NICOLA VALLEY PRO RODEO

September 5 & 6, 2026

Partnership Opportunities

ABOUT THE PRO RODEO

Hosted in Merritt BC for over 65 years, the Pro Rodeo is a high calibre professional event that welcomes you to explore the cultures and traditions of our region. This rodeo is one of fewer than 10 professional rodeos still held in BC and is a fun filled, action packed family event that honours the ranching and rodeo heritage of the Nicola Valley.

Our rodeo features the finest animal athletes in North America and therefore attracts some of the top names in North America to compete, making it a main stop in the BC rodeo tour.

Proudly, we are endorsed by both the Canadian and American Professional Rodeo Associations. The Canadian Professional Rodeo Association voted Merritt one of the top 6 small town professional rodeos in Canada for 2025.

Incorporated as a society in 1969, the Nicola Valley Rodeo Association is a non-profit, volunteer-based organization that co-owns and operates the Nicola Valley Rodeo Grounds, located at the outskirts of Merritt. In addition to producing the pro rodeo, our association is dedicated to providing an outdoor venue for a variety of community events and to promote and encourage western and equine sports.

WE TIP OUR HAT TO OUR 2025 SPONSORS

Best Western
Ogilvie Mtn Holdings Group
Corbett Lake Lodge
Prov of BC - DEP grant
City of Merritt
TNRD
Heronbrook Foundation
Canadian Tire
Purity Feed
Co-operators Insurance
Merritt Ready Mix
Copper Valley Mechanical
Douglas Lake Cattle Co
Ellis Livestock
Grand Pub & Grill
Landquest Realty
Mary MacGregor Law Corp
Nicola Ranch
Rock Solid Industries
SETT Electric
SWAT Consulting
Heart of Rodeo
Black's Pharmacy
CSN Collision Centre
Home Hardware
Klassen Landscape/Valley Carriers
Barkman Concrete
Contain-It Storage
Jackson's Welding
Game on Pub
Frank's Mechanical Service
HUB International
Nicola Chainsaw/Motorsports
Columbia Fuels
Hack Electric
Kal Tire
Kamloops Large Animal Clinic
Rey Creek Ranch
Steffens Ranch 7B
Westwood Fibre Resources Ltd
Mar-King Vac Truck
Best Valu Glass/Coquihalla Coolers
Canart Cattle Company
Community Futures NV
Horse Barn (HB Ventures)
Yellowhead Road & Bridge (Nicola)
Lauder Ranch
EV Challenge (Edison Motors)
Merritt Truck & Machine Services
Merritt Vet Hospital
DCS Motors
Mandolin's Bagel & Coffeehouse
Nicola Plumbing & Heating
Martindale Ranch
Hat Doctor
Chutter Ranch
Nicola Ranch
Michelle's Healing Hands Massage
Campbell & Schreuers
2E Construction
Pattison Radio
Merritt Herald
Lower Nicola Site Services
McMahon Mechanical Plumbing & Heating

Thank you for your support!

PARTNER OPTIONS

We welcome all contributions, including in-kind donations of products or services. All supporters will receive *rodeo tickets and high visibility promotion through super screen advertising, social media posts, website recognition, daysheet and program listings.*

Sponsorships can be tailored to suit each partner. We are happy to discuss alternative options. The Nicola Valley Rodeo Association is excited to work with you to meet your sponsorship goals. We look forward to hearing from you!

OPPORTUNITIES AT A GLANCE

Please go to https://www.nicolavalleyrodeo.com/become-a-sponsor for detailed information.

	Diamond $10,000+	Platinum $5,000+	Gold $3,000+	Silver $2,000+	Bronze $1000+	Friend $100+
Reserved parking	X					
Additional weekend passes	X					
Invitation to VIP reception area	X	X				
Chute tour	X	X				
Sponsor a main rodeo feature or event	X	X	X			
Arena banner	X	X	X			
Announcer mentions as presenting sponsor	X	X	X			
Weekend passes	X	X	X	X		
Announcer mentions	X	X	X	X	X	
Rodeo tickets	X	X	X	X	X	X
Screen Recognition during the Rodeo and on the Sponsor Loop						
Enhanced screen recognition	X					
On-screen logo recognition	X	X	X	X		
Company name	X	X	X	X	X	X
Program and Daysheet						
Enhanced recognition	X					
Logo	X	X	X	X		
Company name	X	X	X	X	X	X
Website Recognition						
Enhanced recognition	X					
Logo	X	X	X	X		
Company name	X	X	X	X	X	X
Social Media						
Enhanced recognition	X					
Exclusive feature	X	X	X			
Logo Recognition	X	X	X	X		
Company name	X	X	X	X	X	X

Your contribution can be mailed to NVRA, 499 Lindley Creek Rd, Merritt, BC V1K 1L4 or e-transferred to nicolavalleyrodeoassociation@gmail.com.