



The 60<sup>th</sup>  
Manitoba  
Stampede &  
Exhibition  
July 18 – 25, 2025

# 2025 Partnership Opportunities

The 7<sup>th</sup>  
Rumble in the  
Valley  
June 6 & 7, 2025





Box 849; Morris, MB; R0G 1K0  
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E-mail: [admin@valleyag.ca](mailto:admin@valleyag.ca) Web: [www.valleyag.ca](http://www.valleyag.ca)

### **Thanks for choosing to Partner with the Valley Agricultural Society**

The Valley Agricultural Society (VAS) is a not-for-profit, volunteer-based organization. Originally formed in 1895 as an agricultural fair, it wasn't until 1964 that we added our flagship event, the Manitoba Stampede & Exhibition. The VAS has the primary goal of promoting an increased awareness of the importance of the agricultural sector in rural communities as well as providing leadership in the region for the development and enhancement of partnerships for tourism and Agri-tourism. Today, the Manitoba Stampede & Exhibition is still Manitoba's only professional rodeo! In 2017 the VAS premiered Rumble in the Valley, which has become Manitoba's largest truck and tractor pull. These events have become fan favourites, drawing large crowds from all over Southern Manitoba, and the world!

The VAS offers a unique way to market and promote your business while enhancing your visibility. Our grounds are at the heart of our community and hosts multiple events throughout the year.

The VAS understands the importance of community and working together, therefore we have restructured our partnership opportunities by including packages to better suit the needs of our Partners. The VAS strives to provide partnership packages that are mutually beneficial and our marketing team is eager to develop a variety of customized Partnership packages.

We look forward to partnering with you!

Sincerely,

The Valley Agricultural Society Board of Directors



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### Valley Agricultural Society Events:

**Manitoba Stampede & Exhibition:** As our flagship event, the Manitoba Stampede sees over 35,000 spectators come to the grounds. The Manitoba Stampede is Manitoba's only professional rodeo and brings crowds from all over the world including spectators from Germany, Netherlands and the United States. The Manitoba Stampede & Exhibition was honoured to be Nominated and Named the 2024 Manitoba Country Music Awards Dauphin's Countryfest Festival or Event of the Year.

**Rumble in the Valley:** Started in 2017, this event has grown to be the largest Truck and Tractor Pull in Manitoba. 2024 saw the addition of the Children's Tractor Pull and Pro/Am Strongman Competition. With Concessions, Monster Truck Rides, Car Show and Beer Gardens this is a growing event!

### Community Events:

- Winter Carnival
- Public Outdoor Skating Rink
- Toboggan Hill
- Canada Day Celebrations
- Stampede Kick Off
- And Much More

**Rental Facility:** In addition to VAS and community events, our grounds are available to rent year-round. Over the years we have hosted fundraisers, weddings, funerals, graduation parties, and family reunions. The VAS has been instrumental in attracting facility rentals such as demolition derbies and music festivals. An added attraction is the Stampede Park Campground located west of the Stampede Grounds.

During our off season we also offer indoor winter storage for boats, small trailers and vehicles.



## PARTNERSHIP PACKAGE OPPORTUNITIES

### VAS Partnership Packages (both events)

#### Supporter Package

\$500

- Logo on Map Board (for both events)
- 2 Adult Day Passes to each VAS Event

\$15,000

- Grandstand Naming Rights for all VAS Events
- Year Round Grandstand Signage
- Sponsor of the Day during the MSE
- Grand Entry Flag
- 1-3 Sentence Script Read During Event (provided by Company)
- Company Logo Displayed Periodically on Jumbotron
- Jumbotron Commercial Ad
- 3 Banners to be Placed by VAS at each Event
- 1 Full Page Ad in The Manitoba Stampede & Exhibition Program
- Social Media Mentions on all VAS Platforms
- Website Recognition With Company Logo And A Link To Your Website
- Corporate Identification in Electronic & Print Advertising
- 60 Adult Day Passes to each VAS Event
- 14 VIP to each VAS Event (Valid for each day during Event)
- 7 Invitations to the VAS Reception + 1 Guest per Invitation
- Option of a Standard Size Vendor Space



### Rumble in the Valley Partnership Opportunities

\$1,500

- Company Name Announced during Event
- 1 Banners to be Placed by VAS
- Logo on Map Board
- Logo to be placed on a Social Media Post
- 6 Adult Day Passes to Event

