



# 49TH ANNUAL SPONSORSHIP OPPORTUNITIES

# PETE KNIGHT DAYS

**JUNE  
12TH & 13TH  
2026**

- \*PETE KNIGHT RODEO
- \*PARADE \*DANCES \*MARKETS
- \*PANCAKE BREAKFASTS
- \*SATURDAY FIREWORKS!

[WWW.INFOPETEKNIGHTDAYS.WIXSITE.COM/RODEO](http://WWW.INFOPETEKNIGHTDAYS.WIXSITE.COM/RODEO)



# 2026 is Here!



Hello Pete Knight Days Potential Sponsor! Our committee is working hard to get ready for the 2026 Pete Knight Days on June 12th and 13th. The weekend kicks off Friday with a pancake breakfast hosted by the Town of Crossfield at the Community Hall, then an FCA rodeo Friday evening. Come out and visit friends and neighbors Saturday morning at the Ag Society pancake breakfast, then watch the parade hosted by the Crossfield Rodeo Society. In the afternoon, head out to the Rodeo Grounds for the afternoon rodeo performance, Royalty crowning, vendors and entertainment for the kids. Stay late or return in the evening for one of our dances on either Friday or Saturday night with fireworks Saturday at dark. Don't struggle with parking - use our free shuttle service or take advantage of your parking pass! Check out our website for more information or scan our QR code.

The Crossfield Rodeo Society is a non-profit society, signifying that we rely on sponsorship from Crossfield and the surrounding area for funding. When you sponsor the Pete Knight Rodeo your business is supporting Crossfield's largest annual historical event of the year. You will receive advertising exposure to over 3500 spectators and event participants. We welcome all support and give recognition to all levels of sponsors. Available levels are: Chutes (auctioned at the dinner), Events, Platinum, Gold, Silver, Bronze, Wild Pony Races, Mutton Busting and Pee Wee Barrel Racing. You will find more information on the sponsorship pricing package page.

Your company name will be acknowledged throughout the weekend's events, printed in the program, local newspaper, newsletter, listed on our website and social media. This package provides information on sponsoring and advertising for any and every budget. As a thank you for your support, all sponsors receive complimentary tickets to the rodeo, afternoon entertainment and dances. You will also receive an invitation to the next Sponsorship Appreciation Dinner and Chute Auction with the opportunity to win a beautiful Pete Knight Rodeo Trophy Buckle!

Thank you in advance for your sponsorship and support. We wouldn't be able to put this event on and keep the history of Pete Knight alive without yourself and community support.

## **2026 Crossfield Rodeo Society**

### **Board of Directors**

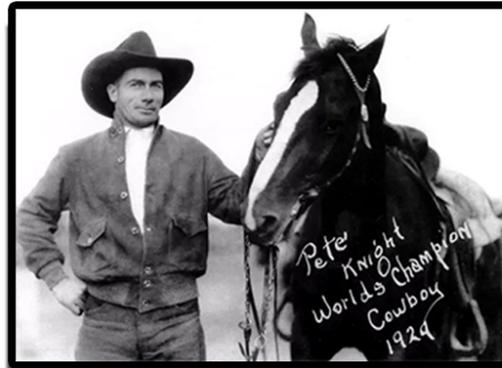
President - Pat Simpson  
Vice President - Jessica Laughlin  
Secretary - Shelley Kohsel  
Treasurer - Donna Greebe  
Treasurer Assistant - Shelley Kohsel  
Directors: Katie Fielding - Austin Simpson - Braiden Simpson

### **Committees:**

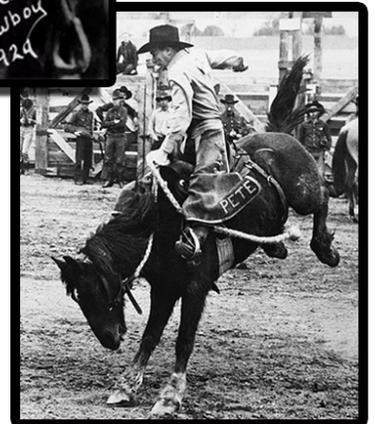
Ashley Chopping - Bar Manager  
Tammy Craig - Royalty Assistant, Casino  
Ken Dixon - Sponsorship, Vendor Bookings  
Katie Fielding - Inspections & Entertainment  
Joanne Fox - Sponsorship, Parade Admin., Vendors & Media  
Jeremiah Kanderka - Insurance  
Shelley Kohsel - Grants, Treasury Assistant  
Jessica Laughlin - Rodeo Royalty Coordinator  
Bev MacArthur - Rodeo Camping Registration  
Michell May - Volunteer Coordinator  
Austin Simpson - Mutton Bustin, Wild Ponies Co-ordinator  
Austin Simpson - Rodeo  
Braiden Simpson - Rodeo  
Pat Simpson - Rodeo Coordinator

