

KEEPING CANADA'S WESTERN HERITAGE ALIVE



11 years of Cutting in Canada at the Black Elk in 2023



2023

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 and the ability for contestants move between facilities with out going outside

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 \$2,537,843.00 in added money and add back generated from entry fees since 2012.

In 2022 Black Elk paid out in excess of \$473,209.00

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

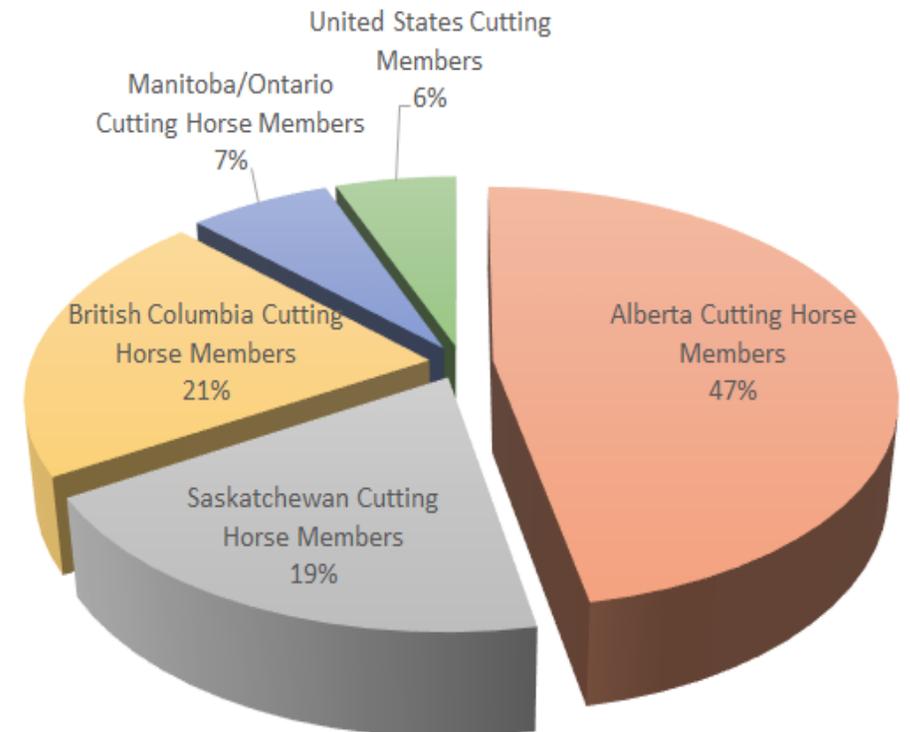
Reach key influencers in Alberta, B.C. , Saskatchewan and be a part of Canada's most dynamic equine event



- 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



SOCIAL MEDIA



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

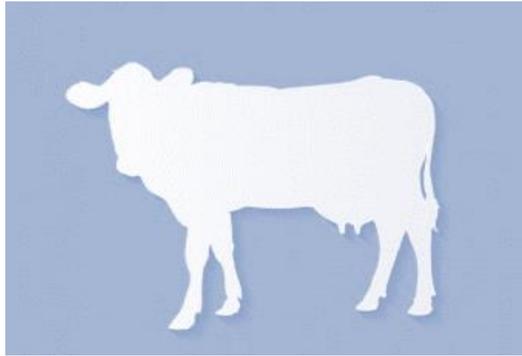
Show results are posted on social media
which draws competitors, western
people, family and friends to view our
pages and sponsors

BLACK ELK CUTTING HORSE CLASSIC

- ❖ Has a track record spanning 11 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 2023 Our Show dates are May 24th to May 28th and the Sept show dates are Sept. 5th to 10th 2023.
- ❖ In 2022 our total added purse money for both shows was \$205,000.00 for a total payout of \$473,209.00 to competitors
- ❖ In 2023 we will have \$189,500.00 added money with an approximately \$450,000.00 of total payout to competitors in 2023

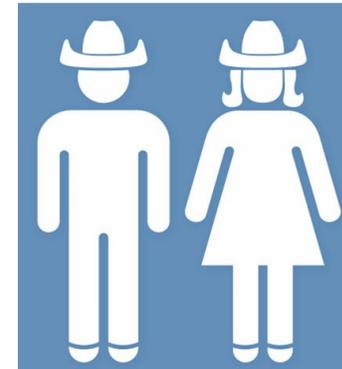
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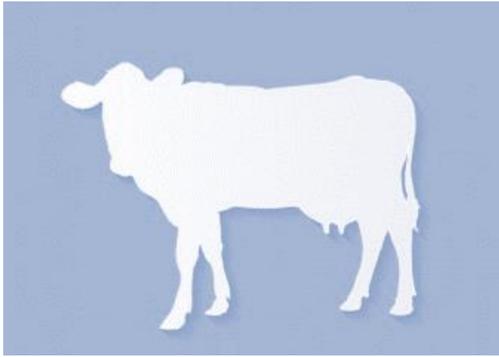


**In 2021, 4,100 head of cattle were used
In 2022, 3,510 head of cattle were used with a
approximately 31,310 head of cattle used over 18 shows
since 2012**

