

CLOVERDALE

RODEO & COUNTRY FAIR



MAY 16-19, 2025

**OFFICIAL
SPONSOR
PACKAGE**

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 2025 will be no exception. The Rodeo and Country Fair will begin on Friday, May 16th and will run through Monday, May 19th 2025, marking the 77th Cloverdale Rodeo and 135th 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





BIG ONE

SUNBELT RENTALS

Super Sa...sal

Coors Original

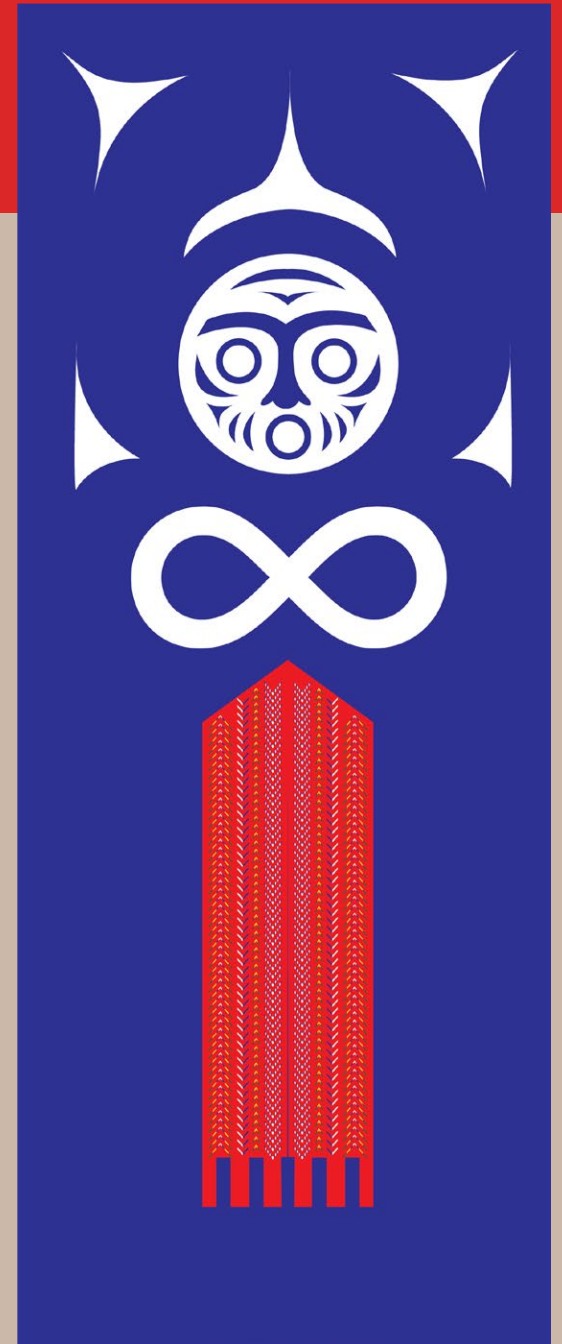
Coors Original

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:



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!





EXTREME DOG

EVENT DEMOGRAPHICS & ATTENDEE FEEDBACK



54%



46%

**AVERAGE
AGE: 33**

95%

**of attendees
from Lower
Mainland of BC**



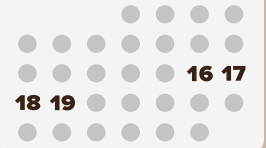
65%

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

90%

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

MAY 2025



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 17TH - 20TH 2024

70,000
TICKETS
SOLD

4
SOLD OUT RODEO
PERFORMANCES

18,000
RODEO PERFORMANCE
ATTENDEES

FUN FACTS

4,600
BURGERS
DEVoured

125,000
MINI DONUTS EATEN

50,000
SLUSHIES SLURPPED

2,000
EARS OF
CORN
EATEN

30,000
Coors BEER
CONSUMED

5,000
LEMONADE DRINKS Poured

45
PLACES
TO EAT

35
AMUSEMENT
RIDES

MARKETING FACTS

ESTIMATED PR VALUE
\$400,000



75
EARNED
MEDIA
MENTIONS

150+
PAID MEDIA
MENTIONS:

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

3 COOL NEW ATTRACTIONS

EXTREME
DOG SHOW

PIG
RACES

OUTDOOR CONCERT
WITH 54-40





PRESENTING SPONSOR

AVAILABILITY: 1
INVESTMENT:
\$75,000

Step into the Limelight! As the Presenting Sponsor of the Cloverdale Rodeo & Country Fair your organization will become a cornerstone of community leadership, prominently featured across all marketing and promotional endeavors. Benefit from full integration into the Cloverdale Rodeo & Country Fair's extensive publicity, marketing campaigns, and advertising initiatives, ensuring unparalleled visibility. Seize the opportunity to extend a warm welcome to all attendees, showcasing your brand's commitment to this iconic event. Position yourself as a pivotal force, aligning with the heart of the Cloverdale Rodeo & Country Fair and underscoring your organization's dedication to our vibrant community.

KEY BENEFITS:

- Recognized as the presenting sponsor of Cloverdale Rodeo and Country Fair
- Speaking opportunities on the CR Corral Stage
- Corporate flag carried by Rodeo Grand Entry Team during all five rodeo performances and parade.
- Opportunity to provide 20-30s video to be played on two video screens during the event
- Brand exposure on Rodeo Live Broadcast
- Logo featured on the header of every page of the website
- Mutton Bustin trophy presentation by your company representative
- Co-host recognition during the Rodeo Finalist Dinner
- Signage in rodeo arena (4 x 3'x15' banners supplied by sponsor)
- Logo on the entrance signage to the Stetson Bowl
- Logo on the Rodeo's daily info sheets
- Social media brand engagement (contests + posts)

BRAND RECOGNITION:

- Logo placement on website, poster and print ads
- Recognized in media releases
- Logo recognition on two video screens (on loop)
- Logo on event info kiosks
- Logo on event program and accreditation tags

EVENT ACCESS:

- 10 x 20 activation space
- 8 All Access weekend passes (Gate, Rodeo + Longhorn)
- 8 passes to the Stetson Suite (VIP lounge)
- 8 tickets to the Rodeo Finalist Dinner
- 4 tickets to the Longhorn (Fri, Sat + Sun)
- 8 Parking Passes



CLOVERDALE INVITATIONAL RODEO PRESENTING SPONSOR

AVAILABILITY: 1
INVESTMENT:
\$30,000

As the presenting sponsor of the prestigious Cloverdale Invitational Rodeo, you will step into the spotlight as the primary partner of an event that showcases ninety-six of the world's finest cowboys and cowgirls in an exhilarating, unique invitational rodeo format. This sponsorship opportunity offers exclusive access to align your brand with the pinnacle of rodeo athleticism, captivating audiences across five thrilling rodeo performances.

KEY BENEFITS:

- Recognized as the presenting sponsor of the Cloverdale Rodeo
- Recognized during opening ceremonies
- Corporate flag carried by Rodeo Grand Entry Team during all five rodeo performances and parade.
- Opportunity to provide 20-30s video to be played on Rodeo video screen during the event
- Brand exposure on Rodeo Live Broadcast
- Logo featured on Rodeo info page of website
- Co-host recognition during the Rodeo Finalist Dinner
- Signage in rodeo arena (4 x 3'x15' banners supplied by sponsor)
- Logo on the entrance signage to the Stetson Bowl
- Logo on the Rodeo's daily info sheets
- Social media brand engagement (contests + posts)

BRAND RECOGNITION:

- Logo placement website, poster and print ads
- Recognized in media releases
- Logo recognition on one video screen (on loop)
- Logo on event info kiosks
- Logo on event program and accreditation tags

EVENT ACCESS:

- 10 x 20 activation space
- 8 All Access weekend passes (Gate, Rodeo + Longhorn)
- 8 passes to the Stetson Suite (VIP lounge)
- 8 tickets to the Rodeo Finalist Dinner
- 4 tickets to the Longhorn (Fri, Sat + Sun)
- 8 Parking Passes

COUNTRY FAIR PRESENTING SPONSOR

**AVAILABILITY: 1
INVESTMENT:
\$30,000**

Elevate your brand to the forefront as the Presenting Sponsor of the dynamic Cloverdale Country Fair—an immersive celebration bursting with live entertainment, tempting food trucks, heart-pounding Midway rides & games, and a captivating array of attractions crafted to enchant diverse audiences of all ages. This is your chance to be the centerpiece of an exhilarating event that promises lasting impressions and cherished moments for everyone in attendance.

The Cloverdale Country Fair is a family-friendly extravaganza, welcoming guests to immerse themselves in a day of entertainment, culinary delights, and unforgettable experiences. Your sponsorship will directly contribute to creating lasting memories for fairgoers and fostering community engagement.

KEY BENEFITS:

- Recognized as the presenting sponsor of the Cloverdale Country Fair
- Corporate flag carried by Rodeo Grand Entry Team during all five rodeo performances and parade.
- Opportunity to provide 20-30s video to be played on Country Fair video screen during the event
- Logo featured on Country Fair info page of website
- Co-host recognition of the CRYIF Pancake Breakfast
- Logo on the entrance signage to fairgrounds
- Social media brand engagement (contests + posts)

BRAND RECOGNITION:

- Logo placement website, poster and print ads
- Recognized in media releases
- Logo recognition on one video screen (on loop)
- Logo on event info kiosks
- Logo on event program and accreditation tags

EVENT ACCESS:

- 10 x 20 activation space
- 8 All Access weekend passes (Gate, Rodeo + Longhorn)
- 8 passes to the Stetson Suite (VIP lounge)
- 4 tickets to the Longhorn (Fri, Sat + Sun)
- 8 parking passes
- 8 all day ride passes to the Midway

RODEO COMPETITION SPONSORS:

Sponsor the thrilling events at the Cloverdale Rodeo, aligning your brand with the pinnacle of rodeo athleticism.

Whether it's the adrenaline-fueled **Bareback Riding**, the heart-pounding **Saddle Bronc Riding**, the iconic **Bull Riding**, or the dynamic **Ladies Barrel Racing**, your sponsorship ensures visibility and showcases commitment to premier rodeo sportsmanship.

Gain exposure, emphasize dedication to rich traditions, and connect with diverse audiences as your brand becomes an integral part of the electrifying competitions, captivating spectators with the raw energy, skill, and determination displayed by rodeo athletes.

**CHOOSE
FROM ONE
OF THE
FOLLOWING:**



BAREBACK RIDING
\$15,000



SADDLE BRONC RIDING
\$15,000



BULL RIDING
\$15,000



LADIES BARREL RACING
\$15,000

KEY BENEFITS:

- Recognized as the official sponsor of one of the Rodeo competitions.
- Corporate flag carried by Rodeo Grand Entry Team during all five rodeo performances and parade.
- Logo featured on Rodeo info page of website
- Signage in rodeo arena (3 x 3'x15' banners supplied by sponsor)
- Logo on the entrance signage to the Stetson Bowl
- Logo on the Rodeo's daily info sheets
- Social media brand engagement (contests + posts)
- Logo on the Rodeo Replay Screen

BRAND RECOGNITION:

- Logo placement on website and poster
- Logo recognition on one video screens (on loop)
- Logo on event info kiosks
- Logo on event program

EVENT ACCESS:

- 10 x 10 activation space
- 6 All Access weekend passes (Gate, Rodeo + Longhorn)
- 6 passes to the Stetson Suite (VIP lounge)
- 6 tickets to the Rodeo Finalist Dinner
- 4 tickets to the Longhorn (Fri, Sat, + Sun)
- 6 Parking Passes

RODEO PROGRAMMING SPONSORS:

Position your brand as a key sponsor at the heart of the Cloverdale Rodeo.

