



2024

Be Part of the Action





2024 Sponsorship Opportunities

Dear Chuckwagon Fans,

Thank you for considering some of the opportunities to support our chuckwagon team heading into the 2024 race season.

Our fans and supporters are the reason we can do what we love, and we are forever grateful for the partnerships we make that allow us to run every season. Chuckwagons are not just about racing and entertainment, but about deep roots and love for the amazing equine athlete's we put to work.

I got into the sport of chuckwagon racing by following in the footsteps of my grandad Ron David. Growing up around the sport I always had an interest in being part of the action. After a 3 year stint in the Western Hockey League (WHL) as a defenseman for the Portland Winter Hawks, I hung up my skates and decided to go back to my roots and try my hand at Chuckwagon racing.

I now run along side my brother Chad Fike in the WPCA circuit, and my wife Tamara and our two daughters live on the road with me during the race season. Chuckwagon racing is not only a family sport, but a way of life for us.

To those who have supported us in the past, thank you for coming back. To those who are new we can't wait to create something great for you. We promise to do anything we can to make sure you know how much we appreciate the support you give us, we know without you none of this would be possible.





2024 Sponsorship Opportunities

Where Do Your Sponsorship Dollars Go?



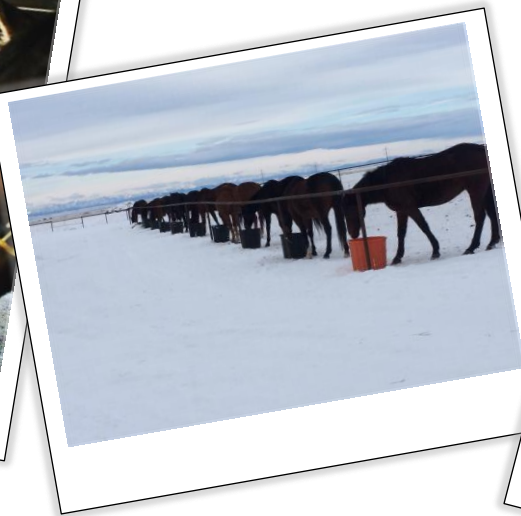
2024 Sponsorship Opportunities

□ Feed

- Our equine athletes are fed the highest quality diet to give them all the nutrients they need not only during race season, but all year long.
- Jordie will haul roughly 20 horses from show to show, but there are upwards 40 horses residing at Jordie's home at any given time. These include horses are still in training, old, trusted horses that are getting time off, and others on rest at specific times.
- All our horses get world class care with top quality feed and attention everyday, race season or off season.

□ Horse Care and Unexpected Expenses

- On the road, unplanned expenses arise on anything from wear and tear on equipment to vet bills for our horses.
- Regular care and maintenance of 20+ active racing horses alone is a huge expense day to day.
- We keep these equine athletes in top performance shape. At any point they need medical attention, or additional therapeutic care for health and maintenance, we do it.
- Jordie and his crew pride themselves on the care they offer their horses. Their needs always come first, no matter the cost.



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□ Fuel

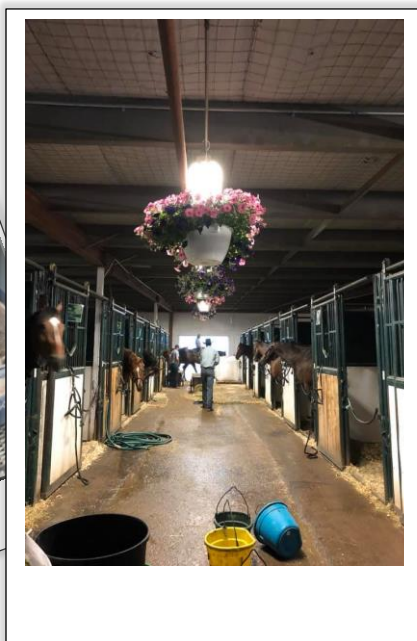
- For our semi truck /liner to haul 20+ horses to get from show to show during the race season.
- Wagon drivers live on the road with their families, so they also have a second vehicle on the road to bring their family and living accommodations along.

