EMS (Multiple options); Entertainment (Multiple options): (Rodeo - Trick Riders, Cabaret, Kick-off Party); Rodeo Program sponsor all 4 days (1); Rodeo Event Sponsor (10).	\$2,200 +

PLEASE INDICATE YOUR FIRST, SECOND & THIRD CHOICE EVENTS:

Tie-Down Roping	Break-away Roping	Team Roping - Heeler
Bareback	Ladies Barrel Racing	Team Roping - Header
Steer Wrestling	Bull Riding	Saddle Bronc
Novice Bareback / Novice Saddle Bronc		

<input type="checkbox"/>	Bronze	Entertainment – Family Fun Fair, Trade Fair	\$1,700 +
<input type="checkbox"/>	Buckle	Rodeo Program Prizes (Multiple options)	\$1,250 +
<input type="checkbox"/>	Boot	Single Day Rodeo Program Sponsor (\$750) (4 days)	\$750 +
<input type="checkbox"/>	Spur		Under \$750

IF APPLICABLE: SELECT WHICH DAY YOU WANT TICKETS (see packages page 3 or 4):

☐ THURSDAY ☐ FRIDAY ☐ SUNDAY AFTERNOON

SPONSOR SIGNATURE _____ DATE: _____

More information

1. Some sponsorships are limited and therefore are available on a first come first serve basis and at the discretion of the Black Gold Rodeo Committee.
2. Event Sponsorships are available on a first come first serve basis, with preference being given to returning sponsors. Please indicate your 1st, 2nd and 3rd preferences and you will be contacted by the Sponsorship Committee as to the event you will be sponsoring.
3. Sponsor to supply banner and flag. The Association can help get one fabricated.
4. Flags will be carried as number of riders permits.
5. Additional advertising options and upgrades are available to you. Please speak to Association contact.
6. Multiple opportunities for sponsoring entertainment and activities exist. Please contact the Sponsorship Chair for more information.

Please Note: Donations of products, materials or services are welcome, please contact the Sponsorship Chair or Committee Chair to discuss needs (i.e. door/program prizes, give aways, water etc.). Call 780-887-3235.

SPONSORSHIP ADVERTISING AND TICKET ALLOCATIONS

SPONSORSHIP LEVEL ¹	ADVERTISING			RODEO TICKET ALLOCATION
	RODEO PROGRAM AD SIZE	FLAG IN ARENA	BANNER AT EVENT ³	
Title or Day Sponsor² \$20,000 +	AS NEGOTIATED WITH ASSOCIATION	YES	YES	AS PER AGREEMENT
Diamond Sponsor^{2,4} \$5,000 +	FULL PAGE	YES	YES	10 Thursday Friday or Sunday Ticket plus 8 Cabaret Tickets
Double Platinum \$3,500 +	HALF PAGE	YES	YES	8 Thursday Friday or Sunday Ticket plus 4 Cabaret Tickets
Platinum \$3,300 +	HALF PAGE	YES	YES	4 Thursday Friday or Sunday Ticket plus 4 Cabaret Tickets
Gold \$2750 +	QUARTER PAGE	NO	YES	4 Thursday OR Sunday Ticket plus 4 Cabaret Tickets
Silver \$2,200 +	QUARTER PAGE (Program Sponsor name on cover)	Rodeo events only	YES	2 Thursday OR Sunday Ticket plus 2 Cabaret Tickets
Bronze \$1700 +	BUSINESS CARD AD	NO	YES	4 Thursday
Buckle \$1,250 +	BUSINESS CARD AD	NO	YES	2 Thursday Tickets
Boots \$750 +	BUSINESS CARD AD (Program Sponsor sticker with name on cover)	NO	NO	2 Thursday Tickets
Spurs under \$749	TEXT ONLY	NO	NO	0 TICKETS

¹ All sponsors will be listed as text in the Saddle Up Flyer.

² Logo on Brochures, Poster and Website

³ Banners will be displayed at the specific event and at the rodeo if the space is available.

⁴ Subject to availability, flag may be flown in the Leduc Black Gold Days Parade.

All sponsor received a black and white program advertisement with their sponsorship. The size of the advertisement is based on the level of sponsorship, see page 3. Program advertisement sizes are in the table to the Left. The table below outlines the cost associated with upgrading your program advertisement.

Program Ad Sizes	
Business Card (1/8 page)	3.5" x 2"
1/4 page	3.5" x 4.75"
1/2 page	7.5" x 5"
Full page	7.5" x 10"

Sponsor Options to Upgrade Advertisement

Upgrade Options	Cost	Upgrade Options	Cost
Upgrade from Business card size to 1/4 page Black and White (BW)	\$50	from 1/4 page BW to full page BW	\$150
from Business card to 1/2 page BW	\$100	from 1/4 page BW to 1/4 page color program center section ¹	\$100
from Business card to full page BW	\$200	from 1/4 page to full color 1/2 page program center section ¹	\$200
from Business card to full color 1/2 page program center section ¹	\$250	from 1/4 page to full color full page ¹	\$400
from Business card to full color full page ¹	\$450	from full page BW to full page full color ¹	\$250
from 1/4 page BW to 1/2 page BW	\$50		

¹ Color is only available on the inside cover, inside back cover, back cover and center section.

Notes:

- Ads should be black and white, pre-made and submitted in a **vector pdf or 300 dpi jpg format at 300 dpi.**
- If you need a new ad designed or require changes to an existing ad, please contact [Industrial NetMedia](#) for a quote.
- Ads for the Rodeo Program must be submitted to Industrial NetMedia by the following deadline:
May 2

Purchasing an Advertisements in the Program

Ad size	Cost	Ad size	Cost
Business card black & white ⁷ 3.5" x 2"	\$55	Business Card (1/8 page) color, 3.5" x 2"	\$110
1/4 page black & white ⁷ 3.5" x 4.75"	\$110	1/4 page color, 3.5" x 4.75"	\$220
1/2 page black & white 7.5" x 5"	\$165	1/2 page color in center section 7.5" x 5"	\$330
Full page black & white ⁷ 7.5" x 10"	\$275	Full page color ⁶ 7.5" x 10"	\$550