

First  
Frontier  
Circuit  
Finals  
Rodeo



# Marketing Opportunity.

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Dates

**Jan.15-17 2026**

**Farm Show  
Complex.**

Harrisburg, PA





**FIRST FRONTIER**

**PRORODEO CIRCUIT**

We are excited to present you with an opportunity to partner with First Frontier Circuit Finals Rodeo (FFCFR), a premier rodeo event that celebrates the thrill of western sports, community spirit, and a unique style of family entertainment. Featuring the rodeo athletes of the Professional Rodeo Cowboys Association and the Women's Professional Rodeo Association, This event is held in conjunction with the Pennsylvania Farm Show in Harrisburg Pa. Although the northeastern United States is not known for rodeo, the prize money available to our rodeo athletes boasts this event as the largest one in our market. This event is the culmination of a full year of competition for our contestants. Our show attracts a large, diverse audience, providing exceptional brand exposure and marketing opportunities for our valued partners.



# Event Overview

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- **Date:** January 15-17
- **Location:** Farm Show Complex, Harrisburg Pa
- **Expected Attendance:** Estimated 27,000 in ticket sales. New for 2026 the addition of a 4th performance.
- **Demographics:** Families, rodeo enthusiasts, local community members, and tourists
- **Other Key Facts:** The PA Farm Show is the largest agriculture exhibition in the Northeastern United states. Over 500,000 people will travel through the complex throughout the week.



## Why Partner with FFCFR?

Partnering with our rodeo provides an excellent platform to:

- Increase brand visibility among a passionate and engaged audience.
- Enhance community goodwill through association with a family-friendly, heritage-rich, established event.
- Gain media exposure through in stadium video board, social media, and event promotions.
- National exposure through the rodeo broadcast on The Cowboy Channel and its affiliates, With over 100 million in viewership.
- We are now a 501c3 non profit organization. All partnership agreements are fully tax deductible.

# Partnership Package

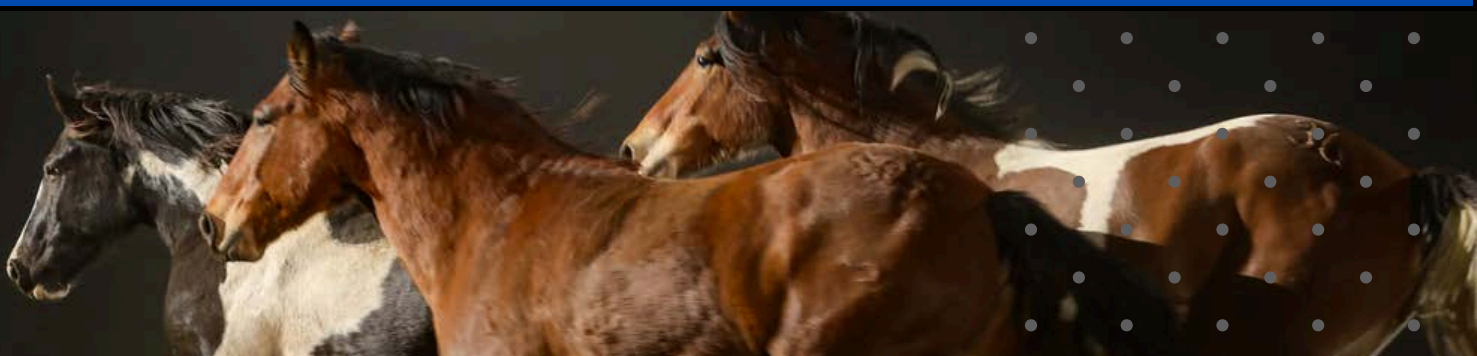


## Video Board Replay

**Contribution - \$15,000**

We have now integrated a video board to the production of our rodeo. This not only has enhanced the spectator experience but has provided a new and exciting medium to advertise our great partners. The rodeo action is relived through our “replay board” drawing the eyes and attention of our audience. Making every seat a great one!

