

CANADIAN HIGH SCHOOL RODEO FINALS

2026-2028



Sponsorship Opportunities

PREPARED BY:

Alberta High School Rodeo Association

In partnership with the Vermilion Agricultural Society

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canadian-high-school-finals



VERMILION, ALBERTA CANADA

ABOUT US

The Canadian High School Finals Rodeo (CHSFR) is the pinnacle of youth rodeo in Canada, where the very best Junior High and High School contestants come together to compete for national titles.

Each year, the top five athletes from British Columbia, Alberta, Saskatchewan, Manitoba, and Ontario earn the right to represent their provinces and vie for the Canadian Championship at both the Junior High and High School levels.

Adding to the excitement, wildcard qualifiers from the North of the Border Showdown round out the roster, creating a maximum of 27 contestants per event. This ensures that every event showcases not only the provincial leaders but also talented athletes who fought their way back for a second chance at glory.

CHSFR features competitors from grades 5 through 12—the future stars of professional rodeo. These young athletes demonstrate the grit, determination, and sportsmanship that define the western way of life.

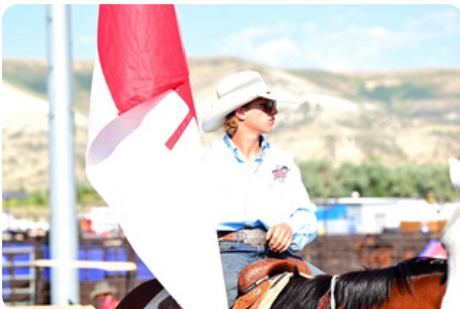
Alberta will proudly showcase these champions to the world through coverage on The Cowboy Channel and extensive social media exposure, giving sponsors unmatched visibility and connecting communities across North America.



Whether you're a local business or a national brand, your sponsorship is an investment in the next generation of Canadian champions.

By partnering as a sponsor, your company aligns with values that truly matter to our community - hard work, dedication, family, and the western lifestyle.

You'll not only receive visibility throughout the event but also make a direct and lasting impact by helping to honor these young athletes' achievements.



OUR PURPOSE

WHY WE DO IT

The Canadian High School Finals Rodeo is dedicated to:

- **Supporting Youth Excellence-** Providing opportunities for junior and senior high school rodeo athletes to compete at the highest level in Canada.
- **Honouring Tradition-** Preserving the values of western culture: hard work, integrity, and community.
- **Building Community Partnerships-** Creating meaningful sponsorship opportunities that connect businesses with families, fans, and future leaders.
- **Rewarding Achievement-** Recognizing and celebrating the champions of tomorrow with prizes that last a lifetime.



Our vision is to be the leading national showcase for high school rodeo in Canada —where young athletes from across the country come together to compete at the highest level, build lifelong friendships, and celebrate the spirit of the western lifestyle.

We are committed to fostering personal growth, sportsmanship, and leadership in youth through the values of hard work, respect, and community.

Through world-class competition and meaningful experiences, the Canadian High School Rodeo Finals will continue to inspire the next generation of rodeo champions while preserving and promoting Canada's rich rodeo heritage for years to come.

COMPETITION WEEK AT A GLANCE



NORTH OF THE BORDER SHOWDOWN

AUG 5 & 6, 2026

The **North of the Border Showdown** is part of the prestigious **NHSRA Western Legacy Series** - a select group of rodeos created with members in mind.

The Western Legacy Series was established to give Junior High and High School contestants additional opportunities to compete at high-caliber events outside of the National Junior High and High School Finals.

The North of the Border Showdown will feature:

- **Two Go-Rounds:** Wednesday, August 5 and Thursday, August 6, 2026.
- **Finalist Opportunities:** The top two qualifiers from each event advance to the Canadian High School Finals Rodeo (CHSFR), held Friday through Sunday, August 7-9, 2026.
- **Second Chance for Contestants:** Open to all eligible members, whether or not they've already qualified for CHSFR, the Showdown offers athletes a valuable second chance to secure their place in the Finals.