Our Rodeo Programming Sponsorship covers the Clown, Bullfighters, Specialty Act, and Grand Entry Team -- features that entertain the rodeo arena.

Elevate to VIP status with the Rodeo Stetson Suite sponsorship, showcasing your commitment to luxury and rodeo excellence. Secure visibility as the sponsor of the **Rodeo Broadcast Booth**, **Bucking Chutes**, **Presentation Stage** or the **Video Replay Screen**, your brand takes the spotlight, captivating audiences and reliving every thrilling moment.

CHOOSE FROM ONE OF THE FOLLOWING:



STETSON SUITE

\$10,000



RODEO REPLAY SCREEN

\$7,500



PRESENTATION STAGE

\$7,500



ENTERTAINMENT ACTS
(Rodeo Clown, Bullfighters,
Specialty Act, Grand Entry Team)

\$7,500 / ACT



BROADCAST BOOTH

\$5,000



BUCKING CHUTES

\$5,000

KEY BENEFITS:

- Recognized as the official sponsor of one of the Rodeo Programming Sponsor opportunities
- Logo featured on Rodeo info page of website
- Signage in rodeo arena
- Logo on the entrance signage to the Stetson Bowl
- Logo on the Rodeo's daily info sheets
- Social media brand engagement (contests + posts)
- Logo on the Rodeo Replay Screen

BRAND RECOGNITION:

- Logo placement on website
- Logo recognition on one video screen (on loop)
- Logo on event info kiosks
- Logo on event program

EVENT ACCESS:

- 4 All Access weekend passes (Gate, Rodeo + Longhorn)
- 4 passes to the Stetson Suite (VIP lounge)
- 2 tickets to the Rodeo Finalist Dinner
- 2 tickets to the Longhorn (Fri, Sat, or Sun)
- 4 Parking Passes



COUNTRY FAIR FEATURE SPONSORS:

As a sponsor, align your brand with the key features of the Country Fair. Experience the lively vibe of the **Lasso Lounge**, a haven for live music and beer enthusiasts. The **Longhorn Saloon** is the ultimate dance destination with electrifying live country music acts. It's not just a venue; it's an immersive experience inviting guests to let loose. Explore the **Indigenous Village**, a cultural gem that pays homage to the rich heritage of our First Nations. The **Hops and Vines Garden** offers a unique space for brews and wines amid festivities. The **CR Corral Stage** promises electrifying performances, and the **Buckaroo Barn** symbolizes family-friendly fun.

CHOOSE FROM ONE OF THE FOLLOWING:



**CR CORRAL
STAGE**

\$15,000



**LONGHORN
SALOON**

\$15,000



**INDIGENOUS
VILLAGE**

\$10,000



**HOPS & VINE
GARDEN**

\$10,000



**LASO
LOUNGE**

\$7,500



**BUCKAROO
BARN**

\$7,500

KEY BENEFITS:

- Recognized as the official sponsor of one of the Country Fair Feature Sponsor opportunities
- Logo featured on Country Fair info page of website
- Prominent signage in your feature zone
- Social media brand engagement (contests + posts)
- Feature promoted on the Country Fair video screen

BRAND RECOGNITION:

- Logo placement on website
- Logo recognition on one video screen (on loop)
- Logo on event info kiosks
- Logo on event program

EVENT ACCESS:

- 10 x 10 activation space in your feature area
- 4 All Access weekend passes (Gate, Rodeo + Longhorn)
- 4 passes to the Stetson Suite (VIP lounge)
- 4 tickets to the Longhorn (Fri, Sat, or Sun)
- 4 parking passes
- 4 all day ride passes to the Midway

COUNTRY FAIR PROGRAMMING SPONSORS:

Elevate your brand's visibility and resonate with diverse audiences through our exclusive Country Fair Programming Sponsorship opportunities. Be the face of excitement as the proud sponsor of the **Rodeo Parade**, where your brand marches alongside the vibrant spectacle of Western tradition. Make an impactful statement by sponsoring the **Pro Wrestling Show**, captivating audiences with thrilling athleticism and entertainment. Align your brand with rugged prowess by supporting the **Logger Sports Show**, a celebration of strength and skill. Maximize visibility with the **Outdoor Video Screen** sponsorship, ensuring your brand takes center stage in this immersive outdoor experience. Seize these opportunities to connect with the community and leave an indelible mark on the Country Fair festivities.

CHOOSE FROM ONE OF THE FOLLOWING:



**RODEO
PARADE**
\$7,500



**PRO
WRESTLING SHOW**
\$5,000



**LOGGER
SPORTS SHOW**
\$5,000



**OUTDOOR
VIDEO SCREEN**
\$5,000



**BED
RACES**
\$5,000

KEY BENEFITS:

- Recognized as the official sponsor of one of the Country Fair Programming Sponsor opportunities
- Logo featured on Country Fair info page of website
- Prominent signage in your feature zone
- Social media brand engagement (contests + posts)
- Feature promoted on the Country Fair video screen

BRAND RECOGNITION:

- Logo placement on website
- Logo recognition on one video screen (on loop)
- Logo on event info kiosks
- Logo on event program

EVENT ACCESS:

- 10 x 10 activation space in your feature area
- 4 All Access weekend passes (Gate, Rodeo + Longhorn)
- 4 passes to the Stetson Suite (VIP lounge)
- 4 tickets to the Longhorn (Fri, Sat, or Sun)
- 4 parking passes
- 4 all day ride passes to the Midway



Coors
Original

LOVERDALE
RODEO & EXHIBITION

OFFICIAL IN-KIND SUPPLIER:

As an Official In-Kind Supplier your brand powers the event's success by providing top-notch equipment, essential supplies, or exemplary services. Your commitment ensures seamless operations and exceptional quality across various facets, contributing to the fair's overall excellence. Join us in shaping the event's success, elevating standards, and being an integral part of the Cloverdale Rodeo & Country Fair's journey towards excellence as the Proud Official Supplier of equipment, supplies, and services!

KEY BENEFITS:

- Recognized as an official In-Kind Supplier
- Social media brand mentions

BRAND RECOGNITION:

- Logo on the website
- Logo on event info kiosks
- One banner sign on fairground fence

EVENT ACCESS:

- 4 All Access weekend passes (Gate, Rodeo + Longhorn)
- 4 passes to the Stetson Suite (VIP lounge)
- 4 tickets to the Longhorn (Fri, Sat, or Sun)
- 4 Parking Passes



COMMUNITY PARTNER:

As the Community Partner your brand becomes a driving force in fostering local business and outreach initiatives within our community. Stand as a beacon of community support and unity with your sponsorship, showcasing your commitment to uplifting and empowering our local businesses and community outreach efforts. Join us in creating a legacy of community-driven excellence at the Cloverdale Rodeo & Country Fair, where your brand shines as a dedicated Community Supporter!

KEY BENEFITS:

- Recognized as an official Community Partner
- Social media brand mention

BRAND RECOGNITION:

- Logo on the sponsor page of the website
- Logo on event info kiosks

EVENT ACCESS:

- 2 All Access passes (Gate, Rodeo + Longhorn)
- 2 passes to the Stetson Suite (VIP lounge)
- 2 tickets to the Longhorn (Fri, Sat, or Sun)
- 2 Parking Passes



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

Shannon Day

Cloverdale Rodeo & Country Fair

sponsorship@cloverdalerodeo.com

  [cloverdalerodeo](#)

 [@CloverdaleRodeoCountryFair](#)

www.cloverdalerodeo.com