- Premier brand placement during the event in the form of action replay. Up to 96 per performance.
- Exclusive replay title (e.g., “lets watch our rodeo replay presented by [Sponsor Name]”).
- Complimentary premium seating.
- National broadcasting of event on The Cowboy Chanel or affiliate.
- Logo placement on sponsor loops.
- Two arena banner.
- Logo placement contestant jackets.
- 10% discount code for tickets.
- Social media promotion (one a month for six months)





# Partnership Package

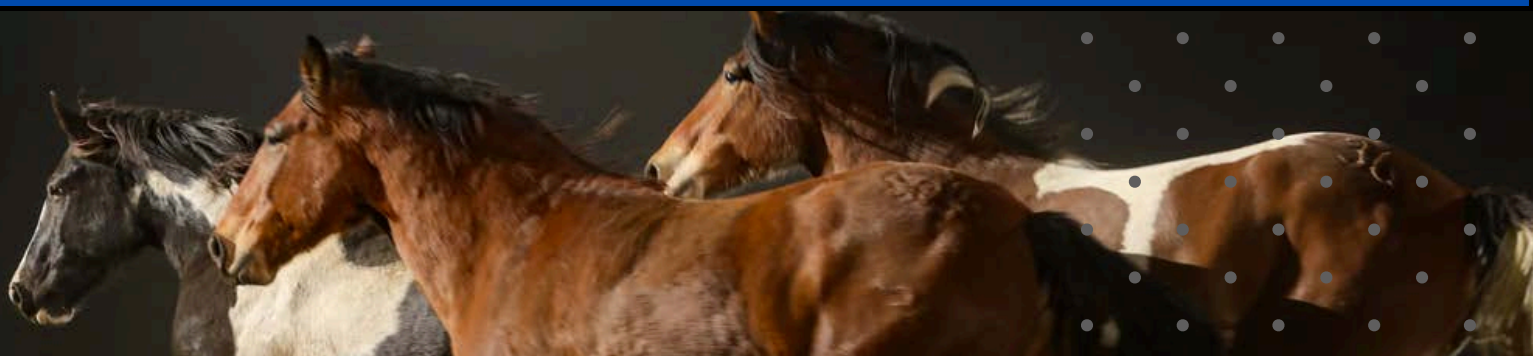


Contribution - \$6,000



## Event Package

- Title Sponsor of individual event
- Bucking chute sign if a rough stock event
- Two arena signs if a Timed event.
- Logo and Event title on video board before event
- Sponsor Flag run after event with go-round champion
- National Broadcast on The Cowboy Channel
- Commercial runs pre rodeo
- Logo placement on sponsor loop.
- Social media business promotion (one per month for four months)



# Partnership Package

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**Contribution - \$3,500**

## Bucking Chute

- Logo featured on individual “bucking chute.”
- In arena mentions when contest uses specific bucking chute
- National Broadcast on The Cowboy Channel
- Logo placement on sponsor loop.
- Commercial run pre rodeo.
- Two complimentary general admission tickets per performance
- Social media business mentions for go-round champions.
- Social media business promotion (one per month for 2 months)



