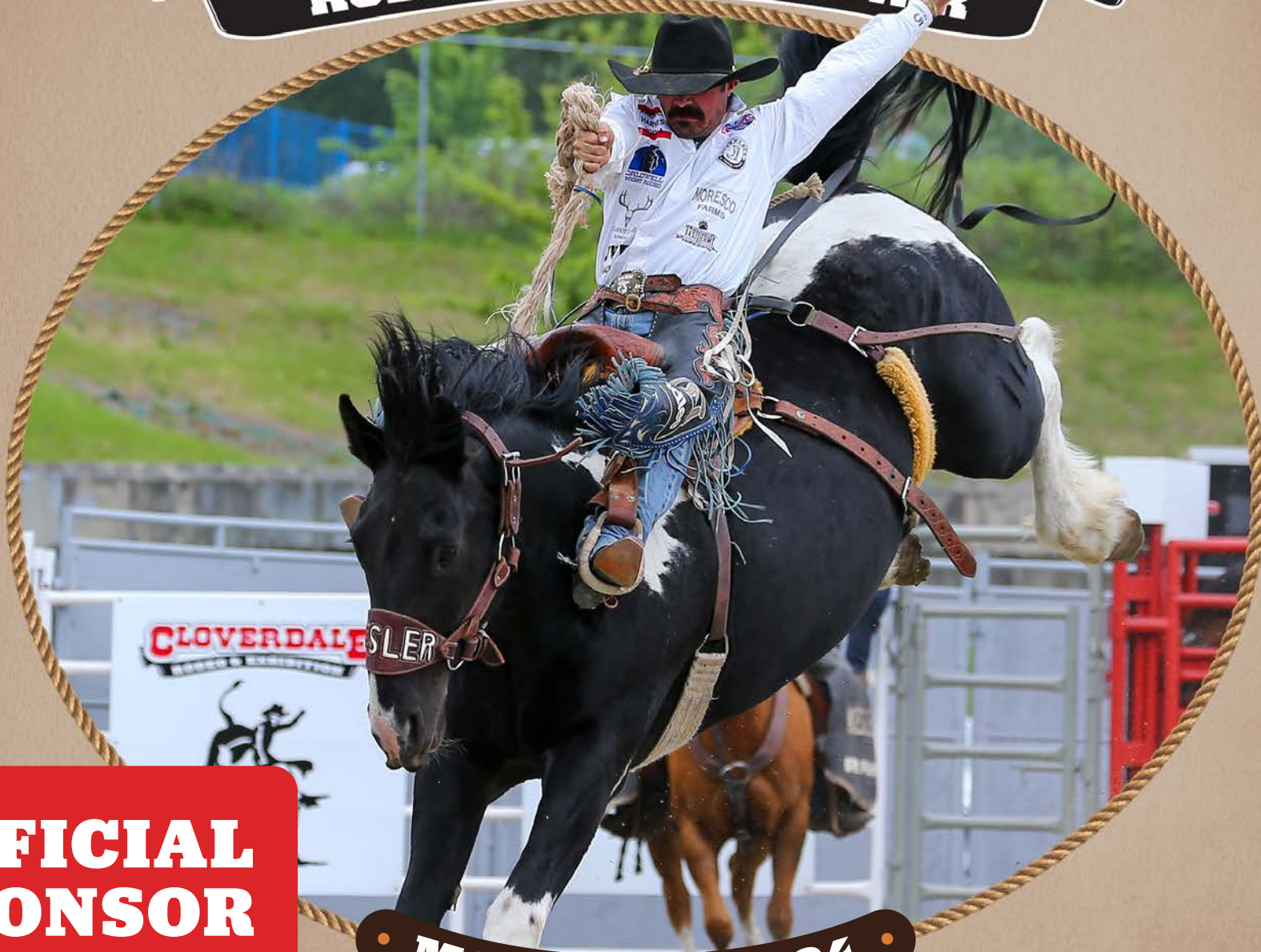


CLOVERDALE

RODEO & COUNTRY FAIR



**OFFICIAL
SPONSOR
PACKAGE**

MAY 17-20, 2024

www.cloverdalerodeo.com



A MESSAGE FROM OUR PRESIDENT

Greetings

Every May long weekend since 1946, the Cloverdale Rodeo and Country Fair has been a favourite community event, and 2024 will be no exception. The Rodeo and Country Fair will begin on Friday, May 17th and will run through Monday, May 20th 2024, marking the 76th Cloverdale Rodeo and 134th annual Country Fair. The City of Surrey and community involvement that week will contribute to making the event even bigger and better.