□ Wages

- Each year a barn crew is required to make sure all chores and horse related care is managed professionally everyday on tour.
- The logistics of multiple nights of racing and travelling around southern Alberta with wagons and horses are all taken care of by our world class team.

□ Improvements and Growth

- There is always room to improve and increase competitiveness of your chuckwagon outfit.
- Smooth operating equipment and horses of the best athletic ability are key to our success.
- Investments into modifying current equipment and purchasing new equine talent to add to our team are essential to remain competitive.
- Jordie is always keeping his eye on upcoming athletes that he sees potential in. He will take chances and invest in these animals, giving them a new purpose in life.
- All our horses have a story, and we love creating jobs and caring for these amazing animals.



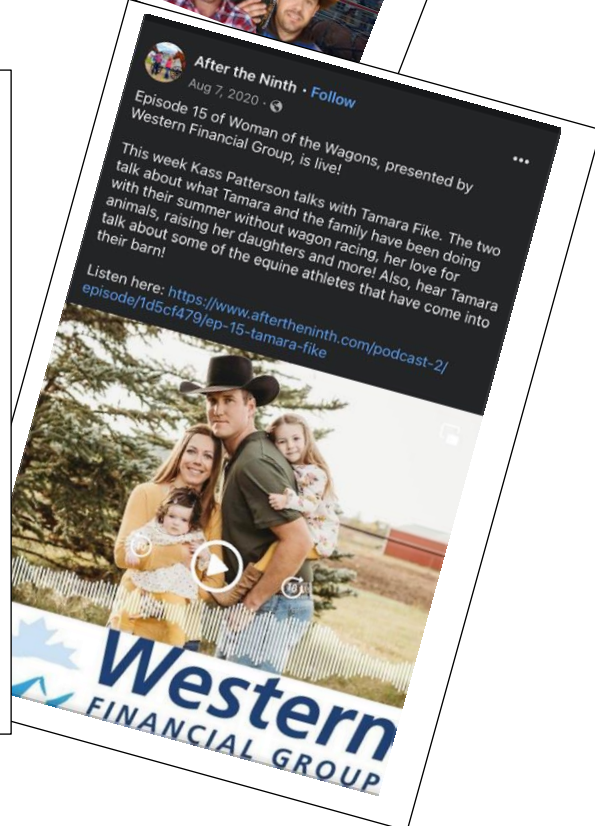
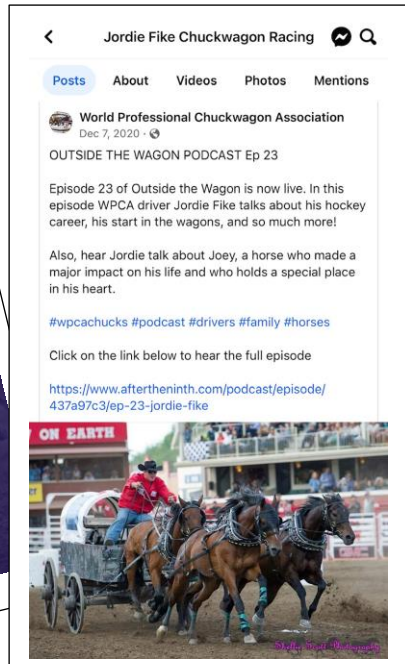
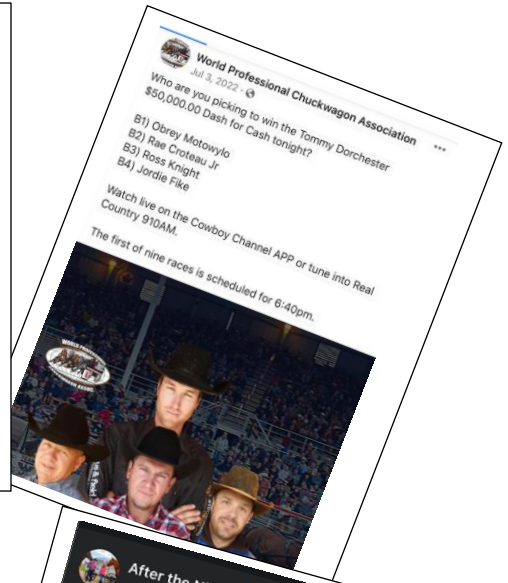
2024 Sponsorship Opportunities

Exposure For Your Company in Return



2024 Sponsorship Opportunities

Chuckwagon races, and drivers receive **Great Exposure** over the year with races being covered in local print and online news, broadcast on TV and Rodeo channels, and profiled on many social media outlets of sport promoters, fans and followers **All Year**.



