

# KEEPING CANADA'S WESTERN HERITAGE ALIVE



Celebrating 10 Years of Cutting in Canada at the Black Elk in 2022



**2022**

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 83<sup>rd</sup> 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 \$2,064,634.00 in added money and add back generated from entry fees since 2012.

In 2021 Black Elk paid out in excess of \$332,600.00

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

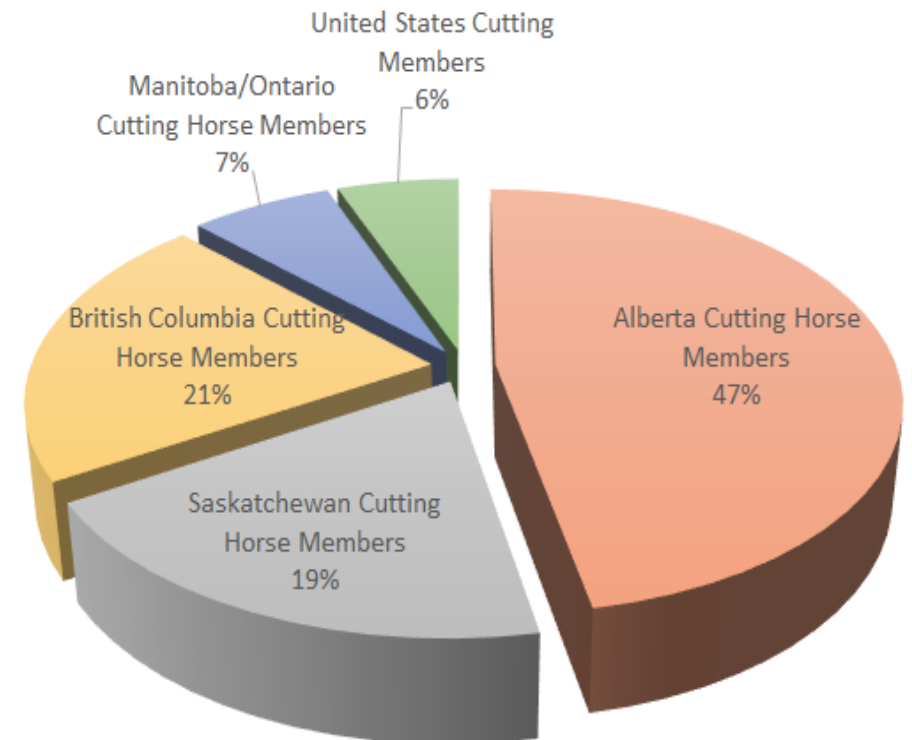
Reach key influencers in Alberta, B.C. , Saskatchewan and be a part of Canada's most dynamic equine event



- 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](http://www.blackelkcuttingclassic.com)



# SOCIAL MEDIA



[www.blackelkcuttingclassic.com](http://www.blackelkcuttingclassic.com)

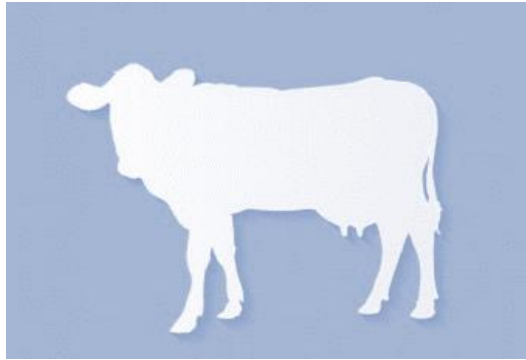
BLACK ELK CUTTING HORSE CLASSIC  
FACEBOOK page has 3,684 followers.  
Sponsors are thanked for their support on  
these sites as well as logos and links to  
their websites on our website

Show results are posted on social media  
which draws competitors, western  
people, family and friends to view our  
pages and sponsors

## BLACK ELK CUTTING HORSE CLASSIC

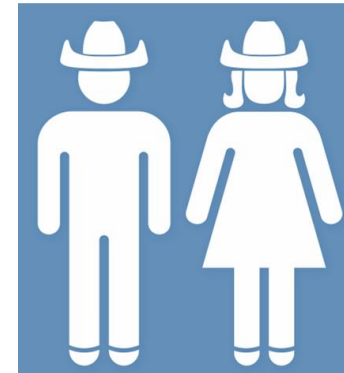
- ❖ Has a track record spanning 10 years of continued growth, while improving the experience and putting ACHA, CCHA, Ponoka and Black Elk on the map for cutters from all over North America.
- ❖ In 2022 Our Show dates are May 25<sup>th</sup> to May 29<sup>th</sup> and the Sept show dates are Sept. 6<sup>th</sup> to 11<sup>th</sup> 2022.
- ❖ In 2021 our total added purse money was \$140,000.00 for a total payout of \$332,634.00 to competitors
- ❖ In 2022 we will have \$207,000.00 added money with an approximately \$500,000.00 of total payout to competitors in 2022

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**In 2020, 1700 head of cattle were used  
In 2021, 4100 head of cattle were used with a approximately  
27,800 head of cattle used over 16 shows since 2012**