**\$2,500**

- Partner for 1 of the following: (Must inform Office of Choice)
  - ❖ “Explosion of the Night” Sponsor
  - ❖ “Pull of the Night” Sponsor
  - ❖ “Best Smoke Show” Sponsor
- Company Name Announced during Event
- 2 Banners to be Placed by VAS
- Logo to be Placed on Social Media Post
- Website Recognition with Company Logo
- 12 Adult Day Passes to Event
- 2 VIP Passes to Event (Valid for each day during Event)

**Entertainment Provider Package**

**\$4,000**

- 1 Banner to be Placed by VAS
- Year Round Grandstand Signage
- 1-3 Sentence Script Read During Event (provided by Company)
- Logo to be placed on Social Media Post
- Website Recognition with Company Logo
- 20 Adult Day Passes to Event
- 4 VIP Passes to Event (Valid for each day during Event)
- 

**\$5,000**

- Partner of 1 of the following Classes (must inform office of choice):
  - ❖ Micro Mini, Modified Mini, Super Modified Mini, Unlimited Diesel Trucks
  - ❖ Superstock Tractors, 2wd Trucks, 4wd Trucks, Modified Tractors,
  - ❖ Super Modified Tractors
- 1-3 Sentence Script Read During Event (provided by Company)
- Year Round Grandstand Signage
- 3 Banners to be Placed by VAS
- Logo to be Placed on Social Media Post
- Website Recognition With Company Logo
- 25 Adult Day Passes to Event
- 4 VIP Passes to Event (Valid for each day during Event)

**\$7,500**

- Naming Rights to the Pits
- 1-3 Sentence Script Read During Event (provided by Company)
- Year Round Grandstand Signage
- 3 Banners to be Placed by VAS
- Logo to be Placed on Social Media Post
- Website Recognition With Company Logo and a Link To Your Website
- Corporate Identification in Electronic & Print Advertising
- 35 Adult Day Passes to Event
- 6 VIP Passes to Event (Valid for each day during Event)

\$10,000

- Naming Rights to the Track
- Year Round Grandstand Signage
- 1-3 Sentence Script read during Event (provided by Company)
- 3 Banners to be placed by the VAS
- Logo to be placed on Social Media Post
- Website Recognition With Company Logo and a Link To Your Website
- Corporate Identification in Electronic & Print Advertising
- 40 Adult Day Passes to Event
- 10 VIP Passes to Event (Valid for each day during Event)



### Manitoba Stampede & Exhibition Partnership Opportunities

**\*\*Named 2024 Manitoba Country Music Awards Dauphin's Countryfest Festival or Event of the Year\*\***

Fair Package

\$1,500

- Partner of 1 of the following (must inform office of choice):
  - ❖ Gymkhana
  - ❖ Manitoba Mounted Shooting Association
  - ❖ Manitoba Stock Dog Association
  - ❖ Manitoba Cutting Horse Association Event

- Company Name Announced during Event
- 1 Banner to be located in the Fair Arena
- 1 Business Card Sized Ad in Program
- Logo on Map Board
- Logo to be placed on a Social Media Post
- 6 Adult Day Passes to Event

Entertainment Provider Package

\$4,000

- 1 Banner to be Placed by VAS
- Year Round Grandstand Signage
- 1-3 Sentence Script read during Event (provided by Company)
- Company Logo displayed periodically on Jumbotron
- 1 Business Card Sized Ad in Program
- Logo to be placed on Social Media Post
- Website Recognition with Company Logo
- 20 Adult Day Passes to Event
- 4 VIP Passes to Event (Valid for each day during Event)
- 2 Invitations to the VAS Reception + 1 Guest per Invitation

\$5,000

- The Option of One of the Following (must inform office of choice):
  - ❖ Fair Arena Partner with 2 Banners located in the Fair Show Ring
  - ❖ Rodeo Event Partner with 2 Banners in the Rodeo Arena or Chute
  - ❖ Chuckwagon Heat Partner with 2 Banners located in the Rodeo Arena
- Year Round Grandstand Signage
- Grand Entry Flag
- 1-3 Sentence Script Read During Event (provided by Company)
- Company Logo Displayed Periodically on Jumbotron
- 1 Half Page Ad in the Program
- Logo to be Placed on Social Media Post
- Website Recognition with Company Logo
- 25 Adult Day Passes to Event
- 4 VIP Passes to Event (Valid for each day during Event)
- 2 Invitations to the VAS Reception + 1 Guest per Invitation

\$7,500

- Naming rights of one of the following: (Must inform Office of Choice)
  - ❖ Heavy Horse Barn
  - ❖ Light Horse Barn
  - ❖ Dairy Barn
- Year Round Grandstand Signage
- Grand Entry Flag
- 1-3 Sentence Script Read During Event (provided by Company)
- Company Logo Displayed Periodically on Jumbotron
- 2 Banners to be Located at the Fair Show Ring



