

KEEPING CANADA'S WESTERN HERITAGE ALIVE





2021

Maintaining our Western Heritage by producing the best Cutting Horse shows in Canada in Partnership with Ponoka Ag. Society, NCHA, CCHA, ACHA and the Ponoka Ag Event Center

BLACK ELK CUTTING HORSE ASSOCIATION IS A NON-PROFIT ORGANIZATION



The Town of Ponoka home of the infamous Ponoka Stampede
Celebrating its 83rd Anniversary

Black Elk Classic Cutting Horse Shows are held in Ponoka, Alberta at the Calnash Ag Event Centre in Partnership Ponoka Ag Society. Ponoka is centrally located Alberta with pristine facilities

Main Arena:
129 x 247 Main Arena



Warm Up Arena:
110 x 140
Bleachers
New in 2019 a roof connecting the Arena to the barn for the cattle
Outdoor Riding Area
200 x 125

Barn has 270 Stalls with access to additional stalls at Ponoka Stampede Grounds

The Largest of all cutting horse shows in Canada

Black Elk is Committed to continuous growth and improvement at our shows \$1,619,000.00 in added money and add back generated from entry fees since 2012.

In 2020 Black Elk paid out in excess of \$187,000.00.

Competitors and spectators come from all sectors of our economy; from business owners, ranchers, politicians, oilfield, logging.

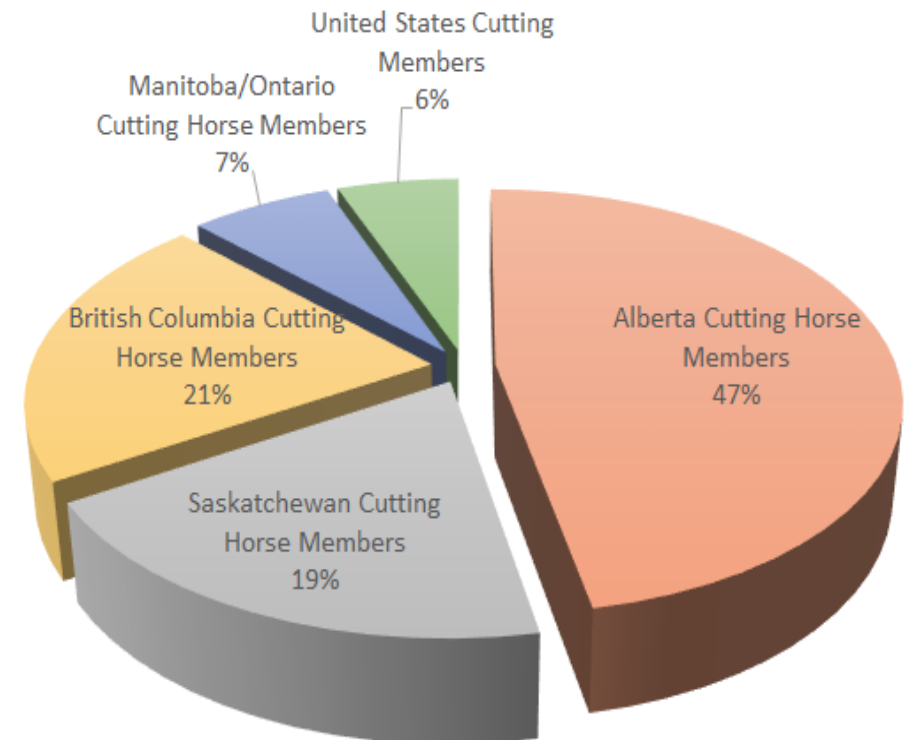
Reach key influencers in Alberta, B.C. , Saskatchewan and be a part of Canada's most dynamic equine event



- Alberta Cutting Horse Members
- Saskatchewan Cutting Horse Members
- British Columbia Cutting Horse Members
- Manitoba/Ontario Cutting Horse Members
- United States Cutting Members

COMPETITOR DEMOGRAPHICS

CANADIAN CUTTING HORSE MEMBERSHIP



BLACK ELK CUTTING HORSE CLASSIC
Is accessible on the web through social media and
live broadcasts for all our classes through HD2

www.blackelkcuttingclassic.com





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BLACK ELK CUTTING
HORSE CLASSIC FACEBOOK
page has 3,631 followers

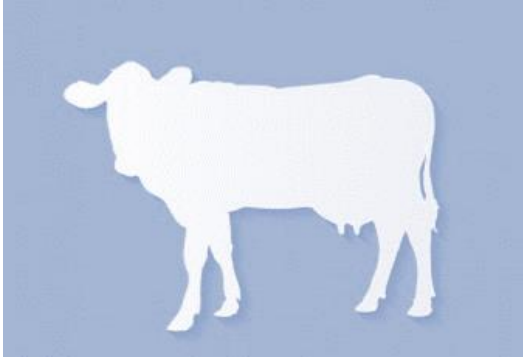
Sponsors are thanked for their
support on these sites as well as
logos and links to their
websites on our website

