



S P O N S O R S H I P

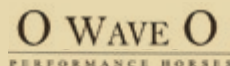
JULY 8TH-11TH ★ 2026

Since 1931

SHERIDAN WYO RODEO

★★★★★ GET WYO'D

& WORLD CHAMPIONSHIP INDIAN RELAY



AN WYO RODEO
Since 1931



*GUESTS FROM
ALL 50 STATES
AND MORE THAN A
DOZEN COUNTRIES
HAVE JOINED US
AT THE
SHERIDAN WYO
RODEO!*

*THE EXCITEMENT
GROWS
YEAR AFTER YEAR!*

SHERIDAN
WYO
RODEO Since
1931

THE SHERIDAN WYO RODEO will be celebrating its 96th year throughout Rodeo Week July 6-12, 2026! Managed and organized by a group of dedicated community volunteers, the **SHERIDAN WYO RODEO** is a week-long, premium family entertainment experience that promotes the sport of rodeo, western values, community and our beautiful hometown of Sheridan, Wyoming.

The WYO is a major stop on the rodeo trail for the Professional Rodeo Cowboys Association (PRCA) during all four rodeo performances, **July 8-11.**

24,975 GUESTS CELEBRATED

Rodeo Week in Sheridan, Wyoming in 2025, enjoying high-octane rodeo action in the arena and friendly hospitality throughout the community.

OVER \$515,000
**IN PRIZE MONEY WAS PAID
TO CONTESTANTS IN 2025!**

The WYO Rodeo attracts top rodeo athletes from across the globe. Sankey Pro Rodeo and Phenom Genetics, two of the best stock contractors in all of professional rodeo, provide the incredible animal athletes for each rodeo performance.

The minute you enter the Sheridan County Fairgrounds you're greeted with a festival atmosphere, featuring a carnival, booths and food – with top local vendors flanking the exterior of the arena. Before we begin each of our four-night non-stop, best-in-class rodeo performances, our World Championship Indian Relay Races kick things off. The crowd goes wild for this exciting tradition that is now part of the complete Sheridan WYO Rodeo experience.

SHERIDAN WYO RODEO ISA **TOP 25**
PROFESSIONAL RODEO IN THE U.S. & CANADA

SHERIDAN WYO RODEO WEEK always begins with a good ol' fashioned Boot Kick-Off. A community favorite and a family friendly event, it is free and open to the public. This year it will be held on Tuesday, July 7th. Throughout the week there many other special, themed events throughout Sheridan. **Rodeo performances run Wednesday through Saturday night.**

SHERIDAN WYO RODEO WEEK IS FULL OF EXCITING EVENTS TO ENTERTAIN THE ENTIRE FAMILY!
BELOW IS A SAMPLING FROM A TYPICAL "RODEO WEEK" IN SHERIDAN, WYOMING

On July 10th, Friday morning of Rodeo Week, we host the world-famous **SHERIDAN WYO RODEO PARADE**. The day begins with a pancake breakfast, and Sneakers and Spurs 5K. It's all followed by a 100-float parade that winds through our historic downtown, a show that about 20,000 people line the streets to see. A relaxed tailgate party and polo games on Sunday help folks to wind down the week at the Big Horn Equestrian Center.



2026 WYO RODEO WEEK RUNS JULY 6-12

WYO RODEO WEEK ACTIVITIES

MONDAY / JULY 6

Rodeo Slack Steer Roping

TUESDAY / JULY 7

Rodeo Slack

WYO Rodeo Boot Kick-Off

WPRA Barrel Racing

WEDNESDAY / JULY 8 / KIDS NIGHT!

Rodeo Slack

Stock Stars Tour

Carnival

First PRCA and WPRA Rodeo Performance

World Championship Indian Relay Races

THURSDAY / JULY 9 / PINK NIGHT!

Rodeo Slack

Stock Stars Tour

Carnival

Second PRCA and WPRA Rodeo Performance

World Championship Indian Relay Races

FRIDAY / JULY 10 / PATRIOT NIGHT!

