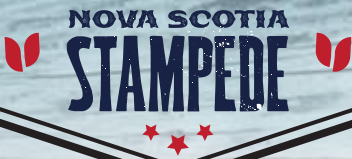




NOVA SCOTIA STAMPEDE

ABOUT THE NOVA SCOTIA STAMPEDE



www.novascotiastampede.com

Get ready for an exhilarating fusion of tradition and excitement as the inaugural Nova Scotia Stampede kicks off in September 2024, hosted in the greater region surrounding Truro, Nova Scotia. This signature event will feature three nights of world-class rodeo action performances and four nights of stellar concert performances with an anticipated attendance of 20,000 - 25,000 from the maritimes & beyond.

The Nova Scotia Stampede, to be held at the Nova Scotia Provincial Exhibition Complex, among other participating businesses and venues, is a family-friendly festival that blends the charm of the Maritimes with the excitement of a world-class professional rodeo and 4-H Nova Scotia agricultural showcasing. Attendees can expect a weekend filled with thrilling pro rodeo events such as saddle bronc, bareback riding, bull riding, and gymkhana, all layered with amazing live musical entertainment, delicious NS-grown food, the 44th annual 4-H Nova Scotia Provincial Show, and an array of fun activities for all ages.

This major event is expected to generate an economic impact of \$6-8 million for the region and is developed in partnership with the Province of Nova Scotia, the Atlantic Canadian Opportunities Agency (ACOA), 4-H Nova Scotia, Rawhide Entertainment, and the Central NS Civic Centre Society Ltd.

"I am thrilled to announce the Nova Scotia Stampede, a celebration of our province's rich heritage, vibrant culture and the resilient spirit of our people. This event promises to be a spectacular showcase of Nova Scotian pride, bringing communities together in a spirit of unity and excitement. Get ready for an unforgettable experience as we stampe into a new era of collective joy and shared memories."

Honorable Tim Houston,
Premier of Nova Scotia

"As we embark on the exciting journey of fostering the Nova Scotia Stampede, Rawhide Entertainment is thrilled to bring an unforgettable experience to Nova Scotia that not only captivates hearts but also upholds the highest standards of equestrian sport! Together, let's create a legacy that blends thrilling entertainment with a deep commitment to excellence and quality service."

BJ Prince,
Rawhide Entertainment

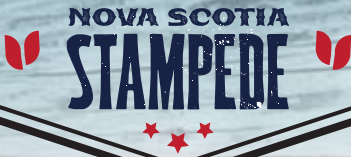
"Stampedes and agriculture have always had strong ties – this event will bring together those across the Province and beyond to show their pride and share their skills. It's especially exciting that this will take place in the hub of Nova Scotia at the newly modernized Provincial Exhibition Complex and the Rath Eastlink Community Centre."

Honorable Greg Morrow,
Minister of Agriculture,
Province of Nova Scotia



FOR SPONSORSHIP & PARTNERSHIP INQUIRIES CONTACT INFO@NOVASCOTIASTAMPEDE.COM
NOVA SCOTIA PROVINCIAL EXHIBITION COMPLEX | 73 Ryland Avenue, Bible Hill NS, B2N 2V5

Our Digital Reach



By partnering with the Nova Scotia Stampede, you'll tap into a broad audience of tens of thousands, encompassing a wide range of interests and geographical locations.

Benefit from our strong online presence, starting with the newly established Nova Scotia Stampede website (novascotiastampede.com), which has garnered almost 10k visits since its launch in late 2023. Additionally, leverage the popularity of the Rath Eastlink Community Centre's social media accounts to gain maximum exposure and engagement for your brand.