- 1 Half Page Ad in the Program
- Logo to be Placed on Social Media Post
- Website Recognition With Company Logo and a Link To Your Website
- Corporate Identification in Electronic & Print Advertising
- 35 Adult Day Passes to Event
- 6 VIP Passes to Event (Valid for each day during Event)
- 3 Invitations to the President's Reception + 1 Guest per Invitation

**\$10,000**

- Naming rights of one of the following: (Must inform Office of Choice)
  - ❖ Rodeo Arena
  - ❖ Chuckwagon Racetrack
- Year Round Grandstand Signage
- Grand Entry Flag
- 1-3 Sentence Script Read During Event (provided by Company)
- 2 Banners to be Placed in the Rodeo Arena
- 1 Banner to be Placed by the VAS
- 1 Full Page Ad in the Program
- Company Logo Displayed Periodically on Jumbotron
- Logo to be Placed on Social Media Post
- Website Recognition With Company Logo and a Link To Your Website
- Corporate Identification in Electronic & Print Advertising
- 40 Adult Day Passes to Event
- 10 VIP Passes to Event (Valid for each day during Event)
- 5 Invitations to the President's Reception + 1 Guest per Invitation



**Additional Partnership Opportunities**

**Valley Agricultural Society**

Grandstand Naming Rights	\$7,500
Top Row Grandstand 4' x 8'	\$1,500
Orange Building Naming Rights	\$1,000
Barn Naming Rights	\$4,000
Scratching River Saloon	\$1,250

**Rumble in the Valley**



Track Sponsor	\$1,000
Charlie's Place Saloon Sponsor	\$1,000
"Explosion of the Night" Sponsor	\$750
"Pull of the Night" Sponsor	\$750
"Best Smoke Show" Sponsor	\$750
Track Signage 2' x 8'	\$500
Charlie's Place Saloon Fence Sign 4' x 8'	\$500

Manitoba Stampede & Exhibition

Jumbotron Main Sponsor	\$2,500
Bucking Chute Sponsor (24" x 89")	\$1,200
Rodeo Arena Sponsor	\$1,000
Racetrack Sponsor	\$1,000
Announcers Booth Banner	\$1,000
Music Entertainment Stage Sponsor	\$1,000
Jumbotron Loop Sponsor	\$1,000
Rodeo Arena Banner	\$800
Bucking Chute Inner Sponsor	\$600
Fair Show Ring Main Sponsor	\$600
Kid's Ag-Tivity Ranch Sponsor	\$500
Scratching River Saloon Fence Sponsor	\$400
Fair Sponsor	\$300
Logo on Map Board	\$150
15-30 Second Commercial to be aired 6 times per day of event on the Cowboy Channel Canada	\$950



Rodeo Program Advertising

(All ads are in black and white unless otherwise stated)

Inside Cover (Colour) (8.5" w X 11" h)	\$1,000
Outside Cover (Colour) (8.5" w X 11" h)	\$1,250
Program Full page ad (7.5" w x 10.5" h)	\$800
Program Half Page Ad (7.5" w X 4.75" h)	\$300
Program Business Card Size Ad (2" X 3.5")	\$125

\* Taxes applicable and are not included in the price



Rodeo Event Partner

Bull Riding	\$1,250
Bareback Riding	\$750
Saddle Bronc Riding	\$750
Tie-Down Roping	\$750
Team Roping	\$750
Steer Wrestling	\$750
Ladies Barrel Racing Sponsor	\$750
Break Away Roping	\$750



Pony Chuckwagon Heats (per heat)

\$500

### Customize Your Package

All of the packages are customizable to better suit your needs. If you do not see a package that benefits your company, or you would like changes made to your current package, please let the VAS office know.

### Important Notes

VAS events for 2025 include the Manitoba Stampede & Exhibition, July 18 – 20, 2025, and Rumble in the Valley, June 6 & 7, 2025.

Please provide the VAS office with high quality digital copy of your logo for advertising purposes at your earliest convenience.

All Manitoba Stampede Rodeo Program Ads must be submitted to the VAS office by May 23, 2025.

All Jumbo Tron Commercials must be submitted by May 23, 2025.

Payment for your Partnership may be made in several convenient ways including credit card, cheque, or E-transfer.

Please specify if you would like your banner returned to you after the event.

Values listed are dollar value amounts. In-kind donations will be assessed on a case by case basis.

**\*All signage, banners, flags, and advertisement creations are the responsibility of the Partner unless otherwise specified.\***