

SPONSORSHIP



DAWSON CREEK EXHIBITION & STAMPEDE

CORPORATE HOSTING TENT

Located adjacent to the race track. Available for rent Wednesday to Sunday.

Three large tents with wood flooring, tables, chairs, an outdoor bar, and a patio along the race track that is set-up to entertain staff, clients and friends. Children are welcome.

Package includes:

- Seating for 325 guests
- Sound system with music
- Licensed bar and bartenders
- Security fence for privacy
- Signage at hosting tent gate
- Gas BBQ
- Insurance
- Western decor
- Security personnel during event
- Designated parking

Arrangements must be made for:

- Event tickets for guests
- Bar service
- Catering (optional)

To book, please contact Connie Patterson at (250) 219-0791.



RODEO INFIELD SUITES

Located on the infield rail. 9 suites available for rent Tuesday to Sunday.

Package includes:

- Licensed bar
- Option to order a meal
- Complimentary snacks
- A TV connected to a big screen with live feed
- 12 tickets (additional tickets \$15/each, maximum of 3)

Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Wednesday to Sunday
Concert	Chuckwagons Ranch Rodeo Junior Rodeo	Chuckwagons Ranch Rodeo Junior Rodeo	Pro Rodeo Chuckwagons	Pro Rodeo Chuckwagons	Pro Rodeo Chuckwagons	Pro Rodeo Chuckwagons
\$1000	\$1200	\$1200	\$1700	\$1700	\$1700	\$6500

Dawson Creek Exhibition Association Contact Numbers and Information:

Box 819, Dawson Creek, BC V1G 4H8 • Phone: 250-782-6252 • Email: info@dawsoncreekex.ca

www.dawsoncreekex.ca

SPONSORSHIP LEVELS



All packages include company logo on infield big screen, the Dawson Creek Exhibition Association website, event program, and the schedule of events.

CUSTOM SPONSORSHIP PACKAGES:

Are available by contacting the Dawson Creek Exhibition Association
President Connie Patterson @ 250-219-0791



Options:

Saddle Bronc Finals
and Chuckwagon
"Dash for Cash"
Sunday

What's Included

- Concert Suite - twelve tickets included
- Eight 5 Day all Event Passes
- 12 Tuesday Kick-Off BBQ tickets
- Two 5 Day Camping Pass (Sponsor area)
- 3'x18' Track Banner


\$25,000
DIAMOND



Options:

Fireworks
Waterin' Hole

What's Included:

- 2' x 6' Infield Banner
- 3'x18' Track Banner
- Six 5 Day All Event Passes
- Four Tuesday Kick-Off BBQ tickets
- Four Tuesday Grandstand concert tickets
- Two 5 Day Camping Pass (Sponsor Area)

\$10,000
PREMIUM



Options:

Ranch Rodeo, Sports
Medicine, Rodeo
Judges, Junior Rodeo

What's Included:

- 2' x 6' Infield Banner
- Five 5 Day All Event Passes
- Four Tuesday Kick-Off BBQ tickets
- Four Tuesday Grandstand concert tickets
- One 5 Day Camping Pass (Sponsor Area)

\$5,000
PLATINUM



Options:

WPCA Announcer,
Kids Wild Horse Race

What's Included:

- 2' x 6' Infield Banner
- Four 5 Day All Event Passes
- Two Tuesday Kick-Off BBQ tickets
- Two Tuesday Grandstand concert tickets
- One 5 Day Camping Pass (Sponsor Area)

\$4,000
GOLD



Options:

Miss Rodeo Canada,
Rodeo Royalty, Drill
Team

What's Included:

- 2' x 6' banner (Sponsor provided)
- Three 5 Day All Event Passes
- Two Tuesday Kick-Off BBQ tickets
- Two Tuesday Grandstand concert tickets
- One 5 Day Camping Pass (Sponsor Area)

\$3,000
SILVER



Options:

Rodeo Announcer,
Bucking Chute Sign
(name mentioned)

What's Included:

- 2' x 6' banner (Sponsor provided)
- Two 5 Day All Event Passes
- Two Tuesday Kick-Off BBQ tickets
- Two Tuesday Grandstand concert tickets
- One 5 Day Camping Pass (Sponsor Area)

\$2,000
BRONZE



Options:

Sunday "Dash for
Cash" heat sponsor/
winning outriders,
WPCA silver buckles,
Chuckwagon Barrels

What's Included:

- Four Wednesday Fair/Chuckwagon tickets
- Two Tuesday Kick-Off BBQ tickets
- Two Tuesday Grandstand concert tickets
- One 5 Day Camping Pass (Sponsor area)

