

Upper Peninsula Championship Rodeo



2026 Sponsorship Opportunities

See inside for: Rodeo Information • Sponsorship Levels • Video Board Advertisement



U.P. Championship Rodeo
105 Theodore St. Iron River, MI 49935
Tel: (906) 284-9680 • www.upprorodeo.com

U.P. Championship Rodeo

Celebrating our 58th year, the Upper Peninsula Championship Rodeo invites you to sponsor the only PRCA Sanctioned Rodeo in the State of Michigan. We have three action packed rodeo performances July 10-11, 2026 in Iron River, MI. Our sponsors are a huge asset to holding an event this large and we could not have such a successful rodeo year after year without their help.

Whether your business budget wants to claim a headline sponsorship or an arena sponsorship, we welcome you to become a part of our family. There are many ways for you to showcase your business at the rodeo including: video board sponsorship, banners, flag presentations in arena, print advertisement to 35,000 people, social media shoutouts and posts, TV advertisement, and much more! This is an opportunity for your business to reach new audiences across the Upper Peninsula and Northern Wisconsin and to help us make this year special for the community, sponsors, contestants, and spectators.

Becoming a rodeo sponsor is not only an opportunity to market your business, but it is also about giving back to the community. The U.P. Rodeo is devoted to giving back to our local community and in the last three years we have donated over \$37,500. By participating in the U.P. Rodeo as a sponsor you are also donating back to the community as well.

To guarantee you will be included in our print advertising, please return the sponsorship agreement by April 15, 2026. We appreciate your time and consideration for becoming a sponsor for the 58th U.P. Championship Rodeo!



U.P. Championship Rodeo

2026 Sponsorship Opportunities

Headline Sponsor - \$5,000

- Logo or business name on video board slideshow before all rodeo performances
- Commercial on video board – one video of 30 seconds or less. Will be shown a minimum of 2 times possibly up to 3, during preshow and rodeo for all 3 rodeo performances
(Commercials MUST be provided by the sponsor)
- Promotional announcements throughout rodeo performances
- Logo or business name on printed advertising as headline sponsor
- Logo or business name on Rodeo Ticket website as headline sponsor
- Advertising on TV ads
- 2' x 6' banner in the arena*
- 2 social media posts to our Facebook, Instagram, and X accounts with a following of over 8,900. 1 post promoting just your business and 1 post with all our rodeo sponsors
- Logo on U.P. Rodeo website with link to your business website
- 30 general admission tickets

Event Sponsor - \$2,500

Limited to 2 sponsors per event: Bareback Riding, Saddle Bronc Riding, Steer Wrestling, Team Roping, Tie Down Roping, Breakaway Roping, Barrel Racing, Bull Riding

- Logo or business name on video board slideshow before all rodeo performances
- Logo/ business name shown on video board before your sponsored event
- 2' x 3' flag run on horseback in arena before your designated sponsor event*
- Business announcement during sponsored event at each rodeo performance
- 2' x 6' banner in the arena*
- Logo or business name on printed advertising
- 2 social media posts to our Facebook, Instagram, and X accounts with a following of over 8,900. 1 post promoting just your business and 1 post with all our rodeo sponsors
- Logo on U.P. Rodeo website with link to your business website
- 15 general admission tickets

U.P. Championship Rodeo Sponsorships

Chute Sponsor - \$1,500

6 available - first come, first serve

- Logo or business name on video board slideshow before all rodeo performances
- Your business name displayed on 2' x 7' sign on chute in front of thousands*
- Promotional announcements throughout rodeo performances
- Logo or business name on printed advertising
- 2 social media posts to our Facebook, Instagram, and X accounts with a following of over 8,900. 1 post promoting just your business and 1 post with all our rodeo sponsors
- Logo on U.P. Rodeo website with link to your business website
- 10 general admission tickets

Parade Sponsor - \$1,500

- Your business name on banner in Wild West Parade
- Logo or business name on video board slideshow before all rodeo performances
- 2' x 6' banner in the arena*
- Promotional announcements throughout rodeo performances and Wild West Parade
- Logo or business name on printed advertising
- 2 social media posts to our Facebook, Instagram, and X accounts with a following of over 8,900. 1 post promoting just your business and 1 post with all our rodeo sponsors
- Logo on U.P. Rodeo website with link to your business website
- 10 general admission tickets

Arena Sponsor - \$500

- 2' x 6' banner in the arena*
- Logo or business name on printed advertising
- 2 social media posts to our Facebook, Instagram, and X accounts with a following of over 8,900. 1 post promoting just your business and 1 post with all our rodeo sponsors
- Logo on U.P. Rodeo website with link to your business website
- 5 general admission tickets

U.P. Championship Rodeo Sponsorships

Friends of the Rodeo - \$499 & Under

- Logo or business name on printed advertising
- 2 social media post promoting your business with all our rodeo sponsors to our Facebook, Instagram, and X accounts with a following of over 9,300
- Logo on U.P. Rodeo website with link to your business website

Challenge Sponsor - \$1,000 **3 available – first come, first serve**

****Can be sold independently or combined with another sponsor package****

One rodeo contestant from every event will be randomly selected to compete for \$100 at each performance. The cowboy or cowgirl will have the challenge to stay on for 8 seconds and receive a score or race to stop the clock receiving a time. It does not matter if they are the overall winner of the event, just if they complete their ride without getting disqualified. If the cowboy or cowgirl completes their challenge, they will receive \$100 in the rodeo arena. The business who sponsors this will be announced and on the video board during each event when the challenge rider is competing for one rodeo performance.