CANADIAN HIGH SCHOOL FINALS RODEO



AUG 7-9, 2026

The **Canadian High School Finals Rodeo** is the pinnacle youth rodeo event in Canada, showcasing the top competitors from five provinces. Over three days of intense competition, these athletes will battle for scholarships, prizes, and the honor of being crowned Canadian Champions. CHSFR will feature:

- **Three Go-Rounds:** Friday, Saturday, and Sunday.
- **Canadian Champions:** The athletes with the lowest total time or highest total score across all three rounds will be crowned champions in their events.
- **Scholarships & Prizes:** The top four athletes in each go-round will be recognized with a mixture of scholarships and awards, ensuring that excellence at every stage is celebrated.
- **All-Around Titles:** One All-Around Girl and one All-Around Boy will be named in both the Junior High and High School divisions. These titles honor athletes who have qualified in multiple events and proven their grit, versatility, and determination.

The CHSFR is more than just a competition. It is a celebration of youth, tradition, and the future of rodeo in Canada.

BEHIND EVERY CHAMPION... IS A SPONSOR WHO BELIEVED IN THEM

Hosting the Canadian High School Finals Rodeo (CHSFR) is an incredible honor and a major undertaking. Bringing together 300-400 of Canada's top youth rodeo athletes and their families for five days requires careful planning, world-class facilities, and significant financial investment.

To stage an event of this scale, we must cover costs that include:

- **Prizes & Scholarships** – Championship buckles, prizes and scholarships for top competitors.
- **Arena & Grounds** – Rodeo dirt, equipment, panels, livestock care, and facility rentals.
- **Production Costs** – Sound, lighting, announcers, timers, judges, and security.
- **Hospitality & Community Events** – Accommodations for contestants, volunteers, and officials, plus sponsor and community engagement areas.
- **Marketing & Media** – Programs, advertising, social media campaigns, and Cowboy Channel coverage to showcase our athletes across North America.

There is significant investment required from both the Alberta High School Rodeo Association and the Vermilion Ag Society.



Sponsors Are Essential

Ticket sales and contestant entry fees cover only a portion of these expenses. Sponsorships are vital to:

- Ensure every winning athlete is rewarded with prizes worthy of a national championship.
- Provide families and fans with a first-class experience in Vermilion.
- Give businesses the opportunity to connect with hundreds of families from across Canada and thousands of spectators.
- Preserve and promote the future of rodeo youth in our country.

Your support makes it possible to bring this event to life. By partnering with us, you are not only investing in the success of the CHSFR, but also making a lasting impact on youth, our community, and the western way of life.

RODEO EVENTS

JUNIOR RODEO EVENTS

Bareback Steer
Barrel Racing
Boys Breakaway Roping
Boys Goat Tying
Chute Dogging
Girls Breakaway Roping
Girls Goat Tying
Junior Bull Riding
Light Rifle
Pole Bending
Ribbon Roping
Saddlebronc Steer
Team Roping
Tie Down Roping

SENIOR RODEO EVENTS

Bareback Riding
Barrel Racing
Boys Cutting
Breakaway Roping
Bull Riding
Girl's Cutting
Goat Tying
Light Rifle
Pole Bending
Saddle Bronc Riding
Steer Wrestling
Team Roping
Tie Down Roping
Trap Shooting
Reined Cow horse

Canadian
High School Rodeo
Finals 2026

Between 300-400 competitors, together with their families, will come to Vermilion for five unforgettable days. This event is more than just a rodeo—it's an opportunity to showcase Vermilion and the surrounding region to visitors from across Canada. For sponsors, this is a chance to connect directly with families from every corner of the country, build brand loyalty, and make a lasting impression on rodeo fans and competitors alike.

SPONSORSHIP TIERS & BENEFITS



TITLE SPONSORSHIP – \$10,000

ONLY 1 AVAILABLE

The Title Sponsor is the premier partnership opportunity at the Canadian High School Finals Rodeo (CHSFR). With only one available, this sponsorship guarantees your business maximum visibility and exclusive recognition as the presenting partner of the largest youth rodeo event in Canada.