\$1,000



Options:

Aggrifair, Chuckwagons
(heat sponsors),
Rodeo Scoreboard
sponsor

What's Included:

- Two Wednesday Fair/Chuckwagon tickets
- Two Tuesday Kick-Off BBQ tickets
- 2 Tuesday Grandstand Concert Tickets

\$500



Box 819
Dawson Creek, BC
V1G 4H8

Phone (250) 782 6252
info@dawsoncreekex.ca
dawsoncreekex.ca

Hello,

Welcome to the 100th Anniversary of the “Greatest Show in the Peace”. Your destination to experience Pro Rodeo, World Professional, All Pro Wagons, Indian Relay Racing, Agriculture Fair and nightly entertainment – August 9-14th, 2022. We have added a concert featuring Tim Hicks & Shawn Austin in the Rodeo Infield on Tuesday Night.

Excitement has been building as we finally reach year number 100 ! We have been planning special events over the last couple years to bring our event to the big 100th! Stories will be coming forward from the families whose ancestors not only wrote the history but played a part in it. Our experiences define who we are and this historical 100th year will belong to the heritage of all BC/Alberta Residents. We continue the search for Ag Fair/Stampede history-pictures, write-ups, etc. from 1922 forward. If your family has any history to share, please contact our office at 250-782-6252.

We continue to look at what this Board of Directors will be leaving as a legacy for the 100th. So far over the last 19 years we have worked on the infrastructure of our Rodeo infield, race track, and steel fencing. The two most notable improvements are raising enough funds to build a steel standalone roof over the 5000-seat grandstands and purchasing the 4 acres of property adjoining the fair-grounds, on which we built a new modern livestock auction market & sold to VJV Livestock Group in 2020.

We have planned a Spring Rodeo at the Ovintiv Centre slated for April 22nd & 23rd, 2022 to kick off our 100th Anniversary. We are excited to feature the Pro Tour Rodeo once again with the Calgary Stampede Ranch providing the stock.

The Exhibition has been hard at work over the last few years building a new Waterin’ Hole Roof & Stage, 7 infield suites with the planned addition of 2 more in 2022, an extension to our Cow Barn, a new front on the Grandstands as well as a new 4-H Building & Office. In addition to these large projects we have many smaller ones planned such as new ticket booths & the revitalization of some of our Church run food booths!

Dawson Creek Exhibition & Stampede are huge supporters of Agriculture in the BC/ Alberta Peace. We keep ourselves focused and demonstrate that Agriculture, Forestry and the Oil Industry can work together to bring exposure and profitability to all. We look forward to partnering with your business, staff and family to join our “Team” of volunteers and staff for the biggest event in the BC/Alberta Peace. We will promote your business within our marketing plan (website, social media, radio & print) at one of the most respected events in the area, the “2022 Greatest Show in the Peace!”

Check out our sponsor package or go to www.dawsoncreekex.ca for further information. Looking forward to seeing you at the “Fair” August 9th – 14th 2022!

Yours in the Betterment of our Communities

DAWSON CREEK EXHIBITION & STAMPEDE
CONNIE PATTERSON - PRESIDENT

We Believe in “Agriculture” it Makes all “Food” Possible!

DEMOGRAPHICS

Since 1922 the Dawson Creek Exhibition Association has been made up of volunteers from Dawson Creek and area. As a Non-Profit organization, our vision is to bring Agriculture, Forestry, Oil Industry, Entertainment and Education to the Exhibition. A venue for all Peace River Area residents to showcase their products, highlighted with culture, fun, profitability, and the preservation of Canada's Western Heritage. The 2022 "Greatest Show in the Peace" will be celebrating its 100th Anniversary. We have many events planned for fair week to honour our events growth and the pioneers whose vision we still see today. With these events we are setting in motion plans for the 100th Anniversary in 2022!

35,000 spectators, contestants, & exhibitors came through the gates in 2021 and 5000 came to the downtown parade from all areas of the Peace River Country, BC, Alberta and beyond. Dawson Creek is a city of 12,000 with a trade area of 65,000. World Professional Chuckwagons Race in the events famous "Battle of the North". The Canadian Pro Tour Rodeo is ranked 4th in Canada for attendance. The same World Professional Chuckwagon drivers and many of the Canadian /American Professional Rodeo cowboys that compete at the Calgary Stampede compete here in Dawson Creek. We are the second to the last show for points on the WPCA circuit prior to their wagon finals. Adding some local content, the All Pro Wagons race at our event. In 2006 our Stampede became affiliated with the American Rodeo Association, so monies won in Dawson Creek count towards the Rodeo Tour Finals, Canadian Finals in Red Deer and the National Rodeo Finals in Las Vegas. For the 28th year world recognized stock contractor, Dwayne Kesler Championship Rodeo will be providing our rough stock. Their stock also competes for points to qualify for the Canadian and National Finals.