- Business mentioned 8 times during 1 rodeo performance
- Logo on video board each time the challenge rider is competing
- 2' x 6' banner in the arena*
- Logo or business name on printed advertising
- 2 social media posts to our Facebook, Instagram, and X accounts with a following of over 8,300. 1 post promoting just your business and 1 post with all our rodeo sponsors
- Logo on U.P. Rodeo website with link to your business website
- 7 general admission tickets



U.P. Championship Rodeo Sponsorships

Jumbotron Video Board Sponsor

****Can be sold independently or combined with another sponsor package****

A bright 11'x 20' Jumbotron Video Board that displays live action, instant replays, event leader board, and sponsor shoutouts. We will need a digital copy of your logo for any of these sponsorships (PNG/ JPEG format). Commercials need to be 1920 x 1080 formatted in .mp4. Email logos and commercials to info@uprodeo.com by April 15th.

Presenting Video Board Sponsor - \$7,500

- Logo on video board during rodeo
- Logo or business name on videoboard slideshow before all rodeo performances
- Commercial on videoboard – one video of 30 seconds or less. Will be shown a minimum of 2 times possibly up to 3, during preshow and rodeo for all 3 rodeo performances (Commercials MUST be provided by the sponsor)
- Promotional announcements throughout rodeo performances as official presenting video board sponsor
- Logo or business name on printed advertising
- Logo or business name on Rodeo Ticket website as presenting video board sponsor
- Advertising on TV ads
- 2' x 6' banner in the arena*
- 2 social media posts to our Facebook, Instagram, and X accounts with a following of over 8,900. 1 post promoting just your business and 1 post with all our rodeo sponsors
- Logo on U.P. Rodeo website with link to your business website
- 45 General Seating Tickets

Clocks (Timing Clock) - \$2,500

- Your logo on the video board during each live contestant run
- 15 General Seating Tickets

Instant Replay - \$2,000

- Your logo on the video board at the start and end of every replay
- 13 General Seating Tickets

Video Commercial - \$1,500

- Commercial on videoboard – one video of 30 seconds or less. Will be shown a minimum of 2 times possibly up to 3, during preshow and rodeo (Commercials MUST be provided by the sponsor)
- 10 General Seating Tickets

Leader Board Sponsor - \$1,500

- Your logo on the video board every time the event leaders and scores/times are displayed
- 10 General Seating Tickets

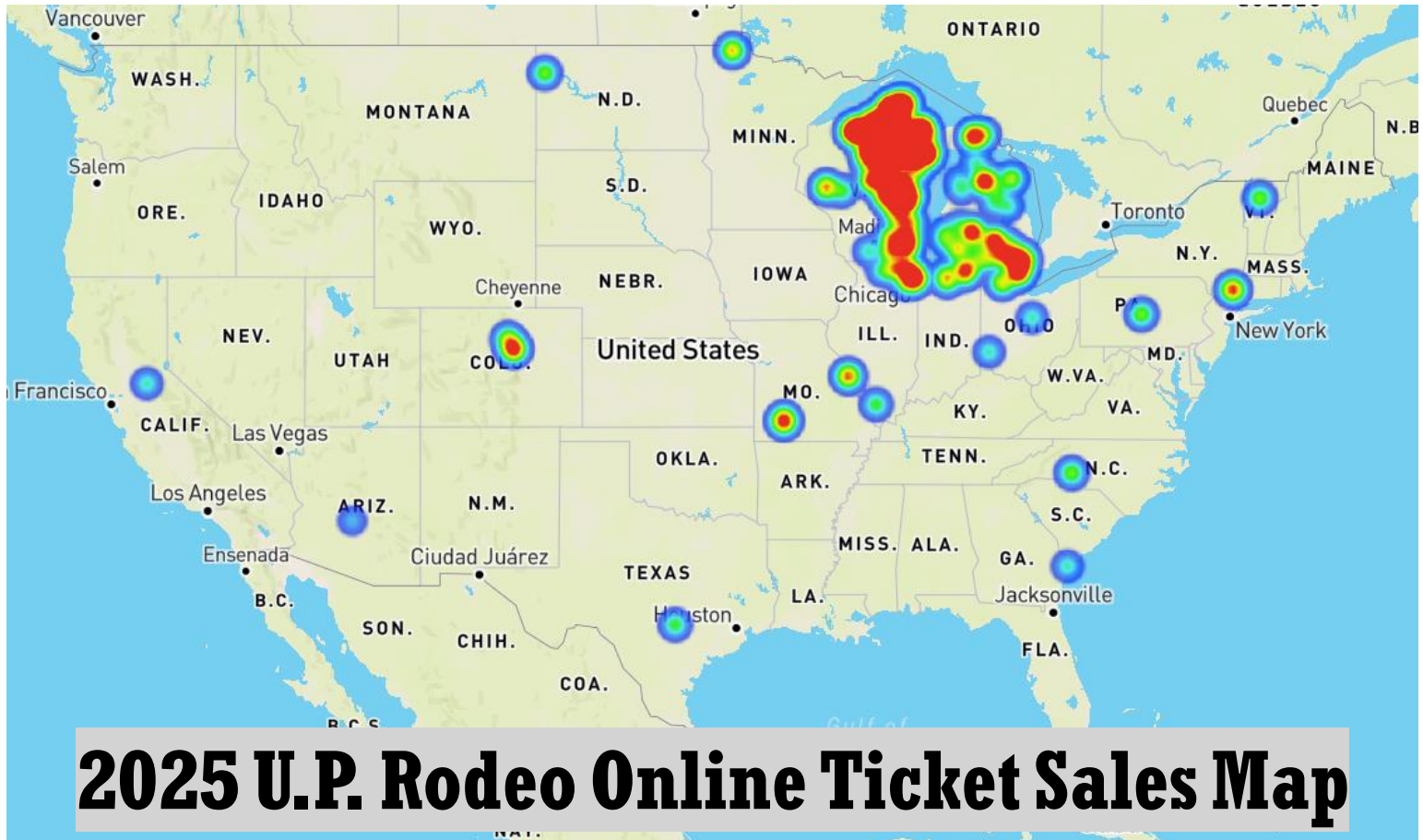
Kiss/ Fan Cam Sponsor - \$1,000 (pick 1 of the 3 options)