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Some important **Demographics** when considering your sponsorship:

- Audience of 200,000+ people on the WPCA tour each year.
- Event attendance comes from a mix of urban (60%) and rural (40%) areas.
- Average age profile is 25-60 years of age (65% male, 35% female).
- Average family income is \$65,000 +
- Many families come to the WCPA because their events promote a family way of life and provides affordable family entertainment.
- Attendees tend to be loyal to the sport of Chuckwagons and lean towards favourable support of the various sponsors that are supporting drivers.

What Sponsors Have to Say:





2024 Sponsorship Opportunities

Be part of the action by becoming a **Canvas Sponsor** and secure your backstage pass to one of the most entertaining sports in the world!

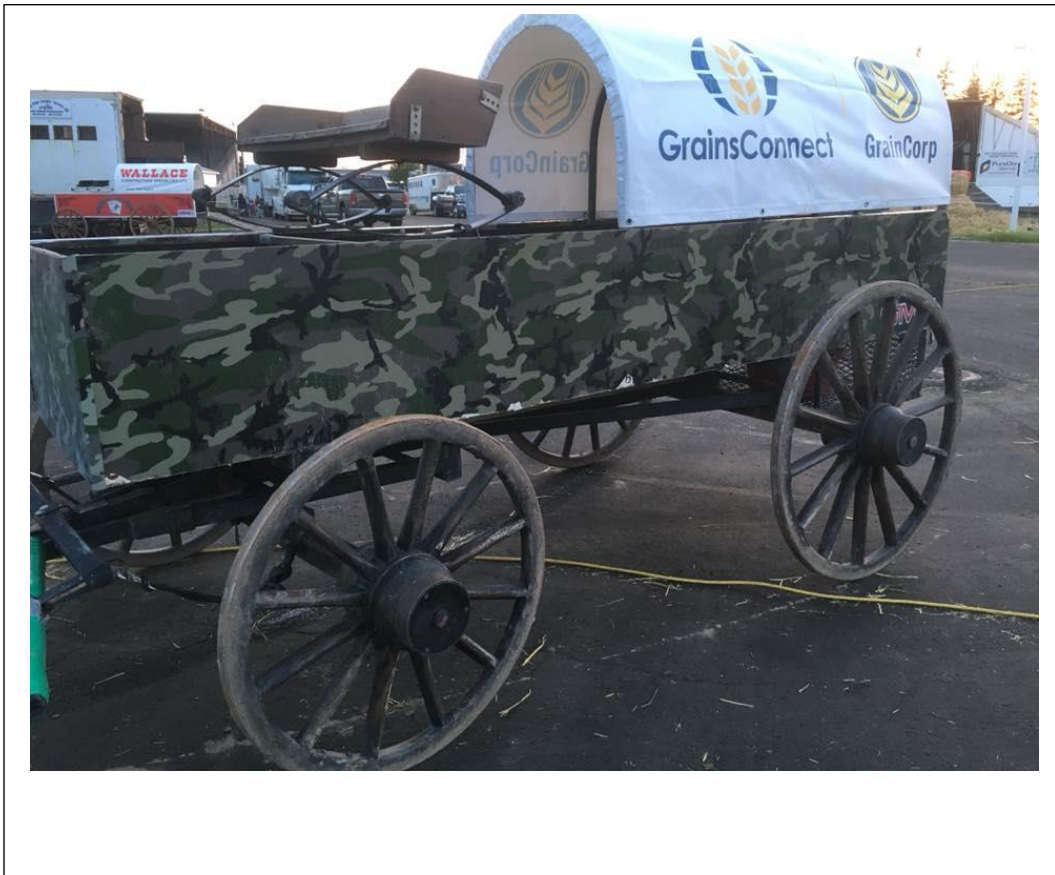
<i>Canvas</i> Sponsor	Dates	Days of Exposure	Investment
Grande Prairie (sold by auction)	May 29 – June 2, 2024	5 Days	Join us to bid: March 16, 2024
Bonnyville	June 6 - 9, 2024	4 Days	\$8500
Medicine Hat	June 20 - 23, 2024	4 Days	\$8500
Ponoka Stampede (sold by auction)	June 26 – July 1, 2024	6 Days	Join us to bid: May 3, 2024
Calgary Stampede (sold by auction)	July 5 - 14, 2024	10 Days	Join us to bid: April 11, 2024
Strathmore	August 2 - 5, 2024	4 Days	\$8500
Dawson Creek, BC	August 7 - 11, 2024	5 Days	C/S
Rocky Mountain House	August 15 – 18, 2024	4 Days	\$8500
Century Downs Finals, Balzac (sold by auction)	TBD		
High River	TBD		C/S