Rodeo Slack

Stock Stars Tour

Boy Scout Pancake Breakfast downtown

Sneakers & Spurs Rodeo Fun Run

Main St. Parade

Kiwanis Duck Race

Carnival

Third PRCA and WPRA Rodeo Performance

World Championship Indian Relay Races

Street Dance

SATURDAY / JULY 11

Rodeo Slack

Stock Stars Tour

Carnival

Coronation of Sheridan WYO Rodeo Royalty

Final PRCA and WPRA Rodeo Performance &

World Championship Indian Relay Races

Street Dance

SUNDAY / JULY 12

Tailgate Party & Polo games

SHERIDAN WYO RODEO

SPONSORSHIP

Our goal is to provide businesses and organizations with a variety of sponsorship opportunities. To attract sponsors at all levels, there are several options to fit your budget. Please note that current sponsors have first right of refusal (some exceptions may apply with national sponsors). Please contact a sponsor representative for an updated list of sponsorship openings.



OFFICIAL SPONSORS

\$30,000+

THE SHERIDAN WYO RODEO

GENERATES APPROXIMATELY

\$8 MILLION

**IN LOCAL ECONOMIC IMPACT
ANNUALLY!**

- >> Official Sponsor designation
- >> Special arrangements
- >> Special introductions
- >> Flag for rodeo and related events
- >> 12 rodeo tickets for each performance
- >> Company logo on literature (including website)
- >> Full page, full color ad in Rodeo Program
- >> Jumbotron (big screen) advertising
- >> Announcer recognition
- >> Parade float location priority as Official Sponsor
- >> 16 VIP passes for each performance
- >> Signage (inside and outside arena)
- >> Street Banner/signage
- >> All banners and flags are provided by sponsor

- >> Designation of “Jumbotron Sponsor”
- >> Sponsor banners located on the sides of the Big Screen
- >> Flag for rodeo and related events
- >> 12 rodeo tickets for each performance (6 per company)
- >> Commercial video ad prior to the rodeo.
(Length to be determined) *
- >> Announcement of the “Sponsor Name Instant Replay”
- >> Announcer recognition
- >> Full page ad in the Rodeo Program for each company
- >> Priority parade placement and entry fee if Sponsors wish to have their own float.
- >> 12 VIP passes for each performance (6 per company)
- >> Other sponsor logos or still pictures will be allowed during performance. All banners and flags are to be provided by the Sponsor.

JUMBOTRON SPONSORS

\$34,000

2 SPONSORS

**COWBOY'S CHOICE
RODEO OF THE YEAR
MOUNTAIN STATES CIRCUIT**

TICKET SPONSOR

\$15,000

- >> Designation of Ticket Sponsor
- >> Company name recognition on all hard-copy, virtual and mobile tickets (approx. 25,000 exposures)
- >> Flag for rodeo and related events (Flag provided by sponsor)
- >> Listing on the website
- >> Announcer recognition
- >> Flag provided by sponsor

- >> Special introductions
- >> Flag for rodeo and related events
- >> 8 rodeo tickets for each performance (4)
- >> Banner inside rodeo arena
- >> Company logo on website
- >> Full page ad in Sheridan Press the day sponsored
- >> Full page ad in the Rodeo Program
- >> Jumbotron (big screen) placement
- >> Listing on the Sheridan Press “thank you” ad at the completion of the rodeo
- >> Announcer recognition
- >> 4 VIP passes for each performance
- >> All banners and flags are provided by sponsor

PERFORMANCE SPONSORS

\$9,000

INDIAN RELAY SPONSORS

\$9,000

- >> Arena banner
- >> Special introductions
- >> Flag for rodeo and related events
- >> 8 rodeo tickets for each performance (4)
- >> Company logo on website
- >> Full page ad in the Rodeo Program
- >> Jumbotron (big screen) placement
- >> Sheridan Press “thank you” ad at the completion of the rodeo.
- >> Announcer recognition
- >> 4 VIP passes for each performance (4)
- >> All banners and flags are provided by sponsor