[@RATHEASTLINKCC](#)

www.therecc.ca

www.novascotiastampede.com

TOTAL COMBINED FOLLOWERS
AS OF APRIL 1, 2023

18,500   

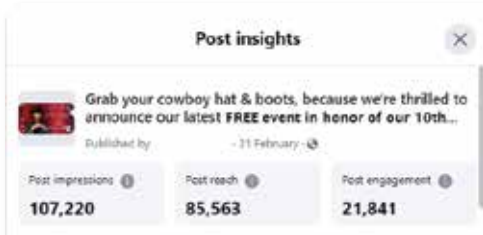
TOTAL EVENT TICKETS SOLD
FROM APRIL 2022 - APRIL 2023

68,000 

TOTAL WEBSITE VISITS
FROM APRIL 2022 - APRIL 2023

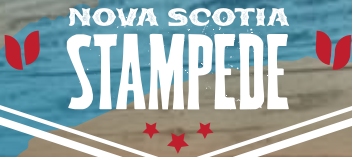
107,000

SAMPLES OF OUR SOCIAL MEDIA POSTS

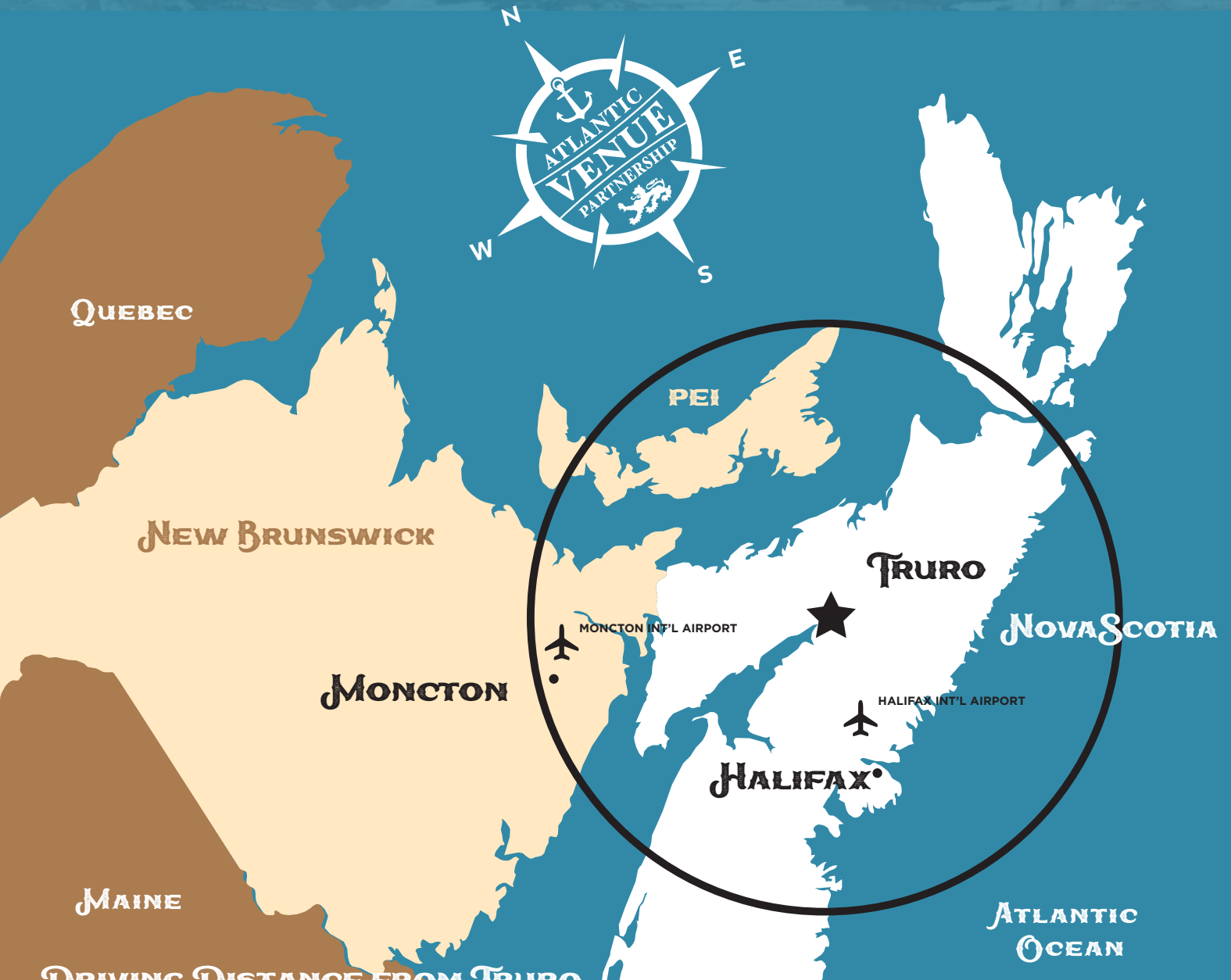


FOR SPONSORSHIP & PARTNERSHIP INQUIRIES CONTACT [INFO@NOVASCOTIASTAMPEDE.COM](mailto:info@novascotiastampede.com)
NOVA SCOTIA PROVINCIAL EXHIBITION COMPLEX | 73 Ryland Avenue, Bible Hill NS, B2N 2V5