# Partnership Package

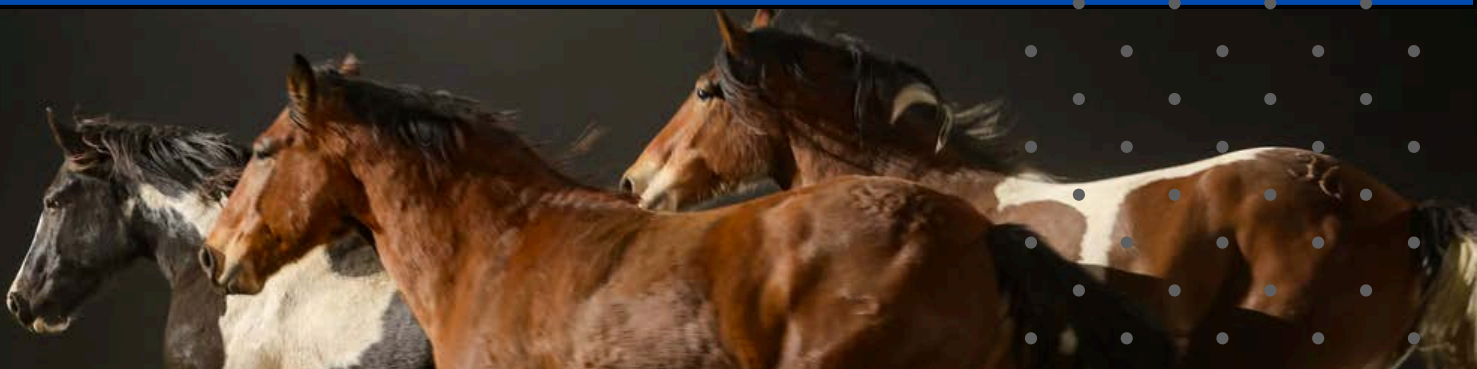
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Contribution - \$5,000

FFCFR Jacket

- Logo featured on FFCFR jackets (180+).
- Recognition during the event announcements.
- Five complimentary premium seats for performance of choice.
- Two complimentary FFCFR jackets.
- Social media post of contestants and jackets.
- Logo on sponsor loop
- 10% discount code for tickets





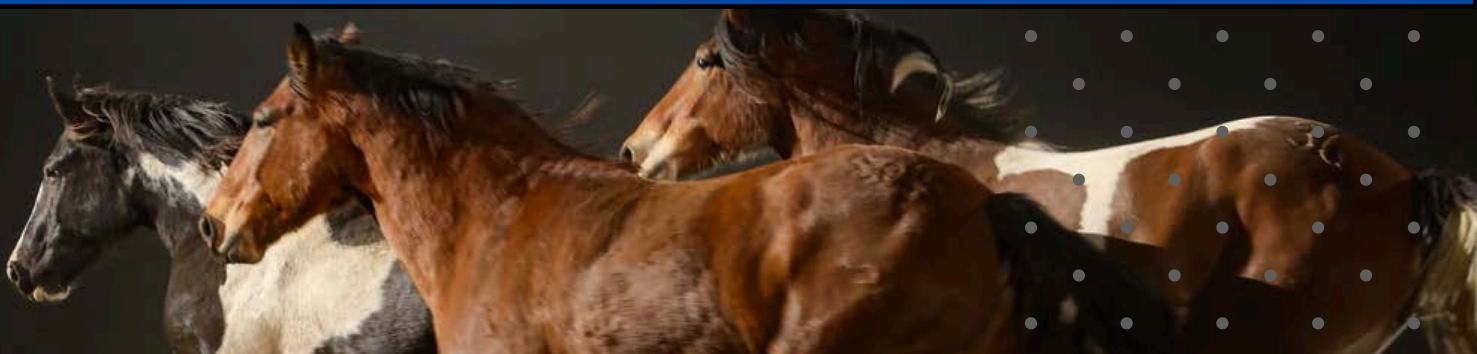
# Partnership Package



## Arena Banner

Contribution - \$3,000

- Banner posted around competition arena.
- Sponsor read pre rodeo.
- Logo on video board.
- Social media mentions and thank you (one before and after event)
- 2 Complimentary general admission tickets per performance





## Custom Options

We are happy to tailor a sponsorship package that aligns with your company's marketing objectives. Let's collaborate to create a partnership that maximizes your return on investment. We have unique A-la-carte options available that can be done individually or combined.



# Custom Options

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## Exceptional Children's Rodeo

Contribution - \$3,000

Our FFCFR is honored to host an exceptional children's rodeo. This is wonderful experience for both our participants and our contestants. Bringing joy and excitement of rodeo to these incredible kids, allowing them to participate in adapted rodeo activates with real cowboys, cowgirls, and rodeo royalty.