As the Title Sponsor, your company will be showcased before thousands of spectators, contestants, and families, while also reaching a broader audience through The Cowboy Channel, radio, social media, and online platforms. This is your chance to highlight your brand at a major Canadian youth rodeo hosted right here in Vermilion, Alberta.

Title Sponsor Benefits

- **Event Naming Rights** – Exclusive recognition as the presenting sponsor: “The Canadian High School Finals Rodeo presented by [Your Company]”.
- **Premium Commercial Exposure** – A 60-second commercial displayed on the big screen daily during performances, plus promotion across all CHSFR social media platforms and radio for a minimum of two months leading up to the event.
- **Arena & Announcer Recognition** – Multiple mentions at each performance from the rodeo announcers, with your brand featured as the top supporter of CHSFR.
- **Prominent Branding** – Your logo in the center of all major signage, event boards, and banners throughout the venue.
- **Awards Involvement** – Opportunity to be part of award presentations, with photos featured across social media, website, and press releases.
- **Program & Media** – A two-page feature ad in the official rodeo program, plus recognition across digital platforms and on The Cowboy Channel broadcasts.
- **Exclusive Hospitality** – Ten (10) complimentary rodeo passes, access to sponsor areas, and a reserved VIP seating section for your guests.
- **Trade Show Spotlight** – A premium booth location at the CHSFR Trade Show to showcase your products and services.
- **Community Leadership Recognition** – Featured as the lead partner in all sponsorship listings, press announcements, and community promotions.

The Title Sponsor represents more than just financial support—it is a statement of leadership, commitment, and belief in the future of rodeo youth.

SPONSORSHIP TIERS & BENEFITS



PLATINUM SPONSORSHIP – \$7,500

Platinum Sponsors receive exceptional visibility throughout the rodeo grounds and arenas. With high-frequency recognition and strong brand placement, this level is ideal for companies wanting top-tier exposure and association with excellence.

Platinum Sponsor Benefits

- **Premier Branding** – Logo displayed on arena signage, gates, and entry points.
- **Announcer Recognition** – Frequent daily mentions as a Platinum Sponsor.
- **Commercial Exposure** – 30-second commercial played before and during performances, plus one month of social media promotion.
- **Program & Digital Recognition** – Full-page ad in the rodeo program, plus website and social media exposure.
- **Hospitality** – Eight (8) rodeo passes and access to sponsor areas.
- **Trade Show Space** – Prime location to showcase your business during the event.
- **Award Presentation Opportunity** – Option to present select event awards, with photo recognition online.

Platinum Sponsors are recognized as key partners who help make the CHSFR experience unforgettable.



SPONSORSHIP TIERS & BENEFITS



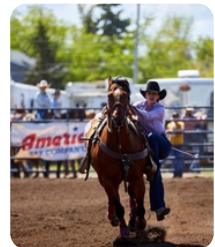
GOLD SPONSORSHIP – \$5,000

Gold Sponsors are essential partners in delivering a world-class rodeo experience for athletes, families, and fans. Your support helps fund contestant awards, event production, and operational excellence — ensuring every moment in Vermilion is unforgettable.

Gold Sponsor Benefits

- **Event Association** – Recognition as a Gold Sponsor of the Canadian High School Finals Rodeo.
- **Arena Recognition** – Frequent announcer mentions during performances throughout the week.
- **Brand Visibility** – Prominent signage and banner placement in both arenas.
- **Awards Participation** – Opportunity to present select awards, with recognition on social media and in photos.
- **Program & Media Exposure** – Half-page ad in the official rodeo program, plus logo featured on the CHSFR website, social media, and Cowboy Channel coverage.
- **Hospitality** – Six (6) complimentary rodeo passes and access to sponsor areas.
- **Trade Show Opportunity** – Option to showcase your business during the event.