**1349 Entries in 2021
1252 Entries in 2022**

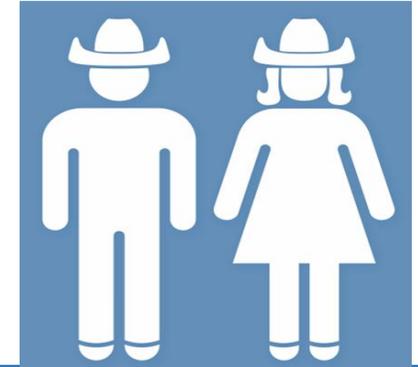


A total of 383 head of horses competed at our 2022 shows

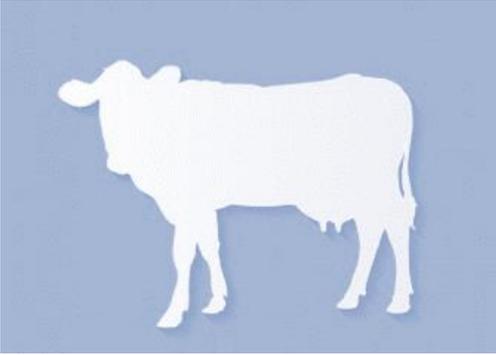


Over \$760,000.00 has been circulated into WESTERN CANADA'S economy from Black Elk in 2022

\$417,568.00 paid to ranchers, Ponoka AG, Calnash Ag Event Centre, NCHA, ACHA, CCHA, truckers, local vendors and wages in 2022

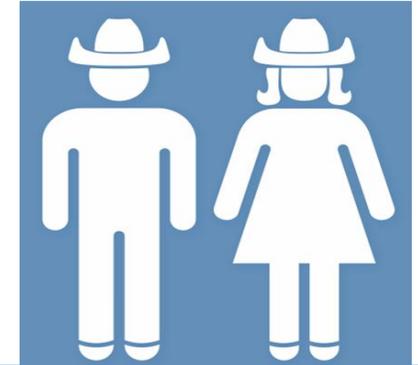


Over \$760,000.00 has been paid to competitors in prize money which supports, hotels, fuel, restaurants, grocery, western stores and vendors In 2022



To the end of 2022 approximately \$4,776,678.00 has been circulated into WESTERN CANADA'S economy since 2012 from Black Elk and Ponoka Ag Society

\$2,369,274.00 paid to ranchers, Ponoka AG, Calnash Ag Event Centre, NCHA, ACHA, CCHA, truckers, local vendors and wages since 2012



\$2,537,843.00 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 \$2,369,274.00 revenue into Alberta agriculture.



Approximately \$24,200 spent yearly on fuel in Ponoka. \$135,800 across Canadian to and from the shows.



\$52,000 spent in 2022 approximately spent at restaurants and grocery stores.



In 2022 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 2023 Sponsorship

Black Elk has planned on adding \$189,500.00 in 2023

In 2022 we were able to produce 2 shows, they were very successful even with the challenges of and the lack of participants from the USA do to COVID travel restrictions. |

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

Bar-N-Investments Inc. - Dennis & Connie Nolin

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

Barbwire Investments – Kevin Baumann

SILVER Sponsors of Black Elk

Cinch/Jones Boys –Terry Jones

Sandero Ranch – Albert, Collette & Wyatt Benson

Keymay Industries – Camille Reid

K&K livestock – Ken and Karen Mix

D&D Well Servicing- Dennis& Donna Gherman/ Hoof & Wheel- Darcy Geherman
and Amanda Smith

Platinum Insulating Ltd – Paul Degesse

Ponoka Ag Society

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

deMoissac Family

White Swan Environmental – Andrew Baumann

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

DXT Cattle Co. – Terry & Doreen Ruggles

Platinum Insulating Services- Paul Degesse & Pat Minamide

Friends of Black Elk

Energy Equine - Chad Hewlett

Jenlin Holdings - Pauli Smith

Vanee Livestock Marketing – Doug & Randy Vanee

Cats Picasso – Deborah Dickson

Kailani Sports – Sean Alexander

Momentum Equine - Conrad Wilgenbusch

Welland Muri

Ron Bailey Cutting Horses – Ron Bailey

Brad Tkacik

Equistar Enterprises Ltd. Ron & Deb Harrison

Rorison Land Development - Pat Rorison

Dustin Grams All Round Horsemanship

Zender Ford – Ken & Judy Zender

West Hills Veterinary – Sarah Malenchak

Huckleberry's Café – Tasha Chambers

Sandy Farr Fine Art

UFA Leduc & Ponoka Farm Store

Remax – Sara Kalke

Delaney Vet. Services - Lana Delaney

Colin & Michelle Van den brink

Tri Services Oilfield Manufacturing – Andrew Williams

Bevan W. Bailey Geological – Bevan & Carol Bailey

Brian & Colleen Pearse

Hitch and Stitch – Roxanne Sapergia

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.
- 6 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

Kerry Baumann (780)-241-0795

Juli-Ann Moore (403)-559-7105

Secretary/Treasurer:

Heather Pedersen (403)782-4743

Corporate Controller/Officer

email

blackelkcuttinghorse@gmail.com