- Banner posted in competition arena.
- Multiple announcers mention during duration of event.
- Logo on sponsor video loop.
- Social Media mentions, specifically addressing our exceptional rodeo.
- Social media mentions and thank you (one before and after event)
- 2 Complimentary general admission tickets per performance.



# Custom Options

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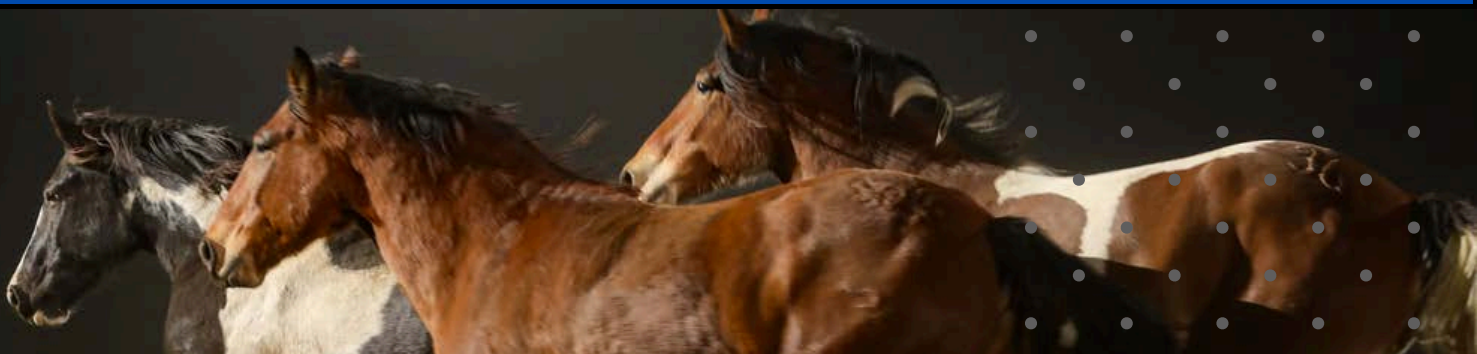
**Contribution - \$4,000**



## Bull Fighters

Bullfighters are our highly skilled athletes that are equal parts safety and entertainment. They are often referred to as our cowboy protectors and play an important role in our event. These skills have even evolved into a unique showcase of controlling the animals called “freestyle bullfighting”.

- Title sponsor of the bull fighting team
- Custom jersey with business logo and color scheme
- Announcer mentions and commentary during the bull riding using business name.
- Logo on sponsor video loop.
- Social media mentions showcasing the bull fighters.
- 2 Complimentary general admission tickets per performance





# Custom Options

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**Contribution - \$4,000**



**Clown Barrel**

**Our Rodeo Entertainer offers a unique brand placement opportunity. The “Clown Barrel” used during the Bull Riding Event gives a perfect center stage opportunity for advertisement.**

- Title sponsor for our rodeo entertainer and “Clown Barrel”
- Premium brand placement on “Clown Barrel” during the bull riding event
- Announcer mentions during the event.
- Logo on sponsor video loop
- Social media mentions showcasing our rodeo entertainer.
- Two complimentary general admission tickets for performance of choice