- Your logo on a custom overlay every time your kiss/fan cam is shown
- Options: Kiss Cam, Dance Cam & Beer Chug
- 7 General Seating Tickets

U.P. Championship Rodeo

2025 Report

U.P. Rodeo Tickets Purchased: 4,726



**Rodeo Attendees:
17 States**

(Cash sales not included on map)

**Rodeo Contestants:
19 States**

Facebook

**708,500 views
in 28 days**

Streaming TV

**178,502
impressions**

Display Ads

**222,077
impressions**

U.P. Championship Rodeo Sponsorship Agreement

Business Information

Business Name: _____
Address: _____
City: _____ State: _____ Zip: _____
Contact person: _____ Phone: _____
E-mail (Sponsor Tickets Sent To): _____
Web page: _____
Authorizing Signature: _____ Date: _____

Sponsorship Package

- ☐ Headline Sponsor.....\$5,000
☐ Event Sponsor.....\$2,500
Number your preference 1-8 on which event you want to sponsor
____ Bareback Riding ____ Saddle Bronc Riding ____ Steer Wrestling ____ Team Roping
____ Tie Down Roping ____ Breakaway Roping ____ Barrel Racing ____ Bull Riding
- ☐ Chute Sponsor.....\$1,500
☐ Parade Sponsor.....\$1,500
☐ Arena Sponsor.....\$500
☐ Friend of the Rodeo Sponsor.....\$499 or less
☐ Challenge Sponsor.....\$1,000
Number your preference 1-3 on which performance you want to sponsor
____ Friday 7:30 p.m. Rodeo ____ Saturday 1 p.m. Rodeo ____ Saturday 7:30 p.m. Rodeo
- | | |
|---|---|
| ☐ Presenting Video Board Sponsor.....\$7,500 | ☐ Video Board Commercials.....\$1,500 |
| ☐ Video Board Timing Clock.....\$2,500 | ☐ Video Board Leaderboard.....\$1,500 |
| ☐ Video Board Replays.....\$2,000 | ☐ Video Board Kiss/Fan Cam.....\$1,000 |
- Number your preference 1-3 on which fan cam you want to sponsor
____ Kiss Cam ____ Dance Cam ____ Beer Chug

Important Information

Ad requirements: Sponsor is required to furnish camera-ready copy or copy components no later than April 15th - 1920 x 1080 in size or larger. JPG or PNG files can be accepted. Video Board sponsors must submit a digital copy of your logo in .png or .jpeg format. Commercials need to be 1920 x 1080 formatted in .mp4. Email videoboard logos and commercials to info@uprodeo.com by April 15th.

*Flags, Banners and Chute Signs: Will be provided by U.P. Rodeo. If we need to order you one, we will be in contact with you for information. Banners will be no larger than 2' x 6', flags will be no larger than 2' x 3'.

Questions: Call Bernadette Coates 906-284-9680 or Caitlyn Looby 715-923-3265
Or email info@uprodeo.com

Please Mail this form and check to:

U.P. Rodeo Inc.
105 Theodore Street
Iron River, MI 49935

DEADLINE IS APRIL 15, 2026 – Any sponsorships received after this date are appreciated but not guaranteed all sponsor benefits.