WOMEN'S INDIAN RELAY SPONSORS

\$9,000

- >> Arena banner
- >> Jumbotron advertising Women's Indian Relay Sponsor
- >> Announcer recognition as Women's Indian Relay Sponsor
- >> 8 Rodeo tickets each performance
- >> Company logo on website
- >> Full page color ad in rodeo program
- >> Listing on the Sheridan Press “thank you” ad at the completion of the rodeo.
- >> Flag for rodeo and related events
- >> All banners & flags provided by sponsor

WORLD CHAMPIONSHIP INDIAN RELAY RACES



SPECIAL EVENT SPONSORS

*BOOT KICK-OFF,
PARADE, WAGON,
TIMED EVENT CHUTE,
SPURS + TAILGATE*

\$9,000

- >> Signage at event and outside arena
- >> Special introductions
- >> Flag for rodeo and related events
- >> 8 rodeo tickets for each performance (4)
- >> Company logo on website
- >> Full page ad in the Rodeo Program
- >> Jumbotron (big screen) placement
- >> Listing on the Sheridan Press “thank you” ad at the completion of the rodeo
- >> Announcer recognition
- >> 4 VIP passes for each performance
- >> All banners & flags are provided by sponsor



RODEO EVENT SPONSORS

\$7,500

- >> Chutegate sign
- >> Flag for rodeo and related events
- >> 6 rodeo tickets/performance (4)
- >> Jumbotron advertising
- >> ½ page ad in the rodeo program
- >> Listing on the Sheridan Press “thank you” ad at the completion of the rodeo.
- >> Announcer recognition
- >> 2 VIP passes for each performance (4)
- >> All banners & flags are provided by sponsor

SPECIAL DESIGNATION EVENT SPONSORS

\$6,000

- >> Arena banner
- >> Flag for rodeo and related events
- >> 6 rodeo tickets/performance (4)
- >> Jumbotron advertising
- >> ½ page ad in the rodeo program
- >> Listing on the Sheridan Press “thank you” ad at the completion of the rodeo.
- >> Announcer recognition
- >> 2 VIP passes for each performance (4)
- >> All banners & flags are provided by sponsor

CONTRACT SPONSORS

(LIMIT 6)
\$3,000

- >> Banner in arena
- >> 4 rodeo tickets for each performance (4)
- >> ¼ page ad in the Rodeo Program
- >> Listing on the Sheridan Press “thank you” ad at the completion of the rodeo
- >> Announcer recognition
- >> 2 VIP passes for each performance (4)
- >> All banners are provided by sponsor



INSIDE CHUTE SIGN SPONSORS

\$1,750

- >> 2 rodeo tickets for each performance (4)
- >> Listing on the Sheridan Press “thank you” ad at the completion of the rodeo
- >> Signage visible during rough stock events when Chutegate opens
- >> Option to purchase additional chute for an additional \$1,000
- >> All banners provided by sponsor



POSSE SPONSORSHIP (LIMIT 100)

\$350 (FOR FIRST YEAR)

\$300 (EA. YEAR THEREAFTER)

- >> Wall plaque designating your business as a Posse Member & supporter of the Sheridan WYO Rodeo
- >> Official Sheridan WYO Rodeo Poster
- >> Listing on SheridanWYORodeo.com, back cover of the Sheridan WYO Rodeo program produced by the Sheridan Press, and Posse flag is flown during performance
- >> Posse recognition during each of our four rodeo performances.

On behalf of the Sheridan WYO Rodeo, we would like to thank you for your interest in the biggest annual event in Sheridan County. Please contact me as soon as possible for an updated list of sponsorship openings. Thanks again and we look forward to hearing from you!

Sincerely,

ZANE GARSTAD

Rodeo Sponsorships
Sheridan WYO Rodeo
(307)751-0121
zanegarstad@gmail.com



SHERIDANWYORODEO.COM / [#GETWYOD](https://twitter.com/GETWYOD)