We are “Getting Back To Country” and we are passionate about preserving the deep history of Cloverdale and the community, through hosting this historic event. The Cloverdale Rodeo and Country Fair has been a longstanding part of the City of Surrey’s culture.

The annual Cloverdale Rodeo and Country Fair is community and volunteer driven. Every year, 300 volunteers contribute approximately 12,000 hours to ensure the success of the event. The four-day event generates more than \$10M in direct and indirect economic activity within the City of Surrey and surrounding communities. We welcome more than 70,000 visitors annually.

As the City of Surrey and its community grows, so does our event. This could not happen without the support of our new and long-term sponsors. We look forward to growing the Cloverdale Rodeo and Country Fair and hope you are as proud of the partnership we have created as we are.

Thank you, and I look forward to seeing you this May long weekend!

Sincerely,

Kathy Sheppard

President-Volunteer

Cloverdale Rodeo & Exhibition Association





LAND ACKNOWLEDGMENT

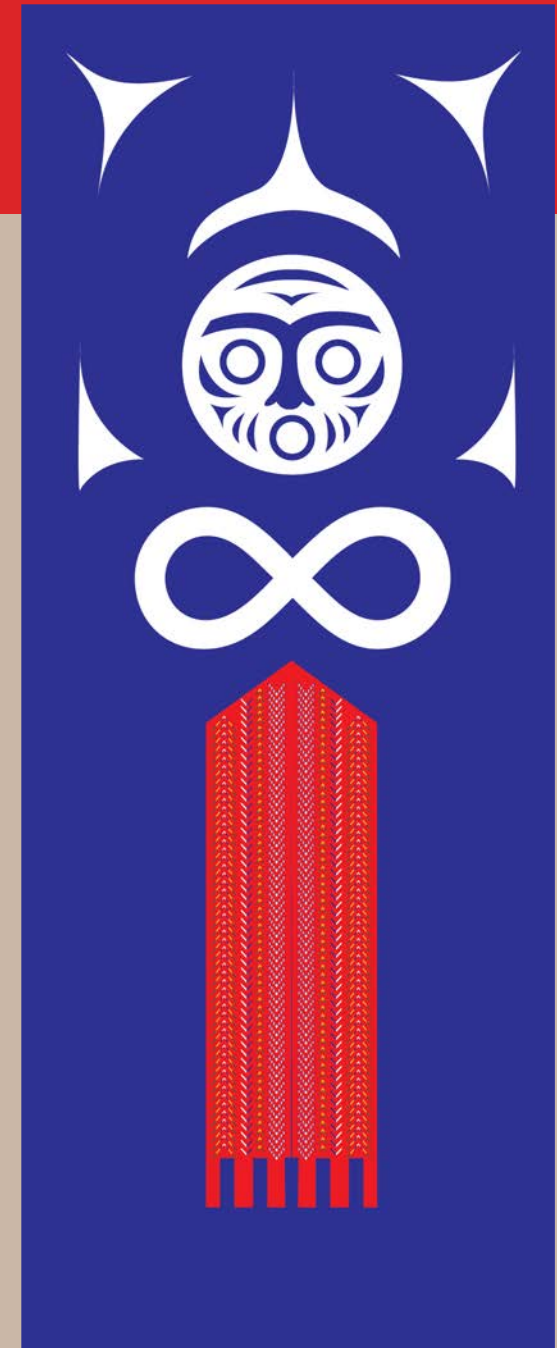
The Lower Fraser Valley and Exhibition Association-DBA Cloverdale Rodeo and Exhibition Association, which hosts the annual Cloverdale Rodeo and Country Fair, respectfully recognizes that it resides on the traditional territories of the Coast Salish peoples: Semiahmoo, Katzie and Kwantlen First Nations. Their histories, languages and cultures continue to influence and educate our vibrant and ever changing community.

We come with respect for this land, and for the people, past and present, who reside here. We highlight this history knowing that relationships and partnerships based on respect with the indigenous peoples of this land are important for truth and reconciliation.