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Benefits of becoming a Canvas Sponsor include:

- ✓ Custom hosting packages will be arranged with each canvas sponsor to meet your hosting needs. Sponsors will receive up to 4 passes for 2 nights of races and barn tours. Your host dates will be arranged in advance, and we can work together and we will try to accommodate anything else your group would like to make sure you get the experience you are hoping for.
- ✓ Showcase your company and gain valuable brand exposure as your tarp races around the track each night.
- ✓ Chuckwagon races are a high-profile event with races being covered in local print and online news, broadcast on TV and Rodeo channels and profiled on many social media outlets of fans and followers.
- ✓ Generate quality sales and networking opportunities for those that attend the races with you.
- ✓ Opportunity for one-of-a-kind hosting and entertaining experience for staff, clients, or prospective clients.
- ✓ Building and maintaining your brand awareness.
- ✓ Enhancing your community presence on and off the track.
- ✓ An exciting opportunity to see the chuckwagon world behind the scenes.
- ✓ Logo Recognition in sponsor section of jordiefike.ca website with link to your company website.
- ✓ Monthly sponsors shout out (May – September) on Jordie Fike social media tagging your company.
- ✓ Video or other multimedia promotional content provided from your company shared on Jordie Fike social media.

Please note that this does not include the Calgary Stampede – we are happy to discuss what all this package includes separately





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But Wait, There's More!

We are also happy to discuss additional custom benefits to thank you for your support and help with your company success.

This can include a personal appearance from Jordie for company promotional initiatives, integrating sponsorship into existing or new promotional campaigns, creating cross promotion and networking opportunities with other sponsors and more!

Each show includes different sponsorship perks and options provided by the specific venues. We are happy to discuss details of any of the specific event locations you are interested in to help you make your decision.

Once you have chosen the event and committed your sponsorship, we will finalize all your perks and work together to design your tarp. Just provide your graphics and we'll have something designed that meets your approval. Please note your total sponsorship amount includes the cost of the tarp and gst will be added.





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We also have other **Exciting Opportunities** of support that can create great exposure for you.

<i>On the Road</i> Partner	"Champion" \$2500	"Aggregate" \$2000	"Day Money" \$1500
Logo Recognition in sponsor section of jordiefike.ca with link to company site.	X	X	X
Monthly sponsors shout out (May – September) on Jordie Fike social media tagging your company.	X	X	X
Logo recognition on semi-liner horse hauler trailer.	X	X	X
Logo recognition on holiday trailer.	X	X	
Video or other multimedia promotional content provided from your company shared on Jordie Fike social media.	X		
2 Passes to chuckwagon event and barn tour.			X
4 Passes to chuckwagon event and barn tour.		X	
6 Passes to chuckwagon event and barn tour.	X		

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<p><i>Chuckwagon Box</i></p> <p>Sponsor</p>	<p>Calgary Stampede Exclusive July 5-14, 2024</p>	<p>\$10,000</p>
<ul style="list-style-type: none"> ✓ Your company logo right on Jordie’s wagon box providing great exposure for you for the entire 10 days of the Calgary Stampede. ✓ Your logo will be seen everywhere the wagon is. ✓ Exposure in all event coverage including local print and online news, broadcast on TV and Rodeo channels and profiled on many social media outlets of fans and followers. ✓ Monthly sponsors shout out (May – September) on Jordie Fike social media tagging your company. ✓ Logo Recognition in sponsor section of jordiefike.ca with link to company site. ✓ 4 passes to the chuckwagon races and barn tour during the Calgary Stampede. 		



