



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

**Thank you for your support!**

# PARTNER OPTIONS

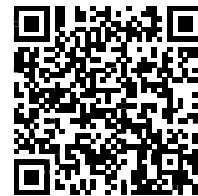


We welcome all contributions, including in-kind donations of products or services. All supporters will receive *rodeo tickets and high visibility promotion through super screen advertising, social media posts, website recognition, daysheet and program listings.*

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.



	Platinum \$5,000+	Gold \$3,000+	Silver \$2,000+	Bronze \$1000+	Friend \$100+
Sponsor a main rodeo feature	X				
Sponsor a rodeo event or spotlight	or 2X	X			
Arena banner	X	X			
Announcer mentions as presenting sponsor	X	X			
Chute tour option	X	X	X		
Announcer mentions	X	X	X	X	
Weekend passes	X	X	X	X	
Rodeo tickets	X	X	X	X	X
<b>Screen Recognition during the Rodeo and on the Sponsor Loop</b>					
On-screen logo recognition	X	X	X		
Company name	X	X	X	X	X
<b>Program and Daysheet</b>					
Logo	X	X	X		
Company name	X	X	X	X	X
<b>Website Recognition</b>					
Logo	X	X	X		
Company name	X	X	X	X	X
<b>Social Media</b>					
Exclusive feature	X	X			
Logo Recognition	X	X	X		
Company name	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](mailto:nicolavalleyrodeoassociation@gmail.com).