



**BE BOLDER
BE BADDER
BE BRAVER**

pbrcanada.com

A bull rider is shown in mid-action, riding a black bull. The rider is wearing a black and green outfit, a helmet, and chaps with a Chevrolet logo. The bull is running and kicking up dust. The background is dark with some white plus signs.

**TITLE SPONSOR
GRANDE PRAIRIE**

**SEPTEMBER 30 &
OCTOBER 1, 2023**

THE TOUR

THE PBR CANADA CUP SERIES IS THE PREMIER BULL RIDING TOUR IN CANADA. WITH EVENTS HELD IN TOP CANADIAN MARKETS, THE SERIES BRINGS THE WORLD'S BEST BULL RIDING TO MILLIONS OF CANADIAN FANS VIA LIVE EVENTS AND ON TSN.

THE NINE-TOP TOUR CULMINATES AT THE FINALS IN EDMONTON.



PBR ON TSN

EVERY PBR CANADA CUP SERIES EVENT IS PRODUCED BY OUR WORLD-CLASS PRODUCTION PROFESSIONALS AND DELIVERED TO TSN FOR BROADCAST. PBR OWNS, CONTROLS, AND PRODUCES ALL OF THE CONTENT FOR EVERY TELEVISED EVENT, FROM THE OPENING CREDITS TO THE FINAL SIGN-OFF.

PBR DELIVERS

72 BROADCASTS ON THE TSN NETWORK OF CHANNELS (FIRST AIRING & REBROADCASTING)
3.7+ MILLION IMPRESSIONS (P2+) ON TSN STATIONS
51,000+ AVERAGE VIEWERS PER TSN AIRING
A 34% INCREASE IN AVERAGE VIEWERSHIP (P2+) COMPARED TO 2020 AND A 55% INCREASE IN AVERAGE VIEWERSHIP AMONG THE M18 – 48 DEMO COMPARED TO 2020.



