



49TH ANNUAL SPONSORSHIP OPPORTUNITIES



JUNE
12TH & 13TH
2026



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

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

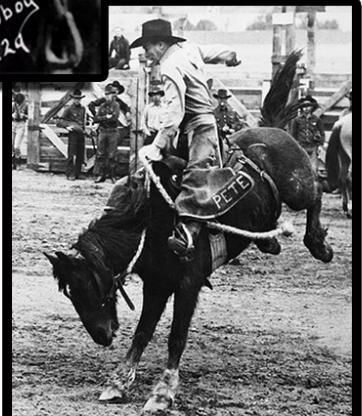
Pat Simpson - Rodeo Coordinator

Officers

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



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



PO Box 871
Crossfield, AB. T0M 0S0
info.peteknightdays@telus.net
www.infopeteknightdays.wix.com/rodeo



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

CHUTE SPONSORSHIP

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

Highest
BID
Wins!



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.

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.

BRONZE LEVEL - \$250.00

Bronze Sponsorship includes the following:

- > 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 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.
- > 4 gate admission passes and 4 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.
- > 4 gate admission passes and 4 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.
- > 4 gate admission passes and 4 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.
- > 4 gate admission passes and 4 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 - 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: _____

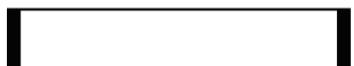
Payment Submitted & Form of Payment: _____

(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 _____
(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!