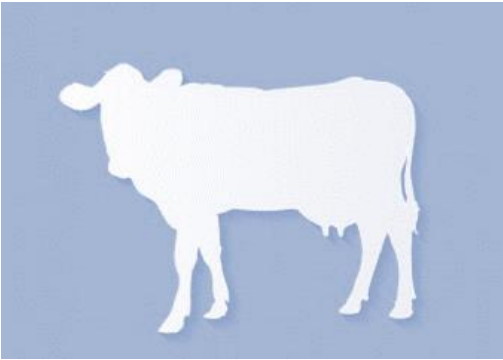
**618 Entries in 2020  
1349 Entries in 2021**



**A total of 410 head of horses competed at our 2021 shows**



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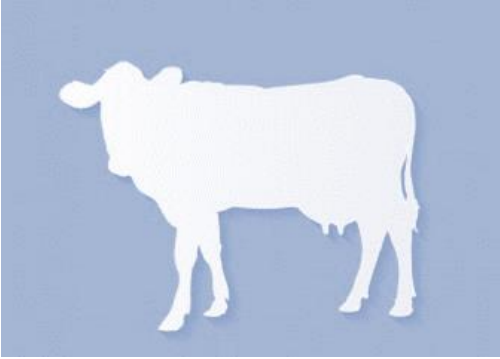


**Over \$749,000.00 has been circulated into WESTERN CANADA'S economy from Black Elk in 2021**

**\$416,706.00 paid to ranchers, Ponoka AG, Calnash Ag Event Centre, NCHA, ACHA, CCHA, truckers, local vendors and wages in 2021**



**Over \$332,634.00 has been paid to competitors in prize money which supports, hotels, fuel, restaurants, grocery, western stores and vendors In 2021**



To the end of 2021 approximately \$4,016,340.00 has been circulated into WESTERN CANADA'S economy since 2012 from Black Elk and Ponoka Ag Society

\$1,951,706.00 paid to ranchers, Ponoka AG, Calnash Ag Event Centre, NCHA, ACHA, CCHA, truckers, local vendors and wages since 2012



\$2,064,634.00 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 helped generate approximately \$1,951,706,000.00 revenue into Alberta agriculture.



Approximately \$22,200 spent yearly on fuel in Ponoka. \$135,800 across Canadian to and from the shows.



\$52,000 spent in 2021 approximately spent at restaurants and grocery stores.



In 2021 Black Elk competitors spend approximately \$60,000 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 2022 Sponsorship

To live up to our promise, Black Elk has increased our added money in from \$140,000 in 2021 to \$207,000.00 in 2022 for our 10<sup>th</sup> Year Anniversary.

In 2021 we were able to produce 2 shows, they were very successful even with the challenges of COVID.

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

## Join Our 2022 Sponsors

### GOLD Sponsors

MTE Logistics Management Ltd - Dennis Nolin

Reid Cutting Horses / Black Ember – Lyle & Sandy Reid / Dalton & DeeJay McMann

Pekisko Ranch – Kevin Baumann



## SILVER Sponsors of Black Elk

Cinch/Jones Boys – Terry and Danny Jones

Sandero Ranch – Albert and Collette Benson

Keymay Industries – Camille Reid

Ponoka Ag Society

K & K Livestock – Ken / Karen Mix

## Bronze Sponsors of Black Elk

T & T Sand and Gravel Ltd.- John/Deb Thomas

Copperstone Ranch – William/Deb Hutton

AFAB Industries – Les/Coreen Jack

Hoffmans /Country Junction Feeds Coop – Kirstin Smith

D & D Well Services Ltd. – Darcy Geherman

Lynnwood Drugs/Don Well Dev Co. Ltd – Welland Muri

Tri Service Oilfield Manufacturing – Jean Paul Demoissac

White Swan Environmental – Andrew Baumann

Aaron Paramedical Services/Smokin Smooth Dually – Scott/Darlene Wardley

Platinum Insulating Services – Paul Dagesse & Pat Minamide

## Friends of Black Elk

Energy Equine - Chad Hewlett

Jenlin Holdings - Pauli Smith

DXT Cattle Co. - Terry/Doreen Ruggles

Cats Picasso – Deborah Dickson

Kailani Sports – Sean Alexander

Momentum Equine - Conrad Wilgenbusch

Show Pro/Pro Cutter – Jean Estes

Ron Bailey Cutting Horses – Ron Bailey

Brad Tkacik

Equistar Enterprises Ltd. Ron/Deb Harrison

Rorison Land Development - Pat Rorison

Vanee Livestock Marketing – Randy Vanee

Dustin Grams All Round Horsemanship - Dustin Grams

Zender Ford – Ken/Judy Zender

Lazy H Tack – Dick Hollingsworth

Huckleberry's Café – Tasha Chambers

Sandy Farr Fine Art

Exton Enterprises - Shari Exton

Remax – Sara Kalke

Delaney Vet. Services - Lana Delane

Vermilion Energy – Kerri Baumann

Ribstone Creek Brewery

Bevan W. Bailey Geological – Bevan/Carol Bailey



# 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

- Sponsor over \$10,000.00
- An Event Sponsor will have a show named after you or your Organization
- Package includes all advantages of Gold, 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

Colleen Pearse (780) 910 1536

Albert/Colette Benson (780)-404-3082

Ron/Deb Harrison (780)-963-1205

## Secretary/Treasurer:

Heather Pedersen (403)782-4743

## Corporate Controller/Officer

Shawna Ilchuk (780)812-1391

Or email [blackelkcuttinghorse@gmail.com](mailto:blackelkcuttinghorse@gmail.com)