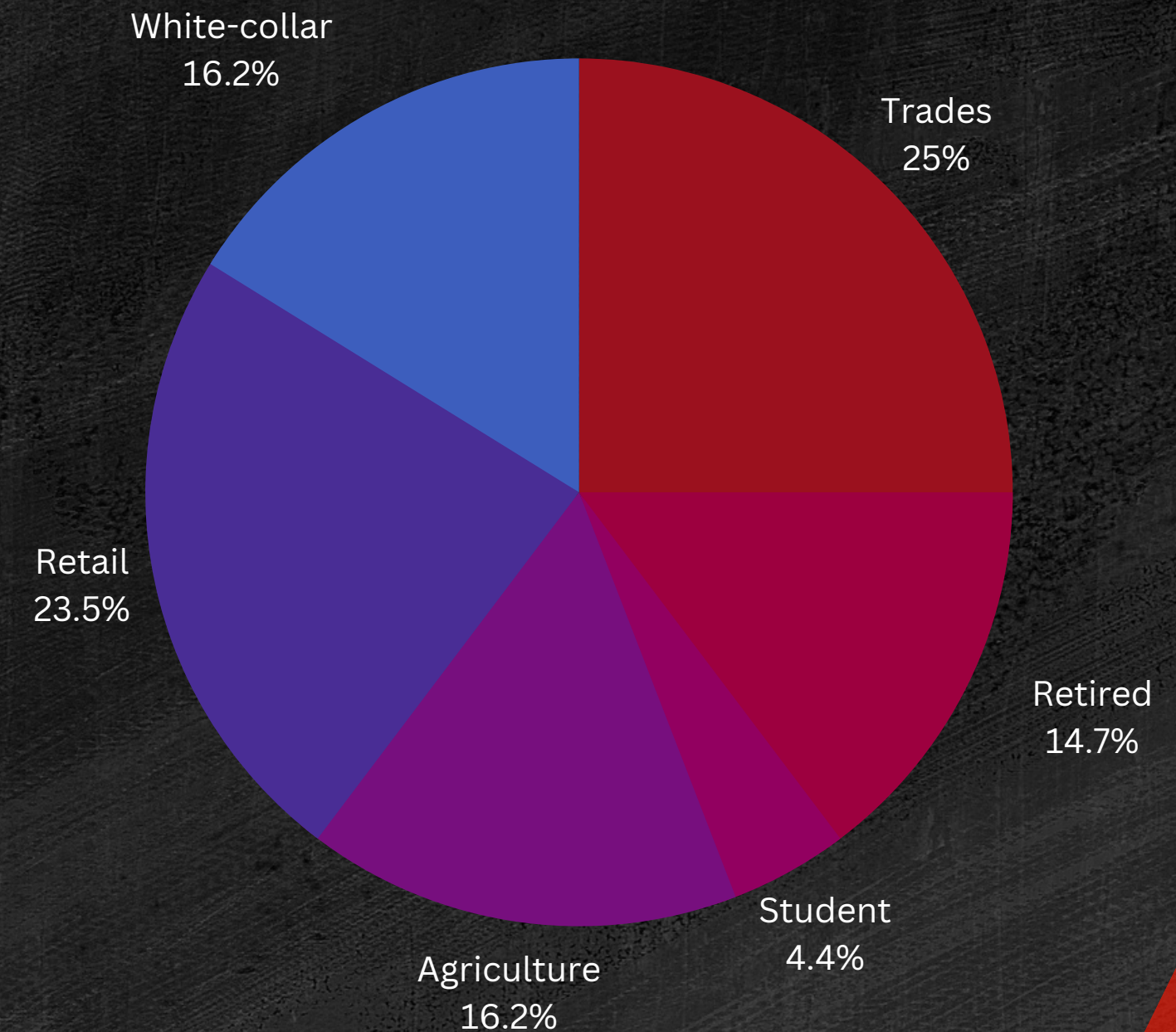
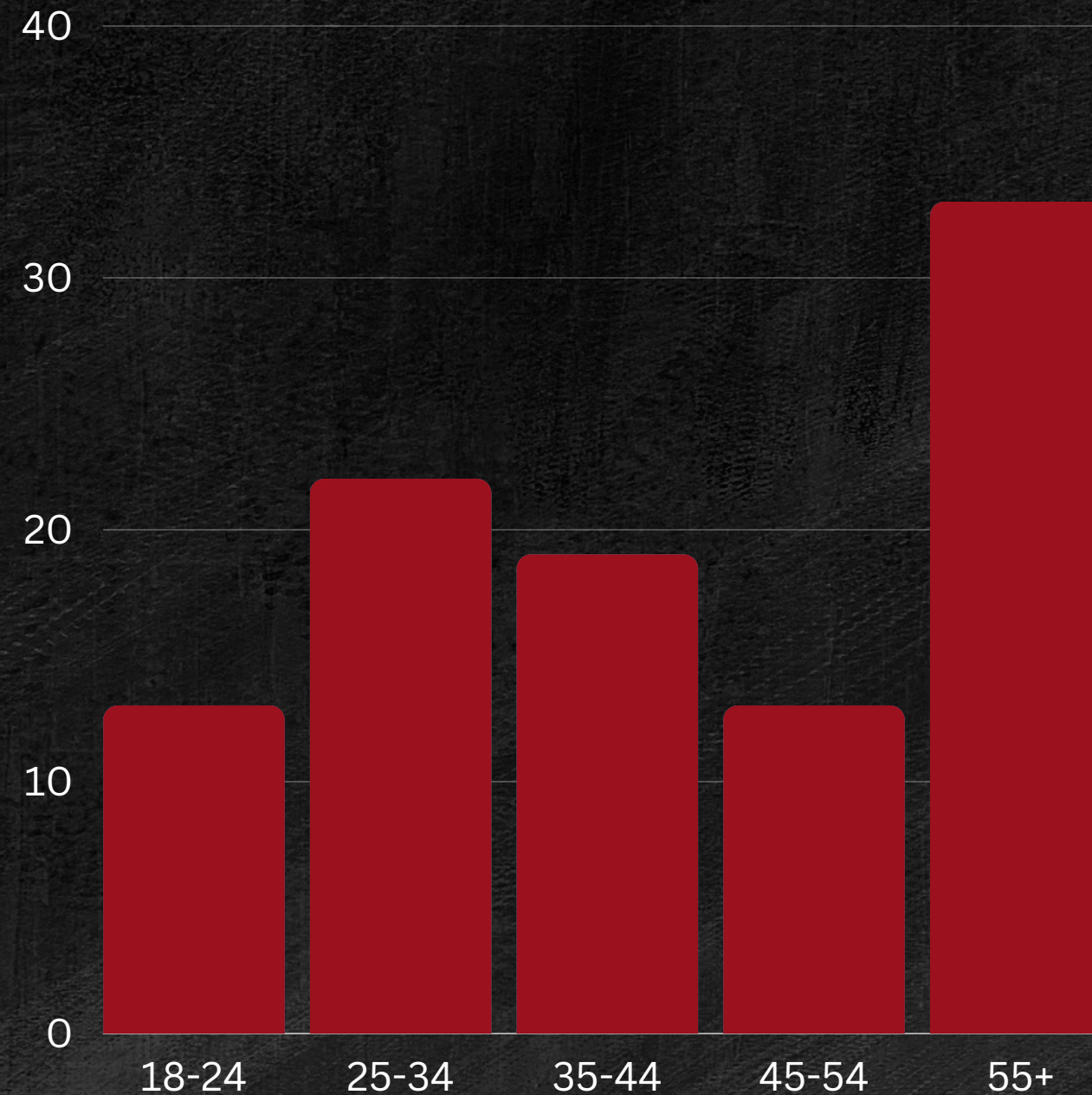
