

HIGH PERFORMANCE RODEO



GOLD STAR SPONSORSHIP OPPORTUNITIES



We are Calgary's premier festival showcasing innovative and captivating live performance. By aligning your company with HPRodeo, you gain unparalleled access to a diverse and value-driven audience along with opportunities for meaningful community engagement.

CONNECTION & ENGAGEMENT

WHY PARTICIPATE ...

IDEAL FOR ...

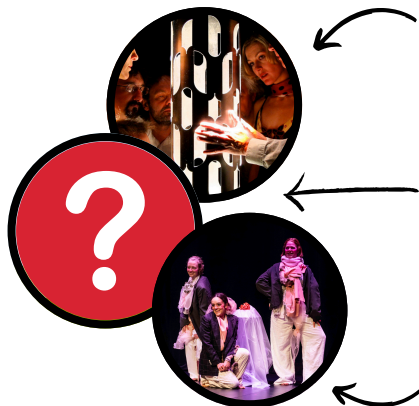
HPRODEO FESTIVAL (TITLE) SPONSOR



Highest level of exposure to align your brand with the most audacious and engaging festival in Calgary attended by passionate and connected audiences over three weeks in January.

Community Engagement,
Breakthrough Experiences,
Thought Leadership

PRODUCTION (SHOW) SPONSOR



Show your support of the OG creators as we reprise this OYR production to inspire everyone to find a little calm with the **Dream Machine**.

Be part of an electrifying spectacle of jaw-dropping performances and over-the-top theatrics that will set your brand on fire, captivate a buzzing crowd and unleash a whirlwind of unforgettable fun that screams excitement and wild energy with a **MYSTERY HEADLINER... who could it be???**

Where creativity meets urgency! This vibrant showcase of bold storytelling, rapid scene changes, and unforgettable characters, all packed into just ten minutes is THE event to kick off the 2026 HPRodeo with the **Ten Minute Play Festival**.

Cultural Appreciation,
Art and Creativity, Brand
Visibility and Experience,
Community Engagement,
Cultural Appreciation



GOLD STAR
sponsorship
opportunities
start at \$10K

BIG SECRET THEATRE (VENUE) SPONSOR



Be the centre of it all as your brand will be seen as helping to bring innovative performances to life. The BST is our main venue with hundreds of patrons wanting to support a brand who values creation and local arts and culture.

Community Engagement and
Connections, Local Support

LET'S CONNECT, ENGAGE
& INSPIRE TOGETHER

Get in touch to discuss customized options today! marketing@oyr.org

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OPPORTUNITIES TO MAKE A DIFFERENCE IN YOUR COMMUNITY

BEAUTIFUL YOUNG STUDENT OUTREACH



Help nurture the next generation of stars and experience the incredible joy that comes from making a difference in young lives. Your support will provide essential resources, mentorship, and training opportunities that aspiring performers need to shine.

BEVERAGE SPONSOR



We're thirsty, are you? Get your liquid to lips and connect with the movers and shakers of Calgary's arts and culture scene.

CREATING ACCESS FOR ALL



We believe that everyone deserves to access our Rodeo shows in a way that best suits the individual. Your support will provide ASL, text captions and/or relaxed performances to that the whole community can benefit from the experience of live performance.

CATERING SPONSOR



Fancy a bite? Want to entice Calgary business owners looking to host their own corporate and family gatherings? This is the opportunity you've been looking for.

OPENING/ CLOSING NIGHT EVENTS



Connect with vibrant and engaged audiences as we kick-off with the event that warms everyone's heart in the coldest month of the year and the best way to celebrate three wild weeks of amazing times together.

WELCOME PACKAGE SPONSOR



Everyone is welcome! All artists and sponsors receive a welcome bag and your brand will help extend a warm welcome as we put our "best host" values into action.

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