REGIONAL REACH & AUDIENCE



There are over **1,200,000 RESIDENTS** within a 90 min drive to Truro, Colchester including two international airports (Moncton & Halifax)



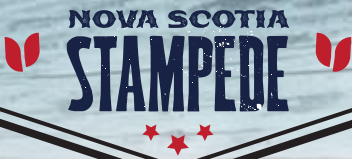
DRIVING DISTANCE FROM TRURO

Halifax	1 hr	Moncton, NB	1.5 hrs
New Glasgow	1/2 hr	St. John's, NL Ferry	3.5 hrs
Charlottetown, PEI	2.5 hrs	Bangor, Maine, USA	6 hrs
Fredericton, NB	3 hrs	Montreal, QC	11 hrs
		Sydney, NS	3.5 hrs
		Cape Breton, NS	3 hrs



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ARENA SPONSOR



ARENA SPONSOR

\$25,000

Seize the opportunity to etch your brand into the very heart of the stampede experience as the exclusive title sponsor, with the arena itself bearing the resounding echo of your company's name to the projected 3500 to 4000 daily rodeo attendees. This is more than sponsorship; it's a ride into the spotlight of cowboy dreams and exhilarating moments.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

**ARENA NAMING RIGHTS
(INCLUDING TICKET BRANDING)**

VENDOR SPACE ON SITE

PREMIER BRANDING AROUND THE ARENA

**BRANDING & WEBSITE LINK ON
WWW.NOVASCOTIASTAMPDE.COM**

**LOGO ON ALL MARKETING MATERIALS
(SOCIAL/PRINT/RADIO)**

ANNOUNCER & SOCIAL MEDIA MENTIONS

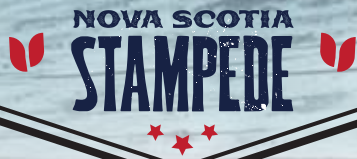
**15 EVENT TICKET PACKAGES
(INCLUDES RODEO & CONCERTS)**

**INCLUDED PROMINENTLY IN
SOUVENIR EVENT GUIDE**



**FOR SPONSORSHIP & PARTNERSHIP INQUIRIES CONTACT INFO@NOVASCOTIASTAMPDE.COM
NOVA SCOTIA PROVINCIAL EXHIBITION COMPLEX | 73 Ryland Avenue, Bible Hill NS, B2N 2V5**

MEDIA SPONSOR



MEDIA SPONSOR

\$25,000

Become the exclusive Media Sponsor for the first ever Nova Scotia Stampede. A perfect platform for brand exposure and community engagement. Thrilling rodeo action meets maritime charm. Connect with a diverse audience and showcase your commitment to fostering unforgettable experiences. Join us in celebrating the Maritime's first ever rodeo - a partnership that promises to capture hearts, minds, and headlines.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

PROMINENT BRANDING IN THE ARENA

SOCIAL MEDIA MENTIONS

PA ANNOUNCEMENTS

SOUVENIR EVENT PROGRAM

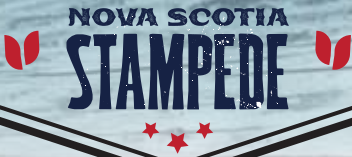
LOGO ON SCREEN

15 TICKET PACKAGES



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PERFORMANCE SPONSOR



BARREL RACING SPONSOR

PERFORMANCE SPONSOR

\$15,000

Unleash the power of your brand in the heart of the rodeo! Brand this signature performance with your company's identity. Each night of the rodeo features every performance, so event-goers will be sure to associate your brand with some world-class entertainment.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