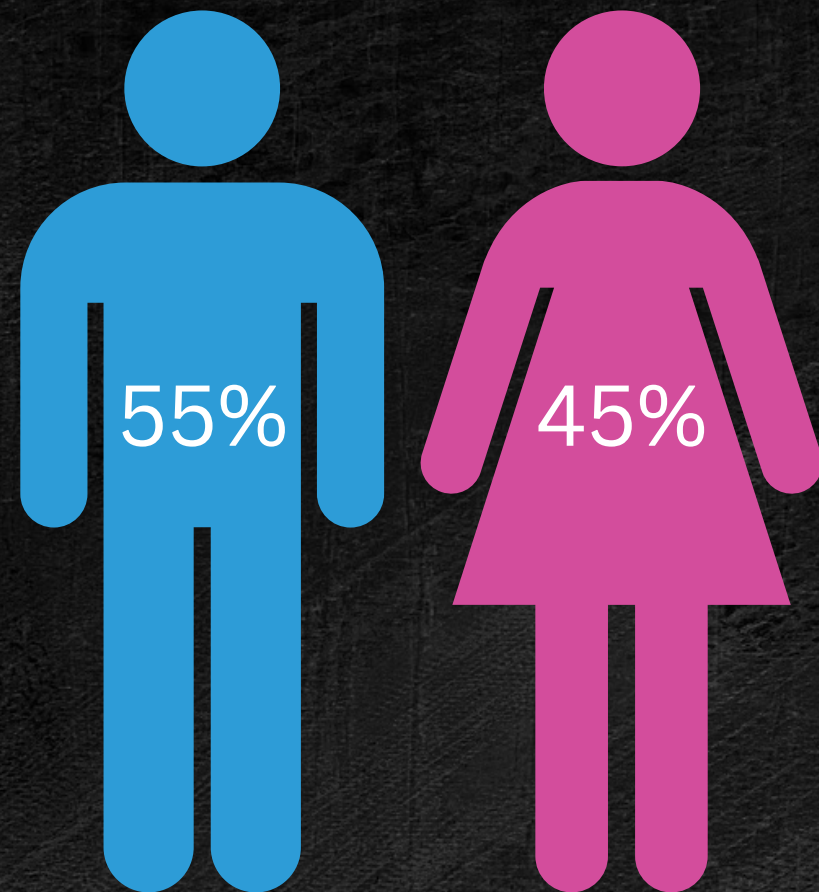


