



## 2026 SPONSORSHIP PROGRAM

Extreme Cowboy Racing is a rapidly growing and thrilling equine sport that captivates participants of all ages. Riders aged 7 to 70+ navigate obstacle courses with their horses, showcasing a blend of skills that are judged and timed for finesse, horsemanship and speed.

Extreme Cowboy Alberta boasts around 300 members spanning BC, Alberta, and Saskatchewan. Events are held in various arenas across Alberta, including the Cochrane Ag outdoor arena, the Bar U Ranch, and during the Leduc Black Gold Rodeo. Divisions cater to a wide range of riders, from Young Guns (7–11) to Pro (12+), and Ride Smart (55+), allowing participants to compete at their personal skill level. The club offers 10 divisions, with High Point and Season Champion buckles up for grabs, along with other prizes.

As a public event, Extreme Cowboy Alberta attracts strong in-person attention from riders, families, and spectators at venues across Alberta. Sponsorship recognition is primarily delivered on-site at events through arena banners, announcer mentions, event-day signage, and awards presentations. We also maintain sponsor recognition on our social media, website, and may periodically acknowledge sponsors online as our platforms are updated.

We know you have many avenues to advertise and promote your business, products, and services. Our dedicated sponsorship team will ensure you receive exemplary service in recognizing your sponsorship, both now and in the future.

As a volunteer, non-profit association we welcome any form of sponsorship including, but not limited to:

- Products
- Services
- Prizes / Silent Auction items
- Financial support (cash and donations)

Thank you for your time and consideration. We look forward to speaking with you about this incredible opportunity.

Sincerely,

**The ECA Sponsorship Team**

# Sponsorship Levels

## Bronze Sponsor

### Gift in Kind (value up to \$750)

- Name listed on shared sponsor thank-you banner displayed in the arena at race days
- Group sponsor recognition by the emcee during opening announcements
- Name or logo on ECA website sponsor page

## Silver Sponsorship

### \$500 – \$999

- Logo on shared sponsor thank-you banner displayed in the arena at race days
- Emcee mention during **one class** on race days (or equivalent scheduled mentions)
- Logo on ECA website sponsor page
- One ECA branded ball cap

## Gold Sponsorship

### \$1,000 – \$1,999

- Larger logo on shared sponsor thank-you banner displayed in the arena at race days
- Emcee mentions during **two classes** on race days
- Sponsor name on event-day signage (check-in / announcer area)
- Logo + link on ECA website sponsor page
- Two ECA branded ball caps

## Platinum Sponsorship

### \$2,000 – \$3,499

- Prominent logo on shared sponsor thank-you banner displayed in the arena at race days
- Emcee mention during **every second class** on race days
- Logo + link on ECA website sponsor page
- Two premium branded items (e.g., tumblers) *or* 1 premium + 2 caps (sponsor team will confirm options)

## Diamond Sponsorship

**\$3,500+**

- Exclusive sponsor option for a key show/date (as available)
- Largest logo placement on shared sponsor banner + dedicated sponsor sign at announcer booth
- Emcee recognition during each class on race days
- Optional: Named obstacle signage at events (logo sign at a featured obstacle)
- Logo + link on ECA website sponsor page
- Two jackets + 2 ball caps with sponsor logo (*subject to production availability*)



## Buckle Sponsorship -Per Division

**\$500 per division (15 Spots available)**

This category is separate from the sponsorship levels above.

- Sponsor may present the buckle at Provincials and Finals
- Emcee announcements recognizing sponsor during buckle presentation
- Sponsor name on the 2026 Event banner

### Available Divisions

- Young Guns
- Beginner Youth
- Beginner Novice
- Novice
- Green Horse
- Intermediate
- Non-Pro
- Youth
- Pro
- Ride Smart
- Open

### Finals Only

- Leadline
- Most Improved -Novice

- Most Improved- Beginner Youth
- Volunteer of the Year
- Horse of the Year

### **Other Sponsorship Options**

- **Obstacle Sponsor- \$400**  
Sponsor a specific obstacle for the year. Includes sponsor sign on/near the obstacle (“Obstacle sponsored by \_\_\_”) and scheduled announcer recognition.
- **Ribbon Sponsor- \$300**  
Sponsor ribbons for our club Finals. Includes “Ribbons sponsored by \_\_\_” signage at the awards table and announcer recognition during awards.
- **Best Dressed Cowboy/Cowgirl Award Sponsor- \$400**  
Sponsor a fun, high-engagement award. Includes awards table signage and announcer recognition at time of presentation (Club finals). Sponsor may present award (optional).
- **Sportsmanship Award Sponsor- \$400**  
Sponsor a community-focused award recognizing positive attitude/horsemanship. Includes awards table signage and announcer recognition at time of presentation (Club finals). Sponsor may present award (optional).

# 2026 Sponsorship Commitment Form

Thank you for your interest in becoming a sponsor of Extreme Cowboy Alberta.

Please complete the information below and send your form back to us at:  
**sponsorshipdirector@extremecowboyalberta.ca**

**Company Name:** \_\_\_\_\_

**Contact Info – Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Sponsorship Level:**

- Bronze (Gift in Kind up to \$500)
- Silver (\$500 – \$999)
- Gold (\$1,000 – \$1,999)
- Platinum (\$2,000 – \$3,499)
- Diamond (\$3,500+)

**Subtotal:** \$ \_\_\_\_\_

**Buckle Sponsorship (optional):**

- \$500 per division  
Division(s) sponsored: \_\_\_\_\_  
Number of divisions: \_\_\_\_\_ x \$500 = \$ \_\_\_\_\_

**Other Sponsorship Options:**

- Obstacle Sponsor - \$400 (Qty: \_\_\_\_ ) Subtotal: \$ \_\_\_\_\_  
Preferred obstacle (if applicable): \_\_\_\_\_
- Ribbon Sponsor - \$300 (Qty: \_\_\_\_ ) Subtotal: \$ \_\_\_\_\_
- Best Dressed Cowboy/Cowgirl Award Sponsor -\$400 Subtotal: \$ \_\_\_\_\_

Sportsmanship Award Sponsor - \$400 Subtotal: \$ \_\_\_\_\_

**Brief description of your Sponsorship** (Please include details of cash and/or products/services/prizes being provided.)

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**May we use your logo on our website/printed matter/event signage?**  Yes  No (If yes please include your logo in an email to sponsorshipdirector@extremecowboyalberta.ca)

Please note: Use of the ECA logo for any purpose must be approved by the Extreme Cowboy Association organization. Please contact us for permission prior to using the ECA logo.

**Totals:**

Total Cash Contribution: \$ \_\_\_\_\_

Estimated In-Kind Value: \$ \_\_\_\_\_

TOTAL COMMITMENT: \$ \_\_\_\_\_

BY SIGNING BELOW, I HEREBY ACKNOWLEDGE AND UNDERSTAND THAT MY PRODUCT OR SERVICE MAY NOT BE EXCLUSIVE AND THAT ALL CONSUMERS AND INDIVIDUALS ARE WELCOME TO SPONSOR.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 2026 at \_\_\_\_\_ (Town/City)

Signed by \_\_\_\_\_ (Print name) \_\_\_\_\_ (Signature)

**OFFICE USE ONLY:** Sponsor Level: \_\_\_\_\_ Term: \_\_\_\_\_

Use of ECA logo permitted: \_\_\_\_\_

Notes: \_\_\_\_\_  
\_\_\_\_\_