PERFORMANCE NAMING RIGHTS

BRANDING & WEBSITE LINK ON WWW.NOVASCOTIASTAMPEDE.COM

LOGO ON MOST MARKETING MATERIALS (SOCIAL/PRINT/RADIO)

ANNOUNCER & SOCIAL MEDIA MENTIONS

HIGH VISIBILITY CHUTE SIGNAGE

INCLUDED IN SOUVENIR EVENT GUIDE

VENDOR SPACE ON SITE

FLAG BEARER LOGO PLACEMENT

10 TICKET PACKAGES



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PERFORMANCE SPONSOR



SADDLE BRONC SPONSOR

PERFORMANCE SPONSOR

\$15,000

Unleash the power of your brand in the heart of the rodeo! Brand this signature performance with your company's identity. Each night of the rodeo features every performance, so event-goers will be sure to associate your brand with some world-class entertainment.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

PERFORMANCE NAMING RIGHTS

BRANDING & WEBSITE LINK ON WWW.NOVASCOTIASTAMPEDE.COM

LOGO ON MOST MARKETING MATERIALS (SOCIAL/PRINT/RADIO)

ANNOUNCER & SOCIAL MEDIA MENTIONS

HIGH VISIBILITY CHUTE SIGNAGE

INCLUDED IN SOUVENIR EVENT GUIDE

VENDOR SPACE ON SITE

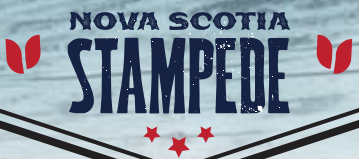
FLAG BEARER LOGO PLACEMENT

10 TICKET PACKAGES



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PERFORMANCE SPONSOR



BAREBACK SPONSOR

PERFORMANCE SPONSOR

\$15,000

Unleash the power of your brand in the heart of the rodeo! Brand this signature performance with your company's identity. Each night of the rodeo features every performance, so event-goers will be sure to associate your brand with some world-class entertainment.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

PERFORMANCE NAMING RIGHTS

BRANDING & WEBSITE LINK ON WWW.NOVASCOTIASTAMPEDE.COM

LOGO ON MOST MARKETING MATERIALS (SOCIAL/PRINT/RADIO)

ANNOUNCER & SOCIAL MEDIA MENTIONS

HIGH VISIBILITY CHUTE SIGNAGE

INCLUDED IN SOUVENIR EVENT GUIDE

VENDOR SPACE ON SITE

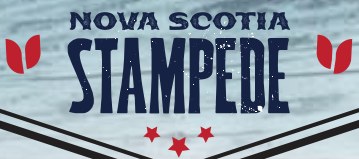
FLAG BEARER LOGO PLACEMENT

10 TICKET PACKAGES



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PERFORMANCE SPONSOR



GYMKHANA SPONSOR

PERFORMANCE SPONSOR

\$15,000

Unleash the power of your brand in the heart of the rodeo! Brand this signature performance with your company's identity. Each night of the rodeo features every performance, so event-goers will be sure to associate your brand with some world-class entertainment.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

PERFORMANCE NAMING RIGHTS

BRANDING & WEBSITE LINK ON WWW.NOVASCOTIASTAMPEDE.COM

LOGO ON MOST MARKETING MATERIALS (SOCIAL/PRINT/RADIO)

ANNOUNCER & SOCIAL MEDIA MENTIONS

HIGH VISIBILITY CHUTE SIGNAGE

INCLUDED IN SOUVENIR EVENT GUIDE

VENDOR SPACE ON SITE

FLAG BEARER LOGO PLACEMENT

10 TICKET PACKAGES



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CORPORATE SUITE HOLDER



AT THE NS STAMPEDE CONCERT GROUNDS

CORPORATE SUITE HOLDER SPONSOR

STARTING AT \$15,000

Experience the ultimate in luxury and exclusivity at the Nova Scotia Stampede with our corporate suite holder opportunity. Nestled in a stylish seacan design, our private suites offer the perfect setting to enjoy the special concert series in unparalleled comfort and style. Entertain clients, bond with colleagues, or create memories with friends and family—all while relishing the advantages of a box suite experience. Act fast to secure your spot, as these coveted suites are limited and sure to be held onto tightly.