PBR ON SOCIAL MEDIA

369K Facebook Followers
81.5K Instagram Followers
11.6K Twitter Followers



DEMOGRAPHICS



Source:: YouGov, Profiles+, (Prior 52 weeks ending 1/16/22), PBR Fans = Top 3 box (Any Interest), based on Persons 18+.



PARTNERS



PENDLETON
WHISKY

MNP



Priefert®



HANDCRAFTED CUSHION COMFORT
DAN POST®

Wrangler®

LAMMLE'S

WESTERN WEAR

YETI®

4+ FUEL
ADDITIVES
FORMULATED BY DSG



COOPER
TIRES®

NAMING RIGHTS

THE SPONSOR WILL BE RECOGNIZED AS THE TITLE SPONSOR OF THE PBR CANADA TOUR STOP IN GRANDE PRAIRIE I.E. 'THE SPONSOR' PBR SHOWDOWN



EXTERNAL MARKETING

THE SPONSOR WILL RECEIVE LOGO RECOGNITION IN ALL LOCAL PRINT, DIGITAL, AND RADIO ADVERTISING, AND LOGO RECOGNITION IN LOCAL TELEVISION ADVERTISING

WEBSITE INCLUSION

THE SPONSOR WILL RECEIVE A LOGO AND LINK ON PBRCanada.com ON THE LOCAL SPONSOR PAGE





ARENA SIGNAGE

THE SPONSOR WILL RECEIVE: TWO 96" X 42" ARENA BANNERS, A 120" X 23" CENTER OUTGATE OVERHEAD SIGN, AND TWO CHUTE GATE STICKERS PER CHUTE PER PERFORMANCE (SIGNAGE COSTS TO BE PROVIDED BY THE SPONSOR)

DIGITAL ELEMENTS

THE SPONSOR WILL RECEIVE THE FOLLOWING: LOGO ROTATION ON VIDEO SCREENS IN THE ARENA VENUE, A VIDEO OR COMMERCIAL MESSAGE TO AIR TWICE ON THE ARENA VIDEO SCREENS, AND A SECTION SPONSORSHIP PER PERFORMANCE

