

CROSSFIELD

Dust off your boots and hats and join us for a part of history
and a fun filled weekend for the whole family!!

48th Annual

PETE KNIGHT DAYS

June 13th & 14th 2025



JHenrie Images
jhenrieimages.com | @jhenrieimages

Ladies Ranch Bronc Riding
Estelle Coulson

RODEO PERFORMANCES!
PANCAKE BREAKFASTS!
PARADE!
DANCES & MARKETS!
SATURDAY FIREWORKS!

Scan and stay up to date of the weekend events



www.infopeteknightdays.wix.com/rodeo

2025 is Here!

Hello Pete Knight Days Potential Sponsor! Our committee is working hard to get ready for the 2025 Pete Knight Days on June 13th and 14th. 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 Chamber of Commerce. 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, which means we rely on sponsorship from Crossfield and the surrounding area for funding. When you sponsor Pete Knight Days your business is supporting Crossfield's biggest 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 are: Chutes (auctioned at the dinner), Events, Platinum, Gold, Silver, Bronze, Wild Pony Races, Mutton Busting and Pee Wee Barrel Racing.

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 Trophy Buckle! Look closely for changes to the packages.

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



2025 Crossfield Rodeo Society

Board of Directors

President - Joanne Fox
Vice President - James Rowan
Secretary - Shelley Kohsel
Treasurer - Donna Greebe
Treasurer Assistant - Shelly Kohsel
Directors: Katie Fielding - Dezeray Fox - Cori Hobbs

Committees:

Tammy Craig - Royalty Assistant
Ken Dixon - Sponsorship, Vendor Bookings
Katie Fielding - Volunteer Assistant
Joanne Fox - Sponsorship & Website
Dez Fox - Entertainment, Media
Cori Hobbs - Volunteer Coordinator
Jeremiah Kanderka - Insurance
Jessica Laughlin - Rodeo Royalty Coordinator
Ian Leask - Rodeo Ground Maintenance
Bev MacArthur - Rodeo Camping Registration
Skyler O'Regan - Mutton Bustin, Wild Ponies Assistant
Cheryl Rinehart - Mutton Bustin, Wild Ponies Co-ordinator
James Rowan - Facility Funding, Casino Co-ordinator
Austin Simpson - Rodeo
Pat Simpson - Rodeo Coordinator
Barry Woytenko - Bar Manager

Officers

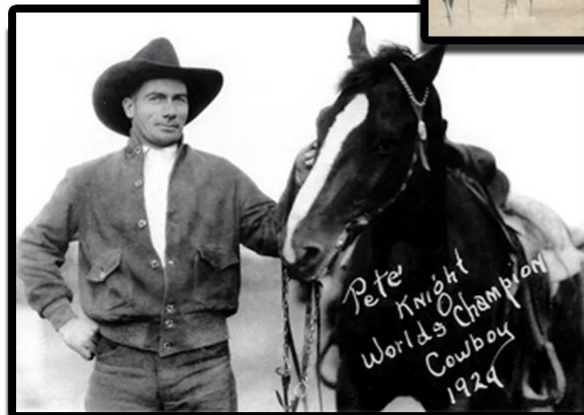
Glenn Price, April Walters, Tim Welter, Mary Wojdygo



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!



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



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

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, 2025

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, 2025 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 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.

2025 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 5/25. 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 5/25 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 5/25

\$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

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 BIGGEST HISTORICAL EVENT OF THE YEAR!**