Show results are posted here
which draws family and
friends to view our page and
sponsors

BLACK ELK CUTTING HORSE CLASSIC

- ❖ Has a track record spanning 10 years of continued growth, while improving the experience and putting ACHA, CCHA, Ponoka and Black Elk on the map for cutters from all over North America.
- ❖ In 2020 , Black Elk added a third day to our aged events at our Fall show to help promote the great prospect horses coming out of Canadian programs. Our Sept show is now 6 days and for 2021 it will be from Sept. 7-12th, 2021
- ❖ In 2021 Black Elk is proud to announce the expansion our spring show to 5 days May 26th to 31st 2021
- ❖ In 2021 our total added purse money was \$98,250.00 for a total payout of \$187,000.00 to competitors
- ❖ In 2021 we will have \$140,000.00 added money with an approximately \$450,000.00 of total payout to competitors

SHOW STATS

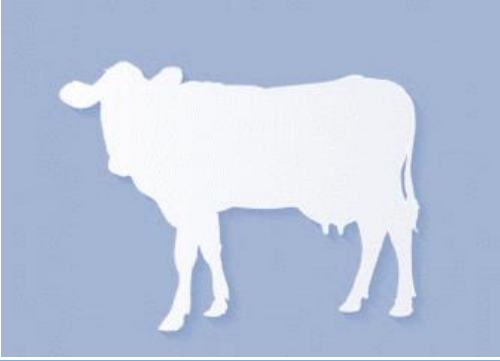


In 2019, 4100 head of cattle were used
In 2020, 1700 head of cattle were used
with a approximately 23,700 head of
cattle used over 14 shows since 2012

1406 Entries in 2019
618 Entries in 2020 **with
only one show due to Covid**



A total of 250 head of horses
competed at our 2020 shows

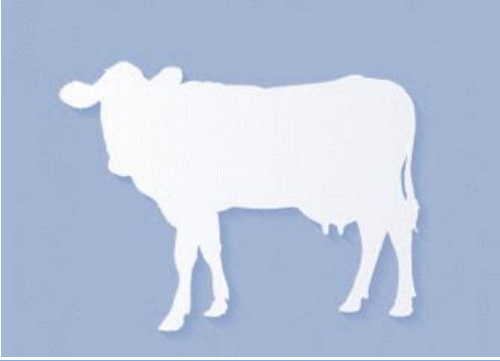


Over \$392,000.00 has been circulated into WESTERN CANADA'S economy from Black Elk in 2020

\$206,000.00 paid to ranchers, Ponoka AG, Calnash Ag Event Centre, NCHA, ACHA, CCHA, truckers, local vendors and wages in 2020



Over \$187,000.00 has been paid to competitors in prize money which supports, hotels, fuel, restaurants, grocery, western stores and vendors 2020



To the end of 2020 approximately \$3,267,000.00 has been circulated into WESTERN CANADA'S economy since 2012 from Black Elk and Ponoka Ag Society

\$1,535,000.00 paid to ranchers, Ponoka AG, Calnash Ag Event Centre, NCHA, ACHA, CCHA, truckers, local vendors and wages since 2012



\$1,618,000.00 has been paid to competitors in prize money which goes to support, hotels, fuel, truck and trailer business, restaurants, grocery, western stores veterinary, feed stores since 2012

GENERATED REVENUE FOR ALBERTA



Since 2012 Black Elk has help generate approximately \$1,535,000.00 revenue into Alberta agriculture.



Approximately \$14,200 spent yearly on fuel in Ponoka. \$56,800 across Canadian to and from the shows.



\$30,000 over two shows in 2020 approximately spent at restaurants and grocery stores.



In 2020 Black Elk competitors spend approximately \$30,000 on camping and hotels.

Black Elk Partners

Our Partners; Ponoka Ag Soc., Ponoka Ag Event Center, ACHA, CCHA, NCHA, our volunteers, our sponsors and ranchers are key to the success and growth.

The goal for Black Elk is to build and maintain a sustainable Western Heritage equine event for generations to come. To do this, we need to build trust with our partners and to demonstrate that we will do everything we can to improve the experience.

Black Elk will endeavor to give back to the community when funds are available; e.g. the commitment to pay for the storage building on the grounds.

In Partnership with the Ponoka Ag Society we want to grow the Black Elk Cutting to be the premier cutting event in Canada to draw cutters from all over Canada and the USA

Summary 2021 Sponsorship

To live up to our promise, Black Elk grew in 2019 by adding an extra day to our aged events at our fall show and added an extra \$25,000.00 for a total \$98,250.00 in Sept.