# Custom Options

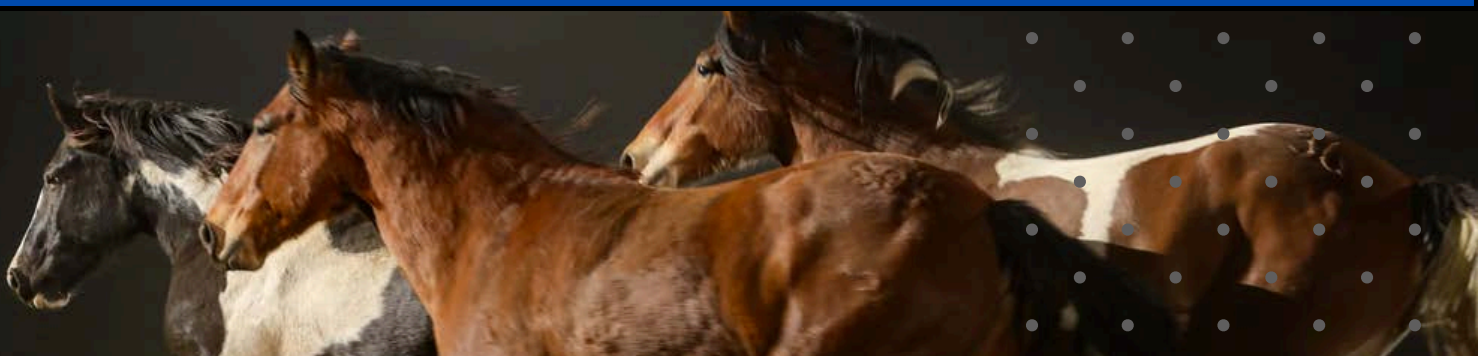


Contribution - 3,000



## Contract Act

- Title sponsor for our Contract Specialty act.
- Announcer mentions during the event.
- Logo on sponsor video loop.
- Social media mentions showcasing our Contract Specialty Act.
- Two complimentary general admission tickets for performance of choice





# Custom Options

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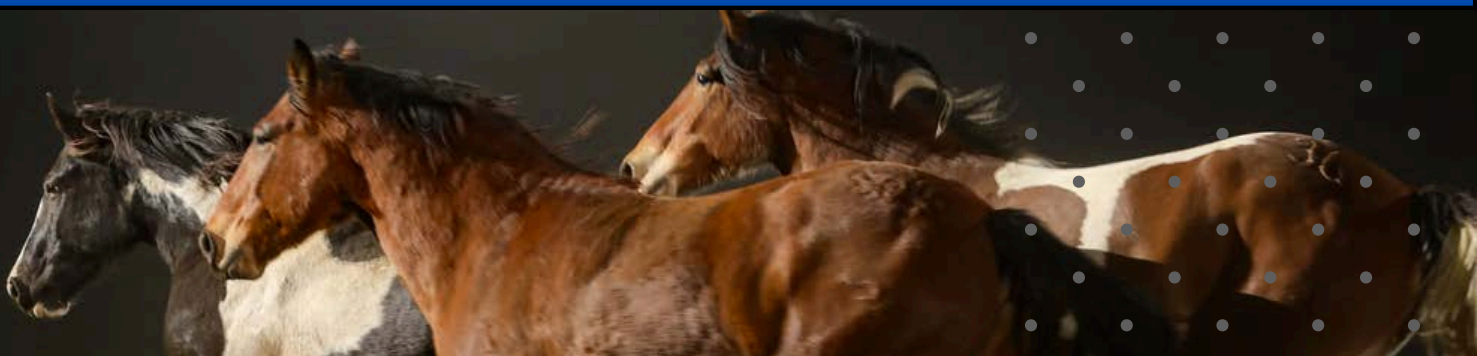


## Pick-up Men

Contribution - \$2,500

Pick-up men are another key element in the safety of both the rodeo contestants and animal athletes. When the 8 seconds ends their work begins, assisting the horse riders in an effort to dismount the animals as safely as possible and to escort the animals out of the arena.