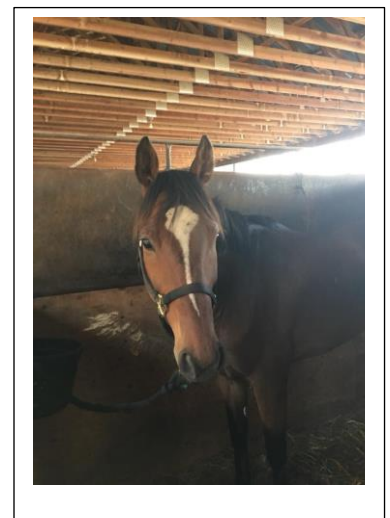
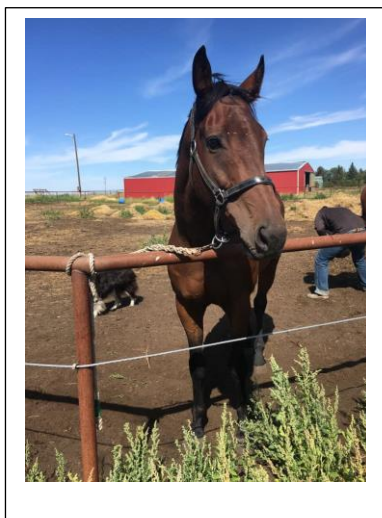
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<p><i>Race Shirt</i></p> <p>Sponsor</p>	<p>2 Available (buy both sleeves for double exposure)</p>	<p>\$6,000/sleeve \$10,000 both sleeves</p>
<ul style="list-style-type: none"> ✓ Your company logo displayed on Jordie's sleeve at every race all race season long. ✓ Shirts are also worn to all sponsor and promotional events, and to the activities leading up and after every race. ✓ Exposure in all event coverage including local print and online news, broadcast on TV and Rodeo channels and profiled on many social media outlets of fans and followers. ✓ Monthly sponsors shout out (May – September) on Jordie Fike social media tagging company. ✓ Logo Recognition in sponsor section of jordiefike.ca with link to company site. ✓ 6 Passes to a chuckwagon race event and barn tour. 		



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<p><i>Horse of the Week</i> Sponsor</p>	<p>This year we are excited to create online profiles of one of our amazing chuckwagon horses each week!</p>	<p>\$5,000/takes the series</p>
<p><i>If you provide products that contribute to the wellbeing of high-performance horses or provide services that aid in the care of these amazing animals, this new opportunity might be the place for you!</i></p> <ul style="list-style-type: none"> ✓ Our fans love our horses, and we want to take the opportunity to celebrate them and the hard work, passion, and dedication they give us each season. ✓ At the same time, we can profile a company that loves these amazing animals as much as we do. ✓ Your company logo and website link will be profiled on our social media posts along with our horse of the week showcase each week. ✓ Your brand exposure for the series will be approx. 15 weeks around the race season. ✓ Further details on your company and its products or services will also be shared in these posts with tags to your own social media and link to your website included. ✓ Logo Recognition in sponsor section of jordiefike.ca with link to your company site. ✓ Logo recognition on semi-liner horse hauler trailer. ✓ 4 Passes to chuckwagon event and barn tour with opportunities for photos with horse of the week for additional online exposure. 		





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Thank You.

We appreciate you taking the time to explore our sponsorship package and hope to provide you with a mutually beneficial, exciting partnership for the 2024 WPCA chuckwagon season.

If none of the options we have offered would work for you, but you still want to find a way to be involved, we would be happy to hear your ideas and talk more about a customized program specifically for you.

We look forward to hearing from you, and hope to work together to keep the sport of chuckwagon racing and the legacy of Western Heritage in Alberta alive.

Please reach out anytime with questions, or to secure your opportunity.

With gratitude and thanks,

Jordie Fike