Gold Sponsors help drive the professionalism, energy, and excitement that define the CHSFR.



SPONSORSHIP TIERS & BENEFITS



SILVER SPONSOR – \$2,500

Silver Sponsors are key contributors to the overall success of the Canadian High School Finals Rodeo (CHSFR). This level is ideal for businesses that want to show meaningful support while gaining strong visibility throughout the event, online, and within the community.

Your sponsorship helps enhance contestant experiences, improve event facilities, and ensure that fans enjoy a professional, family-friendly atmosphere.

Silver Sponsor Benefits

- **Event Recognition** – Acknowledged as a Silver Sponsor throughout the rodeo and in official event materials.
- **Arena Mentions** – Recognition by announcers during rodeo performances.
- **Signage & Branding** – Prominent signage placement in key spectator areas.
- **Program & Digital Exposure** – Half-page ad in the official rodeo program, plus logo featured on the CHSFR website and social media.
- **Hospitality** – Four (4) complimentary rodeo passes and access to sponsor areas.
- **Community Connection** – Recognition as a proud supporter of youth, sport, and the western lifestyle.

Silver Sponsors bridge the gap between local engagement and national exposure demonstrating strong community values while keeping their brand front and center throughout CHSFR.



SPONSORSHIP TIERS & BENEFITS



BRONZE SPONSOR – \$1,000

Bronze Sponsors form the foundation of community support for the CHSFR. This accessible level allows local businesses of all sizes to participate and gain recognition throughout the rodeo.

Bronze Sponsor Benefits

- **Program Listing** – Company name and logo featured in the official rodeo program.
- **Arena Mentions** – Recognition as a Bronze Sponsor during rodeo performances.
- **Online Recognition** – Logo featured on the CHSFR website and social media.
- **Hospitality** – Two (2) complimentary rodeo passes.

Bronze Sponsors demonstrate hometown pride and help ensure this national event is an unforgettable success for everyone involved.



SPONSORSHIP TIERS & BENEFITS



DIRT SPONSOR – \$3,000

2 OPPORTUNITIES AVAILABLE

Behind every great rodeo is great ground. The Dirt Sponsors ensure that both arenas are safe, well-prepared, and maintained to the highest standards for every contestant and animal. This sponsorship directly supports the groomer and groundskeeping crews that keep the rodeo running smoothly from start to finish.

Dirt Sponsor Benefits

- **Arena Recognition** – Public thank-you by the announcers each day for helping provide safe, well-ground.
- **Signage & Visibility** – Company logo displayed on the groomer and in the arena during performances.
- **Program & Website Recognition** – Featured as a Dirt Sponsor in the rodeo program and on the CHSFR website.
- **Hospitality** – Four (4) complimentary rodeo passes and access to sponsor areas.
- **Community Goodwill** – Direct recognition for keeping contestants and livestock safe. A sponsorship everyone appreciates.

Your sponsorship ensures that every ride, run, and performance happens on ground that's ready for champions.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

BULLFIGHTERS – \$3,000

1 OPPORTUNITY AVAILABLE

The bullfighters are the unsung heroes of the rodeo arena — the athletes who step in to protect contestants and livestock alike. This sponsorship honors their courage and ensures they have the support, equipment, and recognition they deserve throughout the Canadian High School Finals Rodeo (CHSFR).

Benefits

- **Naming Rights** – Exclusive recognition as the official “Bullfighter Sponsor” of CHSFR, plus each bullfighter will wear a jersey with your logo for the entire event.
- **Program & Media** – Your logo and name will be advertised in the program with the bullfighter bio’s plus logo on the CHSFR website and social media.
- **Hospitality** – Four (4) complimentary rodeo passes and sponsor area access.

Your sponsorship helps protect the athletes who make this sport possible — a true symbol of courage, commitment, and partnership.

PICK-UP MEN – \$3,000

1 OPPORTUNITY AVAILABLE

The pickup men are the heart of every rough stock event — ensuring contestant safety, assisting livestock, and keeping the show running smoothly. This sponsorship celebrates their skill and professionalism while showcasing your company’s commitment to rodeo excellence.