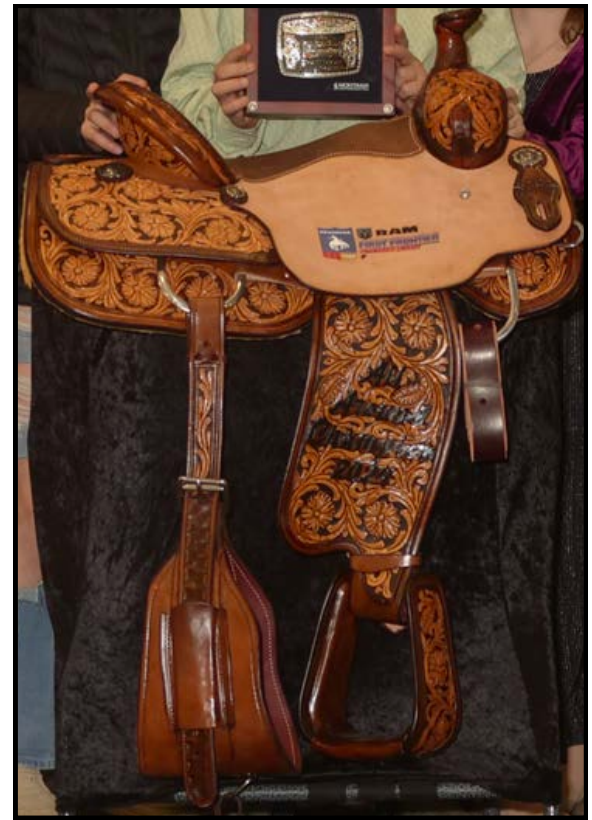
- Logo on Pick-up Men shirts
- Title sponsor of the Pick-up Men
- Announcer mentions and commentary throughout performance.
- Logo on sponsor video loop
- Social media mention showcasing Pick-up Men.
- 2 Complimentary general admission tickets per performance



# Custom Options

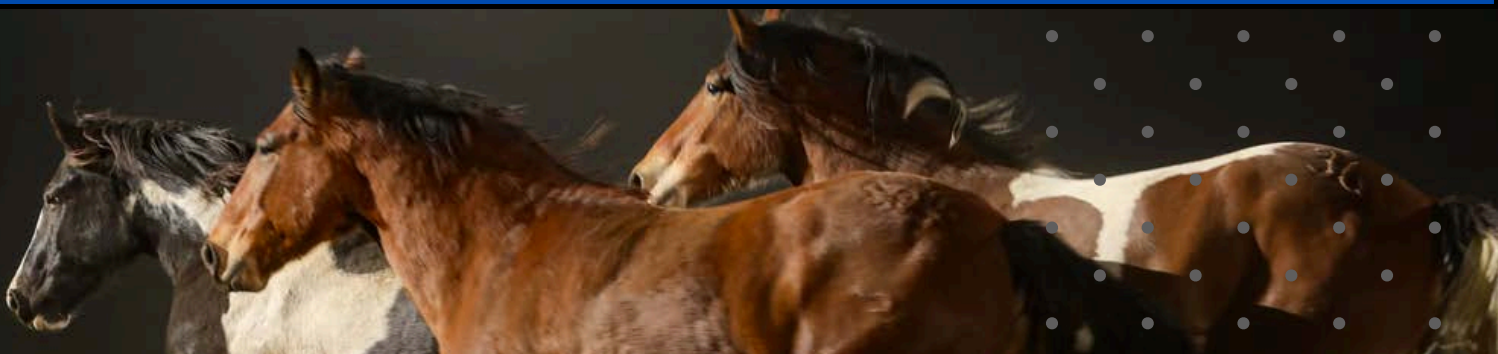
## Event Saddle

Contribution - \$2,500



Champion saddles are awarded to the contestants that win a Year-end Championship in their event. These are very coveted and prestigious awards and hold special value to those who have earned them.

- Sponsor of Year End Champion Trophy saddle
- Logo on skirts of event saddle.
- Logo on sponsor video loop.
- Social media highlight, post rodeo, with year-end champion and saddle.
- Two complimentary general admission tickets for performance of choice.