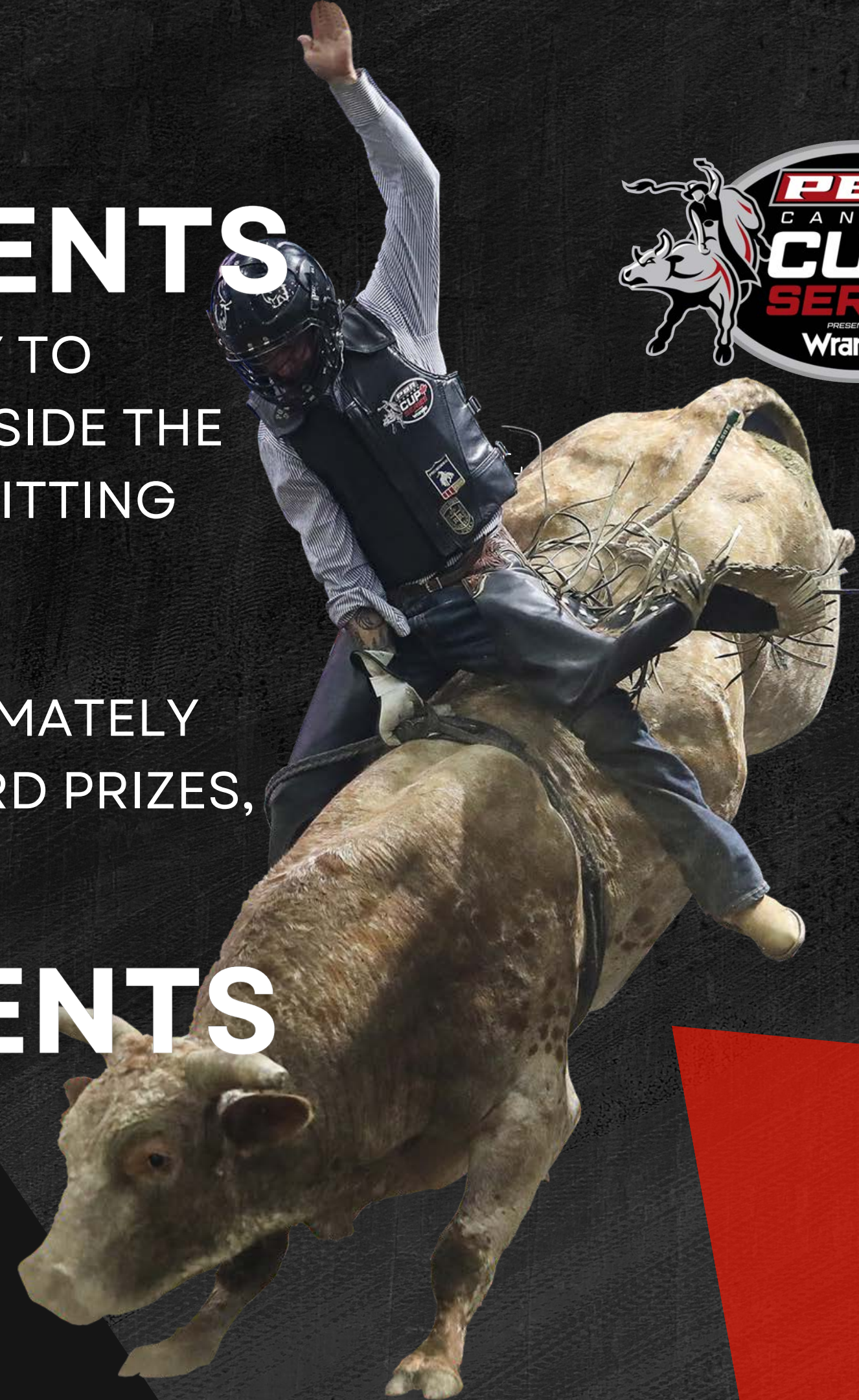
ACTIVATION ELEMENTS

THE SPONSOR WILL HAVE THE OPPORTUNITY TO
CREATE AN ON SITE PRODUCT DISPLAY OUTSIDE THE
ARENA, OR ON THE ARENA FLOOR, SIZE PERMITTING

IN ADDITION, THE SPONSOR WILL RECEIVE A
CONCOURSE LEVEL DISPLAY AREA (APPROXIMATELY
10' X 10') TO CONDUCT PROMOTIONS, AWARD PRIZES,
AND INTERACT WITH CONSUMERS

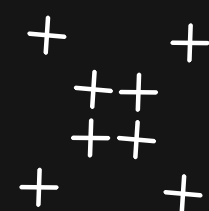
LIVE ANNOUNCEMENTS

THE SPONSOR WILL RECEIVE TWO
10 SECOND LIVE ANNOUNCER READS
PER PERFORMANCE





EVENT TICKETS



THE SPONSOR WILL RECEIVE A DIRT LEVEL VIP
SUITE FOR 20 PEOPLE AT EACH PERFORMANCE

PLUS, A SHARK CAGE EXPERIENCE
FOR SIX PEOPLE PER PERFORMANCE

*FOOD AND BEVERAGE COSTS ARE ADDITIONAL

INVESTMENT

THE INVESTMENT FOR THE BENEFITS
AS OUTLINED IS: \$ 26,500 + TAX





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