### **Officers**

Skyler O'Regan, Glenn Price, James Rowan,  
April Walters, Tim Welter, Mary Wojdygo, Barry Woytenko



**PETER CHARLES KNIGHT  
MAY 5, 1903 - MAY 23, 1937**



PO Box 871  
Crossfield, AB. T0M 0S0  
[info.peteknightdays@telus.net](mailto:info.peteknightdays@telus.net)  
[www.infopeteknightdays.wix.com/rodeo](http://www.infopeteknightdays.wix.com/rodeo)



**Do you have a 30"x72"  
company flag?  
Contact Jessica at  
[peteknightroyalty@gmail.com](mailto:peteknightroyalty@gmail.com)  
and let us carry it in the  
parade and the arena for you!**

# CHUTE SPONSORSHIP Highest BID Wins!

You must attend the dinner in order to bid on a Chute. Chute Sponsorship includes the following:

- > A custom buckle with the chute number on it.
- > Your company name displayed on a bucking chute during the rodeo.
- > Your company name announced throughout the rodeo.
- > Website, newsletter, newspaper, social media & program advertising.
- > 12 gate admission passes & 12 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking passes required & 4 will be supplied.*
- > 4 Dinner invitations & drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.
- > **Payment is due by April 30, 2026**

## RODEO EVENT - \$1200.00

Rodeo Event Sponsorship includes the following:

- > Your company name on the winning contestants prize buckle.
- > Opportunity to present the champion buckle to the winner.
- > Your company name announced throughout the rodeo.
- > Your company name displayed on a banner in the rodeo infield.
- > Website, newsletter, newspaper, social media & program advertising.
- > 10 gate admission passes and 10 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking passes required & 3 will be supplied.*
- > 4 Dinner invitations & drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.
- > **Payment is due by May 5, 2026 to guarantee event and name is on buckle**

### RODEO EVENTS AVAILABLE TO SPONSOR

**Bare Back Riding - Bull Riding - Team Roping Header - Team Roping Heeler  
Tie Down Roping - Jr. Barrel Racing - Jr. Breakaway Roping - Jr. Bull Riding  
Ladies Barrel Racing - Ladies Ranch Bronc Riding - Ladies Roping  
Novice Horse Riding - Saddle Bronc Riding - Steer Riding - Steer Wrestling**

## PLATINUM LEVEL - \$950.00

You can choose to provide "Service in Lieu of". If your product or service doesn't equal the \$950.00 minimum you will be invoiced for the remaining balance.

- > Your company name announced throughout the rodeo.
- > Your company name displayed on a banner in the rodeo infield.
- > Website, newsletter, newspaper, social media & program advertising.
- > 8 gate admission passes and 8 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking passes required & 2 will be supplied.*
- > 4 Dinner invitations & drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.

## GOLD LEVEL - \$750.00

You can choose to provide "Service in Lieu of". If your product or service doesn't equal the \$750.00 minimum you will be invoiced for the remaining balance.

- > Website, newsletter, newspaper, social media & program advertising.
- > 6 gate admission passes and 6 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking passes required & 2 will be supplied.*
- > 4 Dinner invitations & drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.

## SILVER LEVEL - \$500.00

You can choose to provide "Service in Lieu of". If your product or service doesn't equal the \$500.00 minimum you will be invoiced for the remaining balance.

- > Website, newsletter, newspaper, social media & program advertising.
- > 4 gate admission passes and 4 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking passes required & 1 will be supplied.*
- > 2 Dinner invitations & 2 drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.



**2026 SPECIAL EVENT!**  
**1 SPONSOR ONLY FOR \$500!**  
**WILL YOU BE BRAVE & THE FIRST?**

- > Website, newsletter, newspaper, social media & program advertising.
- > 4 gate admission passes and 4 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking passes required & 1 will be supplied.*
- > 2 Dinner invitations & 2 drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.

## BRONZE LEVEL - \$250.00

Bronze Sponsorship includes the following:

- > Website, newsletter, newspaper, social media & program advertising.
- > 2 gate admission passes and 2 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking pass required & 1 will be supplied.*
- > 2 Dinner invitations & 2 drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.

## ROYALTY - Min. \$250.00

Royalty Sponsorship includes the following:

- > Website, newsletter, newspaper, social media & program advertising.
- > 2 gate admission passes and 2 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking pass required & 1 will be supplied.*
- > 2 Dinner invitations & 2 drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.

## Wild Ponies - Min. \$250.00

Wild Ponies Sponsorship includes the following:

- > Website, newsletter, newspaper, social media & program advertising.
- > 2 gate admission passes and 2 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking pass required & 1 will be supplied.*
- > 2 Dinner invitations & 2 drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.