# Custom Options



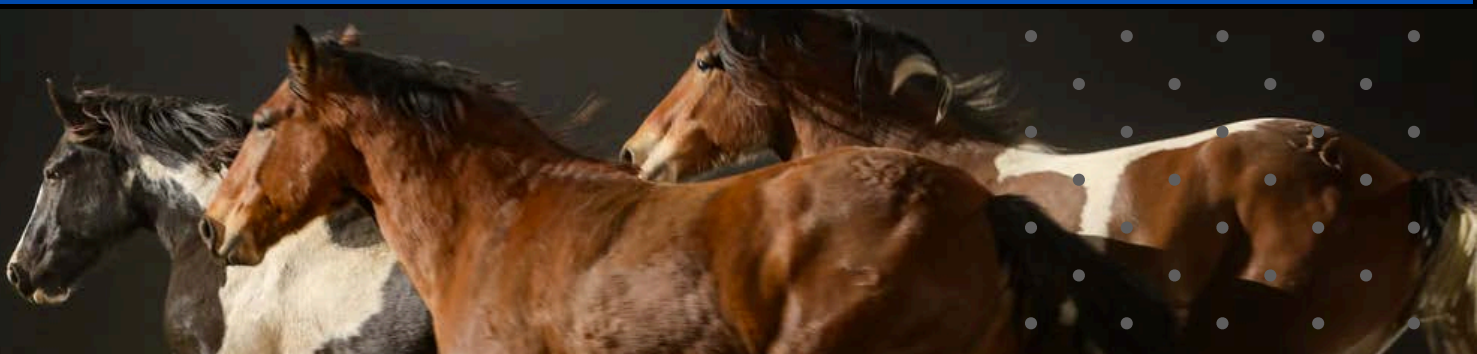
Contribution - \$TBD



Video Board

This sponsor video will be on loop during the day for duration of the Farm show event in the New Holland arena. We have different pricing available to suit.

- Logo on sponsor video loop
- Commercials ran during specified air times.
- Packages available in different pricing increments.



# Custom Options

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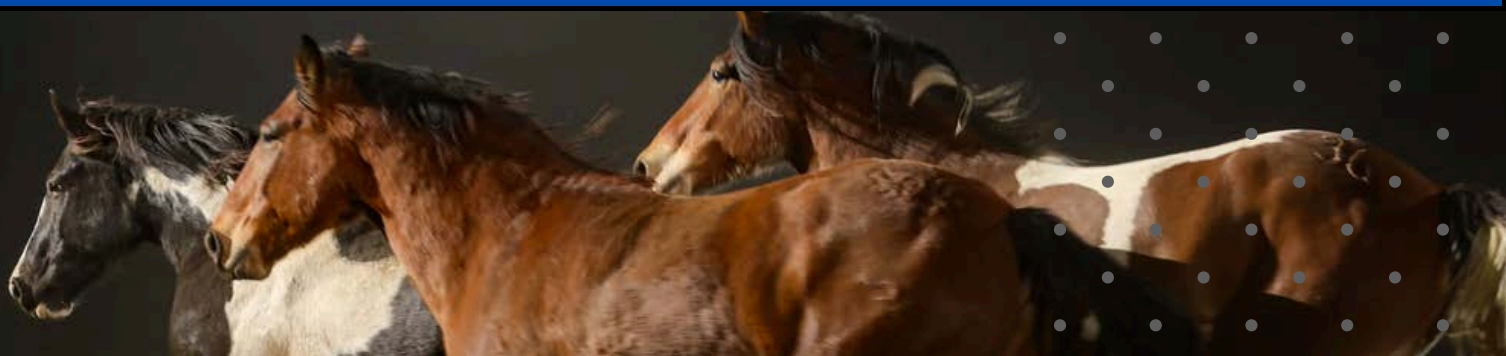


Contribution - \$1,500

## Arena Banner

Arena Banners will be used to dress the competition arena. Bringing a clean uniform look to enhance the presentation and production of our event

- Arena banner advertising in competition arena.