INCLUDES WORK WITH US TO CUSTOMIZE YOUR COPORATE SEA-CAN SUITE 12-18 CAPACITY FOR THE SUITES DEPENDING UPON SELECTION

12-18 PATRONS AT VIP TICKET VALUE

ROOF SIGNAGE

BRANDING OPPORTUNITIES ON SUITE*

20FT SEA-CAN

*COST TO SPONSOR

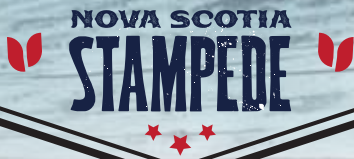


designed by **SALTBOX**
HOME



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MATERIALS/SERVICES PROVIDER



MATERIALS/SERVICES SPONSOR

MINIMUM \$15,000

Partnering with the Nova Scotia Stampede offers a chance to align your brand with a historic event, enhancing community presence and market visibility. This event promises significant attention from locals and visitors, providing exposure to a captive audience. Customized sponsorship packages ensure targeted marketing opportunities, fostering valuable relationships and demonstrating your commitment to the local community.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

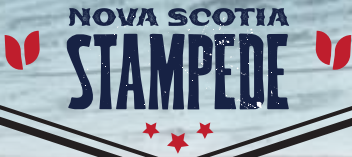
IN EXCHANGE FOR OTHERS ITEMS IN THE DECK

WE WILL MATCH VALUES/CUSTOMIZE THE PACKAGE



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TITLE SPONSOR FOR NS STAMPEDE STAKES



THE OFFICIAL HARNESS RACE
OF THE NS STAMPEDE

TITLE SPONSOR FOR
NS STAMPEDE STAKES

\$10,000

Elevate your brand to new heights as the title sponsor of the NS Stampede Stakes harness racing event. Showcase your company's prominence and commitment to excellence in front of a captivated audience. With thrilling races your brand will take center stage, leaving a lasting impression on attendees. Don't miss this opportunity to align your brand with one of Nova Scotia's historical racing sports. Secure the title sponsorship now and position your brand for success.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

TITLE NAMING RIGHTS OF THE
NS STAMPEDE HARNESS RACE

INCLUDE IN SOUVENIR EVENT GUIDE

ANNOUNCER MENTIONS

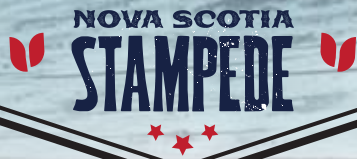
BRANDING & WEBSITE LINK

1 ARENA SIGN AT STAMPEDE



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OTHER PARTNERSHIP OPPORTUNITIES



CAMPING SPONSOR

\$10,000

Position your brand at the forefront of excitement as the exclusive campground sponsor of the Nova Scotia Stampede, nestled close to the heart-pounding rodeo action. Capture not only the adventure seekers but also the social spirit of this iconic performance, fostering connections and unforgettable moments that will resonate long after the campfires burn out.

INCLUDES WORK WITH US TO CUSTOMIZE THE IDEAL SPONSORSHIP PACKAGE

ARENA SIGNAGE

SOCIAL MEDIA

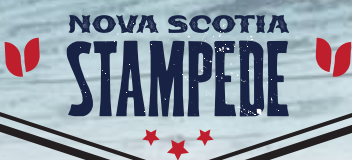
4x TICKET PACKAGES

SOUVENIR EVENT PROGRAM



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ABOUT RAWHIDE ENTERTAINMENT



WWW.RAWHIDERODEO.COM

RO·DEO | RO-DE-O:

Is one of the most historic forms of North American pageantry and competition still practiced today. It features the raw skills, determination, teamwork and danger that was so prevalent in the settling of our Country so many years ago. Today's rodeo performances of cowboys and cowgirls continue to showcase those skills and talents in an effort to preserve the culture and quality of the North American Cowboy!

The Rawhide Rodeo Company has been producing rodeos and rodeo related events for over three decades. It has grown from a small professional rodeo company to one of the largest and most accredited in the World, now producing over 100 rodeo performances a year Internationally. As a company, Rawhide Rodeo delivers the product of rodeo to millions of people each year, giving them a taste of the history and culture from which our Country was built.



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