



2023

SPONSORSHIP

JUNE 30 - JULY 3, 2023

95TH ANNUAL WORLD FAMOUS
WILLIAMS LAKE STAMPEDE







The Williams Lake Stampede

'WILDEST SHOW WEST OF THE ROCKS'

WILLIAMS LAKE STAMPEDE HISTORY IS LONG AND COLOURFUL.

Williams Lake is located in the heart of British Columbia's interior. It is the centre of a large service and trading area for a population of well over 50,000 people. It is the shopping and business centre for many in the ranching industry whose land and holdings spread in all directions from Williams Lake.

The stockyards in Williams Lake market the ranchers cattle from as far south as Clinton, as far north as Quesnel, as far west as Bella Coola and as far east as Horsefly. The town was just a spot on the map until the coming of the Pacific Great Eastern Railway in 1920. The coming of the railway coincided with the first real organized Williams Lake Stampede.

Today the rodeo is held on the same site as the 1st Annual production back in 1920 (the rodeo took a several year hiatus during the World Wars and recently 2 years for the COVID-19 pandemic). In the early days the cowboys were mostly local boys and girls who wanted a place to show off their cowboy talents, today's rodeo is a big professional show with cowboys from all over Canada, the U.S. and beyond coming to compete. The original concept is maintained by a locals only competition called the Ranch Challenge where cowboys from area ranches compete against each other for the years bragging rights as "the best cowboys".

The Williams Lake Stampede is the biggest community event held in Williams Lake each year, with a large draw of spectators from all over Canada, the USA and around the world. 2022 saw record crowds in attendance after a 2 year hiatus due to the COVID-19 pandemic.



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photography
alexis hewitt

DAY SPONSOR - \$10,000

DEDICATED DAY IN YOUR BUSINESS'S NAME

Only 4 available on a first come - first serve basis.

- Friday June 30, 2023
- Saturday July 1, 2023
- Sunday July 2, 2023
- Monday July 3, 2023

What's in your package:

- 3' x 8' Sign on Announcer Stand (sponsor supplied)
- 2 - 2' x 6' Banners in Arena (sponsor supplied)
- 1 Framed Limited Edition Poster
- 8 General Admission Vouchers for each performance
- 4 VIP Four Day Passes
- 2 VIP Four Day Parking Passes
- Logo with link on the WLSA website and Social Media
- Advertising on the Big Screen
- Advertising in Program and Day Sheets as the day sponsor
- Multiple mentions during each performance
- Exclusive Sponsor Swag
- Free Food and Beverage in the infield Hospitality Tent
- Flag flown during Grand Entry and throughout each Performance (sponsor supplies flag)

EVENT SPONSOR - \$6,000

DEDICATED EVENT IN YOUR BUSINESS'S NAME

Only 10 available on a first come - first serve basis.

- Bareback Bronc
- Tie Down Roping
- Saddle Bronc
- Steer Wrestling
- Ladies Barrel Racing - Logo on Barrel Covers
- Team Roping
- Bull Riding
- Breakaway Roping
- Novice Bronc Riding
- Junior Steer Riding

What's in your package:

- 3' x 8' Sign on Announcer Stand (sponsor supplied)
- 1 - 2' x 6' Banner in Arena (sponsor supplied)
- 1 Framed Limited Edition Poster
- 6 General Admission Vouchers for each performance
- 2 VIP Four Day Passes
- 2 VIP Four Day Parking Passes
- Logo with link on the WLSA website and Social Media
- Business name on event prize buckle
- Advertising on the Big Screen
- Advertising in Program and Day Sheets
- Multiple mentions during each performance
- Exclusive Sponsor Swag
- Free Food and Beverage in the infield Hospitality Tent
- Flag flown during Grand Entry and throughout each Performance (sponsor supplies flag)

MARSHALL SPONSOR - \$3,500

BUSINESS SIGN ON CHUTE GATE

Only 10 available on a first come - first serve basis.

What's in your package:

- 15" x 80" Sign on Chute Gate (sponsor supplied)
- 1 Framed Limited Edition Poster
- 4 General Admission Vouchers for each performance
- 2 VIP Four Day Passes
- 1 VIP Four Day Parking Passes
- Logo with link on the WLSA website and Social Media
- Advertising on the Big Screen
- Advertising in Program and Day Sheets
- Multiple mentions during each performance
- Exclusive Sponsor Swag
- Free Food and Beverage in the infield Hospitality Tent

DEPUTY MARSHALL GROOMER SPONSOR - \$2,500

BUSINESS SIGN ON GROOMER

Only 4 available on a 5 year committment

What's in your package:

- 1 sign on Arena/Track Groomer
- 1 Framed Limited Edition Poster
- 4 General Admission Vouchers for each performance
- 2 Sponsor Appreciation Day Passes
- 1 Four Day Parking Passes
- Listed on WLSA website and Social Media
- Listed in Program
- Mentioned during each performance
- Exclusive Sponsor Swag
- Free Food and Beverage in the infield Hospitality Tent

DEPUTY MARSHALL SPONSOR - \$2,500

What's in your package:

- 1 - 2' x 6' Banner in Arena (sponsor supplied)
- 1 Framed Limited Edition Poster
- 4 General Admission Vouchers for each performance
- 2 Sponsor Appreciation Day Passes
- 1 Four Day Parking Passes
- Listed on WLSA website and Social Media
- Listed in Program
- Mentioned during each performance
- Exclusive Sponsor Swag
- Free Food and Beverage in the infield Hospitality Tent

SHERIFF SPONSOR - \$1,500

What's in your package:

- 1 - 2' x 6' Banner in Arena (sponsor supplied)
- 1 Framed Limited Edition Poster
- 2 General Admission Vouchers for each performance
- 2 Sponsor Appreciation Day Passes
- Listed on WLSA website, Social Media and in Program
- Mentioned during each performance
- Exclusive Sponsor Swag
- Free Food and Beverage in the infield Hospitality Tent

DEPUTY SHERIFF SPONSOR - \$1,000

What's in your package:

- 1 - 48x80 Grandstand Sign (sponsor supplied)
- 2 General Admission Vouchers for each performance
- 2 Sponsor Appreciation Day Passes
- Listed on WLSA website, Social Media and in Program
- Mentioned during each performance
- Exclusive Sponsor Swag
- Free Food and Beverage in the infield Hospitality Tent

DEPUTY SPONSOR - \$500

What's in your package:

- 1 - 48x40 Grandstand Sign (sponsor supplied)
- 2 General Admission Vouchers for each performance
- 2 Sponsor Appreciation Day Passes
- Listed on WLSA website, Social Media and in Program
- Mentioned during each performance
- Exclusive Sponsor Swag
- Free Food and Beverage in the infield Hospitality Tent



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The Williams Lake Stampede

'WILDEST SHOW WEST OF THE ROCKS'

On behalf of the Williams Lake Stampede Association we are proud to present to you the 95th year, of the "World-Famous Williams Lake Stampede". The Association graciously thanks the business community of Williams Lake and area as well as all other companies for their support over the years, without whose involvement, the Stampede would not be possible. Contributions for sponsorship can be in the form of monetary values or "in kind"; all forms are greatly appreciated and recognized.

We hope you will participate by being our partner in this traditional event that has made our city the "Home of the World-Famous Williams Lake Stampede".

All sponsors are encouraged to attend the Hospitality Tent in the infield for free food and beverages throughout the weekend as well as to meet the contestants competing.

Sponsor Day on Sunday July 2, 2023 will allow all sponsors to watch the Stampede events from the Fred and Patty Thomas VIP stand.

All signage will remain the property of the WLSA, with the exception of banners.

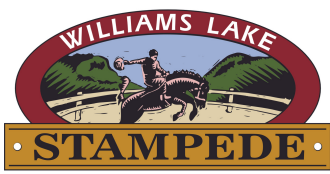
Sponsors with VIP parking passes are required to park in designated areas.

All sponsor levels are first come first serve.

Sponsor levels cannot be split or shared.

******ALL SPONSORSHIP MUST BE CONFIRMED NO LATER THAN APRIL 1, 2023******

www.williamslakestampede.com | info@williamslakestampede.com | 250-392-6585



2023 Sponsorship Agreement



Between _____ of _____ and _____
of **Williams Lake Stampede Association** for Sponsorship in the 2023 Williams Lake Stampede (June 30-July 3, 2023). This agreement is for _____ status and all the benefits stated for this status will be provided to the sponsor. In exchange for benefits provided, the sponsor agrees to pay the Williams Lake Stampede Association, \$ _____ (**cash**) or \$ _____ (**in-kind**).

Additional details in regards to this sponsorship include:

	Sponsorship Level: Please ✓
Sponsor:	<input type="checkbox"/> Day \$10,000+
Contact Person:	<input type="checkbox"/> Event \$6,000+
Address:	<input type="checkbox"/> Marshall \$3,500+
Phone:	<input type="checkbox"/> Deputy Marshall - Groomer \$2,500+
Fax:	<input type="checkbox"/> Deputy Marshall \$2,500+
Email:	<input type="checkbox"/> Sheriff \$1,500+
Webpage:	<input type="checkbox"/> Deputy Sheriff \$1,000+
	<input type="checkbox"/> Deputy \$500+

******ALL SPONSORSHIP MUST BE CONFIRMED NO LATER THAN APRIL 1, 2023******

Sponsor

WLSA

Date

Date