## Mutton Busting - Min. \$250.00

Mutton Bustin Friday or Saturday Sponsorship includes the following:

- > Website, newsletter, newspaper, social media & program advertising.
- > 2 gate admission passes and 2 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking pass required & 1 will be supplied.*
- > 2 Dinner invitations & 2 drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.

## Peewee Barrel Racing - Min. \$250.00

Peewee Barrel Racing Sponsorship includes the following:

- > Website, newsletter, newspaper, social media & program advertising.
- > 2 gate admission passes and 2 drink vouchers. Valid for Friday or Saturday.
- > VIP Parking at the rodeo grounds through the east gate.  
*Parking pass required & 1 will be supplied.*
- > 2 Dinner invitations & 2 drink tickets for the following years Sponsorship Dinner.
- > Company name displayed within the video loop during the dinner.

# 2026 Sponsorship Submission Form

Please fill in your contact information and the level of sponsorship you are interested in. All fields are MANDATORY. If payment isn't received with this form you will be invoiced and ALL invoices are due upon receipt. Events are to be paid for by May 5/26. If you select an Event early and don't make payment by the due date, that event will now be relisted as "Available". If you choose an event after May 5/26 date we can not guarantee that your name will make it on the buckle, but you will still receive all other forms of advertising. You have the opportunity to purchase your sponsorship at the Sponsor Appreciation Dinner if you are attending, but Chutes are only available through the auction at the dinner. We try our best to stay up to date so before choosing visit our website on the Sponsorship page for availability.

Form submission options: Email to [info.peteknightdays@telus.net](mailto:info.peteknightdays@telus.net) - subject "Sponsorship", use our autofill form on our website at <https://infopeteknightdays.wixsite.com/rodeo/sponsorship> or mail to PO Box 871 Crossfield, AB. T0M 0S0.

EVENT: \_\_\_\_\_ NAME OF EVENT: \_\_\_\_\_ Payment Due May 5/26  
**\$1200.00**

Interested in presenting the Championship Buckle \_\_\_\_ Yes \_\_\_\_ No (You will be notified which day you will be presenting).

PLATINUM: \_\_\_\_\_ OR PRODUCT / SERVICE IN LIEU OF AT EQUAL VALUE \_\_\_\_\_  
**\$950.00**

GOLD: \_\_\_\_\_ OR PRODUCT / SERVICE IN LIEU OF AT EQUAL VALUE \_\_\_\_\_  
**\$750.00**

SILVER: \_\_\_\_\_ OR PRODUCT / SERVICE IN LIEU OF AT EQUAL VALUE \_\_\_\_\_  
**\$500.00**

BRONZE: \_\_\_\_\_ WILD PONIES: \_\_\_\_\_ MUTTON BUSTIN FRIDAY: \_\_\_\_\_ MUTTON BUSTIN SATURDAY: \_\_\_\_\_  
**\$250.00 \$250.00 \$250.00 \$250.00**

2026 SPECIAL EVENT: \_\_\_\_\_ (Surprise Event, Are you Brave? One Sponsor only so be the first!)  
**\$500.00**

PEEWEE BARREL RACING: \_\_\_\_\_  
**\$250.00**

ROYALTY: \_\_\_\_\_ \$ \_\_\_\_\_ OR PRODUCT IN LIEU OF & VALUE \_\_\_\_\_  
**MIN. \$250.00**

ADDITIONAL BUCKLES: \_\_\_\_\_ QUANTITY \_\_\_\_\_ NAME ON BUCKLE \_\_\_\_\_  
**\$280.00 EACH**

TOTAL FROM ABOVE SELECTIONS: \$ \_\_\_\_\_

**\*PLEASE PRINT CLEARLY and FILL IN ALL INFORMATION\***

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
(Include postal code)

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Payment Submitted & Form of Payment: \_\_\_\_\_

**(Make All Cheques Payable to The Crossfield Rodeo Society)**

VISA \_\_ M/C \_\_ DEBIT \_\_ CARD # \_\_\_\_\_ Ex: \_\_\_\_\_ CVV CODE: \_\_\_\_\_

**(ONLY REQUIRED IF SUBMITTING BY MAIL)**

E-TRANS (auto deposit): [info.peteknightdays@telus.net](mailto:info.peteknightdays@telus.net) \_\_\_\_\_  
(Include full contact info & level of sponsorship in the message area of your transfer)

Please Invoice: \_\_\_\_\_ **(Due upon receipt)**



Office Use: \_\_\_\_\_ **Ticket Package Received**

**THANK YOU FROM THE CROSSFIELD RODEO SOCIETY FOR YOUR CONTINUED OR NEW SUPPORT OF OUR EVENT AND CROSSFIELD'S LARGEST HISTORICAL EVENT OF THE YEAR!**