AGRICULTURE FAIR: We are sanctioned with BC Fairs & Canadian Fairs hosting the 2nd largest Agriculture Fair in BC. Our Supreme Bull and Supreme Cow from the cattle division go onto to "Western Agribition" (Regina) competing in the Western Supreme Challenge. The Draft Horse division will host the 2022 BC Percheron Association Provincial Halter Show. Our Fair offers the public an opportunity to view the Peace River Area Agriculture Communities outstanding accomplishments in competitions and demonstrations.

NEW DEMONSTRATIONS: Our First Nations people play a huge part in the past and current history of this event. We have added a First Nations Village with three authentic teepees and native dancers. The Heritage Building hosts agriculture exhibits for children 5 – 10 years old, teaching youngsters about where their food comes from and the role farmers play in producing food for Canadians from the Peace River area. Each "Division" of the Agriculture Fair display information on what their division brings to Agriculture in the community.

The Dawson Creek Exhibition Association supports more than 6 non-profit organizations, including 4-H, Arts Groups, Church Groups, School and Sports Groups with a venue for their major fundraising during the five-day event. Funds are raised by these groups by providing a service, 50/50, parking or grounds clean-up during the Exhibition. "Old Town" which hosts our famous food vendors, is also home to an outdoor Trade Fair with a wide variety of products. The Fair Grounds and Events Centre have access to over 80 acres, giving ample space for parking and camping. The Exhibition hires staff through the Canada Summer Jobs Grants program as well as Ambassadors ages 15-18, for the set-up/takedown of the fair, parking attendants, program sales, and children's program, as well as staff for gate admission sales, the bank, events staff and licensed security. We play a major role in orientation of all staff volunteers and service groups who take part in making the "Greatest show in the Peace" a reality each year.

We strive for a rural setting, giving the public, competitors & livestock a clean, safe ground for a fun filled family weekend. The customer service booth and fair office are on site with Event Security offices at both main entrances. A new grandstand roof became a reality in 2012 and the City of Dawson Creek replaced the Grandstand seating in 2014. DCEA is in the process of installing individual seating in the grandstands.

The 2022 Dawson Creek Exhibition & Stampede will be offering these events over 6 days:

- Fair Parade (Friday Morning) and Kid's Parade (Thursday Evening)
- Fireworks (Thursday, Friday and Saturday) at 10:30 pm- The largest Fireworks display in the North
- West Coast Amusements- 4 days of entertainment, the largest in the region.
- Cattle Show, Light Horse Show, Heavy Horse Show, Sheep, Goats, Poultry, Rabbits, & 4H
- Horticulture, Youth Handicrafts, Home Arts, Youth Photography
- Kids Heritage Building
- Kids Horse Show, Children's Exceptional Rodeo and Kids Wild Horse Race
- World Professional Chuckwagons and Western Chuckwagons ("Year End Finals" for WCA)
- Canadian Pro Tour Rodeo (The last tour rodeo before finals in Armstrong, BC)
- Tuesday Night Rodeo infield Concert featuring Tim Hicks
- Entertainment in our famous "Waterin' Hole" with Chris Leblanc & Shawn Austin
- Talent Contest and Gospel Festival with free pancake breakfast Sunday morning.
- Commercial & Agriculture, Home Decor Trade Fair on site. (Wednesday – Sunday)
- Sponsor Hosting opportunities, Sponsor BBQ and Infield Suites

We recognize our Sponsors with name advertising in the 2022-day schedules, sponsor page in "Battle of the North" pro wagons and rodeo program, on the 2 - 25' big screens in the rodeo infield & the Waterin Hole and on our web page. Sponsors are invited to the complimentary "Kick-off BBQ" on Tuesday night in the Hosting Tent. We offer a variety of opportunities for companies to host their guests. The hosting tent holds 325 guests, and for smaller crowds the In-Field suites hold up to 15 guests for up close action to the Rodeo and Chuckwagons. Come join our team, bringing exposure and profitability to all, where Agriculture, Forestry, Industry, Education and Family Entertainment meet. Take part in the 100th Anniversary of our Western Heritage at the "2022 Greatest Show in the Peace"

Visit us on the web at www.dawsoncreekex.ca or our Facebook & Instagram pages.