SUPPORTED BY:



stałəw
ARTS+CULTURE





THE CLOVERDALE RODEO & COUNTRY FAIR

Celebrate the spirit of the great Canadian West every May long weekend in Cloverdale, British Columbia! This dynamic four-day extravaganza seamlessly blends tradition with modern excitement, captivating British Columbians and drawing visitors nationwide.

At the heart of the celebration, the Cloverdale Rodeo and Country Fair offers thrilling highlights, including Livestock Displays, Skateboard Competitions, and the renowned Cloverdale Invitational Rodeo featuring top-notch athletes. Dive into Live Family Entertainment, explore Commercial Displays, enjoy Midway Rides & Games, and relish delectable offerings from the Food Court & Food Trucks. The pulsating rhythm of Live Country Music Artists adds to the vibrant atmosphere.

Beyond being a mere event, it's a dynamic spectacle with an economic impact exceeding ten million dollars for the City of Surrey and its communities. Over 70,000 visitors converge, creating shared moments and memories that resonate long after the festivities conclude.

Join us for this condensed burst of excitement, where Cloverdale becomes the epicenter of adventure, seamlessly intertwining tradition and modern thrills!



EVENT DEMOGRAPHICS & ATTENDEE FEEDBACK



54%



46%

**AVERAGE
AGE: 33**



95%

**of attendees
from Lower
Mainland of BC**

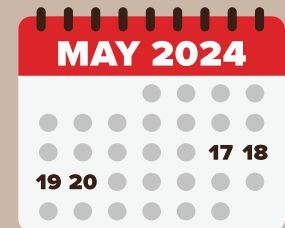


65%

**of attendees support
Cloverdale Rodeo &
Country Fair sponsors**

90%

**of attendees are
likely to attend
event next year**



91%

**of attendees
rated the event
as Good or
Excellent**



78%

**of attendees rated
level of customer
service as Good
or Excellent**



74%

**of attendees
rated the event
“Kid Friendly”**

SITE MAP



LEGEND

- | | | | | |
|---------------|---------------|----------------------------------|--|---|
| Entrance Gate | Marketplace | Hops & Vine Garden | Canadian Armed Forces | S&R Sawmills West Coast Lumberjack Show |
| Paid Parking | Coors Bar | Information Booth | All-star Wrestling | The Roundup Cookhouse & Beer Garden |
| First Aid | Water Station | Lordco Auto Parts Outdoor Stage | Freestyle Round-up Skateboard Championship | Pancake Breakfast Sunday @ 9:30am |
| Washrooms | Food | Animal Friendz Livestock Display | Buckaroo Barn | Indigenous Village |
| | | | Willowbrook Chrysler Ram Truck Display | |

CLOVERDALE

RODEO & COUNTRY FAIR
MAY 19TH - 22TH 2023

70,000
TICKETS
SOLD

4 SOLD OUT RODEO
PERFORMANCES

15,000
RODEO PERFORMANCE
ATTENDEES

FUN FACTS

4,600
BURGERS
DEVoured

125,000
MINI DONUTS EATEN

50,000
SLUSHIES SLURPPED

2,000
EARS OF
CORN
EATEN

Coors BEER
CONSUMED
30,000

5,000
LEMONADE DRINKS

45
PLACES
TO EAT

35
AMUSEMENT
RIDES

MARKETING FACTS

ESTIMATED PR VALUE
\$400,000

DIGITAL
ADS:
4.5M
IMPRESSIONS
ON YOUTUBE,
TIKTOK,
FACEBOOK
& INSTAGRAM



75 EARNED
MEDIA
MENTIONS

150+
PAID MEDIA
MENTIONS:

4 COOL NEW ATTRACTIONS



JRG ROUNDUP
COOKHOUSE &
HOPS & VINES



ALL STAR
WRESTLING



XPOGO STUNT
TEAM

BUCKAROO
BARN



INDIGENOUS
VILLAGE



CONTACT US:

Custom sponsorship agreements can be created to meet the distinct requirements of our corporate partners.

For more information on how to take part in this year's Cloverdale Rodeo & Country Fair please contact:

Sponsorship Programming

Jamie Rogers

Cloverdale Rodeo & Country Fair

jrogers@cloverdalerodeo.com

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 [@CloverdaleRodeoCountryFair](#)

www.cloverdalerodeo.com