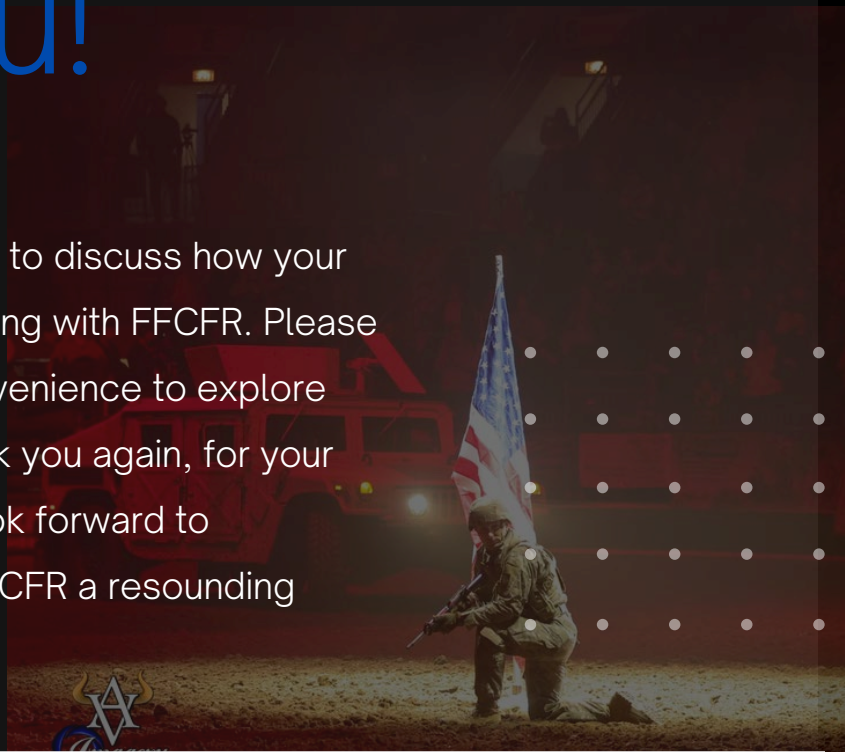


FFCFR



# Thank You!

We would love the opportunity to discuss how your brand can benefit from partnering with FFCFR. Please contact us at your earliest convenience to explore partnership opportunities. Thank you again, for your time and consideration. We look forward to partnering with you to make FFCFR a resounding success!



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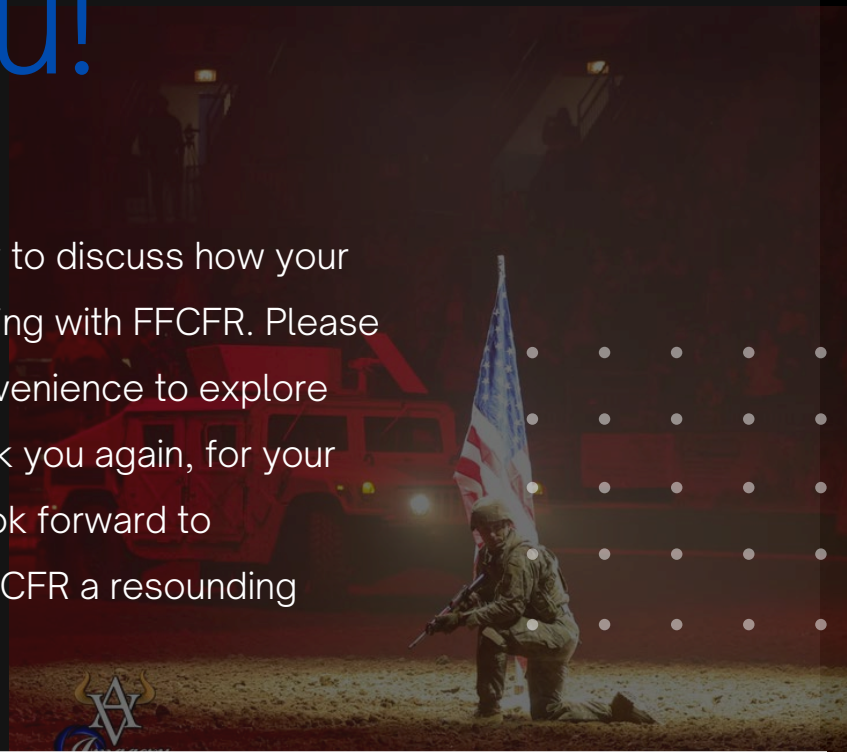


FFCFR



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