Benefits

- **Naming Rights** – Exclusive recognition as the official “Pickup Men Sponsor” of CHSFR.
- **Arena Recognition** – Frequent mentions throughout saddle bronc and bareback events.
- **Program & Media** – Your logo and name will be advertised in the program with the bullfighter bio’s plus logo on the CHSFR website and social media.
- **Hospitality** – Four (4) complimentary rodeo passes and access to sponsor areas.

Your sponsorship helps ensure rodeo performances run safely and professionally — while aligning your business with the values of teamwork and trust that define the sport.

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

IN-KIND SPONSORSHIP OPPORTUNITIES

MAJOR IN-KIND SPONSOR: \$5,000+
SUPPORTING IN-KIND SPONSOR* \$1,000-\$4,999

Not all sponsorships need to be financial — in-kind support is just as valuable in making the Canadian High School Finals Rodeo (CHSFR) a success. Businesses can provide goods or services that offset event costs, and their contribution will be recognized at a sponsorship level equal to the fair market value of what they provide.

Examples of In-Kind Needs

- **Equipment** (panels, tractors, water trucks, groomers)
- **Supplies** (printing, signage, fencing, feed, fuel)
- **Services** (catering, accommodations, photography, security)
- **Prize Donations** (gift cards, merchandise, auction items)

Recognition for In-Kind Sponsors

- **Valued at Sponsorship Level:** Contributions are assigned a sponsorship level matching their fair market value (e.g., a \$5,000 service = Event Sponsor recognition).
- **Program & Media Recognition:** Your business will be recognized in the official program, website, and social media as an In-Kind Sponsor.
- **Arena Acknowledgement:** Public thanks by announcers during rodeo performances.
- **Hospitality:** Complimentary passes corresponding to the sponsorship level of your contribution.

By contributing in-kind, your business helps us reduce costs, enhance the rodeo experience, and showcase community collaboration.



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ADOPT-AN-ATHLETE COMMUNITY PARTNER PROGRAM

Canadian High School Finals Rodeo | August 5-9, 2026 · Vermilion, Alberta

Be Part of the Rodeo. Be Part of the Community.

The Adopt-an-Athlete Community Partner Program connects local businesses with youth contestants from across Canada competing at the Canadian High School Finals Rodeo. It's an easy, affordable way to show community pride, welcome our guests, and keep activity flowing through Vermilion's downtown.

How It Works

- Adopt one or more athletes for \$150 each.
- Your support goes toward hospitality, contestant welcome packs, and local promotions.
- You'll receive a window poster proudly displaying your support:
- "Proudly Supporting CHSFR Athletes!"
- The CHSFR Committee will pair you with one or more athletes (based on availability).
- Athletes are invited, but not required, to stop in for a quick visit or photo. Their schedules can be demanding but your support matters whether or not a visit happens!

Business Benefits

- A window sign/poster featuring your adopted athlete ("Proudly Supporting [Athlete Name]").
- Recognition in the official rodeo program, website, and social media.
- Option to join downtown promotions like the Rodeo Passport or Window Spirit Contest.
- Increased visibility to hundreds of contestants, families, and fans visiting Vermilion.

What Businesses Can Expect

We'll make every effort to connect you with your adopted athlete(s) in advance of the event. Athletes may reach out directly, or you can tag each other online for fun social-media recognition. If an athlete can't visit, your contribution still directly supports their CHSFR experience, and your business remains part of the official recognition.

How to Participate

1. Choose how many athletes you'd like to adopt (\$150 each).
2. Complete the attached registration form or sign up online at [insert link].
3. Display your poster during rodeo week (Aug 5-9, 2026).

Questions?

Contact Lori Harder (780) 581-4387 or jl.harder@yahoo.com



THANK YOU

YOUR SUPPORT MAKES ALL THE DIFFERENCE!

