



SPONSORSHIP OPPORTUNITIES



VALLEY
WEST
STAMPEDE

Labour Day Weekend

August 31, September 1 & 2, 2024

Langley Riders Society Grounds, Langley, B.C.

See North America's top professional cowboys and cowgirls compete every day at 2:00 PM



The Fraser Valley's first - and only - CPRA-sanctioned rodeo



Our first year was awesome, and year two was even better!

JOIN US as we grow again in 2024!

If you came to the new Valley West Stampede in Langley on Labour Day weekend in our first two years, you already know how much fun we had and what a success this was for the Langley community and for professional rodeo in Canada

The Valley West Stampede is the perfect finish to the summer. Hosting three days of competition, Valley West Stampede is very proud to be a sanctioned rodeo with the Canadian Professional Rodeo Association. This ensures the audience will see the best professional cowboys, cowgirls, and four legged athletes; on this continent.

We started small and that was deliberate, in order to do it really well. The thousands who came to sit in the new bleachers were literally on top of the action. There are no bad seats. This intimate venue allows everyone a front row seat and access to all see everything up close.

Our goal in year two was to double our attendance from our first year in 2022. We did it! Plus we added 12 more food trucks, multiple more displays, trick riders, a rodeo queen representative and had live bands playing all day and night. In addition, we added onsite the Train Station Bar which geared up as soon as “the last bull bucked”.

We are already underway planning the 2024 Valley West Stampede and we hope you will consider partnering with us to make this year better again.

Langley is BC's self proclaimed horse capital. More than 9,800 spectators agreed with us in 2023, our spectators want and deserve our own home grown rodeo. We're proud to be community based and we hope you will accept this invitation to get involved.

Rodeo is about heritage, tradition and values. Becoming one of our high profile partners will help us make rodeo a reality here in Langley once again next September and for years to come.

Thank you, and I look forward to seeing you this Labour Day long weekend.

Sincerely,
Sheila Hicks

**President,
Valley West Stampede**



About Us

- VWS is the ONLY Canadian Professional Rodeo (CPRA) in the Fraser Valley
- In 2023 we had nearly 12,000 guests attend our 3 day event
- VWS Stampede is held annually on September long weekend, prior to kids going back to school. One of the weekends biggest events in Greater Vancouver.
- VWS attracts North America's Top Professional Cowboys and Cowgirls who compete annually to qualify for the Canadian Professional Rodeo Finals (Edmonton, AB) and National Finals Rodeo (Las Vegas, NV)
- We bring the Best Stock Athletes in Canada (Horses and Bulls) to compete in our rodeo - Kesler Championship Rodeo Stock Contractor – Canadian Stock Contractor of the year for the 2022 and 2023.
- VWS offers excitement and fun for all ages with 4 events: Bareback, Saddle Bronc, Barrel Racing, Bull Riding, We also offer Mutton Busting, Trick Riding and more.
- We offer over a dozen Food Trucks, Roping demos, Western Wear Clothing, Community Sponsor Tents, Hospitality Tent & Country and Western Music Entertainers for the whole family.



Our contestants are some of the Best in the World



Zeke Thurston

Hometown: Big Valley, Alberta
4 time World Champion Saddle Bronc
Professional Rodeo Cowboys
Association (PRCA)
(2016, 2019, 2022 & 2023)
4 time Canadian Professional
Rodeo Association (CPRA)
(2019, 2021, 2022 2023)

Sissy Winn

Hometown: Chapman Ranch, TX
2-time Wrangler National Finals
Rodeo Qualifier
Joined WPRA: 2017
Starting 2023 NFR in 11th place
2023 Earnings: \$109,022
Valley West Stampede
(Langley, British Columbia), \$6,002



Dawson Hay

Hometown : Wildwood, Alberta
4-time Wrangler National Finals
Rodeo Qualifier
Joined PRCA: 2017
Starting 2023 NFR in 5th place





Advertising and Marketing Activities

- GlobalBC TV
- Cowboy TV Channel over 42 million viewers
- Local Radio
- Local Newspaper
- Bill Boards and Reader Boards
- Local Advertising at over 180 businesses in the Fraser Valley Coffee News.
- Digital - Online/Mobile
 - Facebook Reach 262K
 - Instagram reach 25.8K
 - Website www.valleyweststampede.ca



SPONSORSHIP OPPORTUNITIES AND BENEFITS

Presenting Sponsor - \$25,000

(One exclusive sponsorship available)

Recognition in event title

“Valley West Stampede - presented by (sponsor)”

Logo on poster

Presenting sponsor recognition in all media and promotion

Twelve Weekend VIP Passes

Event Sponsorship \$10,000

(Only two events available: Saddle Bronc, Bareback)

Signs on the chute gate and inside the chute gate

Two 10-foot banners in the arena

Sponsor announcements

Eight Weekend VIP Passes

Logo on poster

Bucking Chute Sponsorship - \$5000

(Only six chute sponsorships available)

Signage on, and inside, the chute gate

Two 10-foot banners in the arena

Four Weekend VIP Passes

Logo on poster

Official Poster Sponsor \$3500

Two 10-foot banners in the arena

Logo on Valley West Stampede official poster

Four Weekend passes

Valley West Stampede Custom Sponsorship

Cash and Contra sponsorships are available. Contact us and bring your ideas to create a custom sponsorship package that works for you and helps gain exposure for your company.

All Banners - add taxes and productions costs



RODEO ARENA BANNERS -\$2,000 each

1- 10' X 3' Arena Banner

34 available

VENUE BANNERS - \$1,000 each

Fence banner located on site

10' X 3'

40 available

RODEO CLOWN SPONSORSHIP - \$3600

Jayson Charters

3 PERFORMANCES

RODEO ARENA TRICK RIDERS - \$4000

WILD ROSE TRICK RIDING TEAM

3 PERFORMANCES

GRAND ENTRY TEAM FLAGS - \$1,000 each

10 FLAGS AVAILABLE

VOLUNTEER T-SHIRT SPONSOR - \$3000



PLEASE NOTE:

FOR ALL BANNERS and FLAGS, ADD PRODUCTION COSTS AND APPLICABLE TAXES





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ValleyWestStampede.ca

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