In 2020 we were unable to expand due to COVID-19 but in 2021, we are adding a day to our spring show going from 4 days to 5 days. This will allow us to accommodate an extra day for our aged events and to shorten the days. We will be adding an extra \$21,400.00 of added money for a total of \$44,500.00

We look forward to working with our partners to improve our shows and to increase the popularity and recognition.

Join Our 2021 Sponsors

GOLD SPONSORS

MTE Logistix Management Ltd - Dennis Nolan

Sandero Ranch / CRC Camps - Albert/Collette Benson

Pekisko Ranch - Kevin Bauman

Keymay Industries / Reid Cutting Horses - Lyle/Sandy Reid

SILVER SPONSORS

Cinch/Jones Boys -Terry, Danny and Trevor Jones

BRONZE SPONSORS

Tri Service Oilfield Mft. - Jean Paul/Margorjeta Demosiac

AFAB Industries - Les /Coreen Jack

White Swan Environmental Ltd - Andrew Baumann

Copperstone Ranch - William/Deb Hutton

Lynnwood Drugs – Welland Muri

K&K Livestock – Ken & Karen Mix

Black Ember – Camille Reid & Dalton McMann

T&T Sand & Gravel – John and Debbie Thomas

Show Pro Industries/Pro Cutter – Jean Estes

Sandy Farr

Friends

Energy Equine - Chad Hewlett
Jenlin Holdings - Pauli Smith
DXT Cattle Co. - Terry/Doreen Ruggles
Vermillion Energy - Kerri Baumann
Wetaskiwin Co-Op /Hoffman's - Kirstin Smith
Momentum Equine - Conrad Wilgenbusch
Knaughty Nets and Pets - Shannon Morin
Equistar Enterprises Ltd - Deb/Ron Harrison
Gallagher Livestock - Shari/Danny Gallagher
Rorison Land Development - Pat Rorison
Equistro Supplements - Quentin Hohengarten
Dustin Grams All Round Horsemanship - Dustin/Sharon Grams

Zencor Equity - Ken Zender
Brad Tkacik
Ribstone Creek Brewery
Cats Picasso – Deborah Dickson
Competitive Edge PEMF – Cali-Jo Brandt
Remax – Sara Kalke
Delaney Vet. Services - Lana Delane
Huckleberry's Café – Paul Kalke
Lazy H Tack – Dick Hollingsworth
Kailani Sports

Sponsorship Packages

Black Elk Cutting Horse Association is a Non-Profit Organization

Select any one of the following packages - or the Black Elk team can customize a package specifically to meet your needs.

FRIENDS OF BLACK ELK

\$500.00-\$2499.00

- Your name on Black Elk website
- Signage (for sponsorships \$500.00 plus)
- 2 Invitations to social events (for sponsorships \$500.00 plus)

SILVER

\$5000.00-\$9,999.00

- Your name or company name on the Black Elk website., included in all email blasts to over 1000 horse enthusiasts across Canada.
- Continuous announcements throughout the event telling what your company does
- Signage on the back fence - a key location for spectators and media photography extending your sponsorship recognition well beyond the show pen.
- 4 Invitations to social events, and refreshments

BRONZE

\$2500.00-\$4,999.00

- Your name or company name on the Black Elk website
- Announcements throughout the event telling how your sponsorship assisted with the judges fees, accommodation, and travel.
- Signage
- 2 Invitation to social events.

GOLD

\$10,000.00

- A single Gold Sponsor will have a class named after you or your company.
- Package includes all advantages of Bronze and Silver sponsors.
- Advertising, signage and additional advantages for competitor interaction to activate your brand directly with these business leaders.
- Continuous announcements throughout the event telling what your company does.
- 4 Invitation to social events.

EVENT SPONSOR

- An Event Sponsor will have a show named after you or your Organization
- Package includes all advantages of Bronze and Silver
- Advertising, signage and additional advantages for competitor interaction to activate your brand directly with these business leaders.
- Continuous announcements of your Company throughout the event explaining your Company.
- 8 Invitations to our social events and refreshments

THANK YOU

For additional information on SPONSORSHIP OPPORTUNITIES please contact:

President:

Lyle Reid (780) 490-8872

Directors are as follows:

Danny Jones (403) 783-0257

Lisa/Loren Christianson (780) 968-2051

Brad Pedersen (403) 782-4743

Sandy Reid (780) 984-0615

Les Timmons (639)-471-3073

Albert/Colette Benson (780)-404-3082

Ron/Deb Harrsion (780)-963-1205

Secretary/Treasurer:

Heather Pedersen (403)782-4743

Corporate Controller/Officer

Shawna Ilchuk (780)812-1391

Or email blackelkcuttinghorse@gmail.com



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