



THE BREEDER'S ELITE INC.  
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January 2026

Dear Valued Business Owners & Supporters

RE: The Breeders Elite Incentive | 2026 Sponsorship Opportunities

The Breeders Elite Incentive (BEI) is proud to invite you to partner with us for the 2026 season as a valued sponsor of one of Canada's most prestigious and talked-about barrel racing incentives. **Our 2026 event will be held at The Pointe Agricultural Event Centre at: 53462 Range Rd 225, Sherwood Park on July 31<sup>st</sup>, August 1<sup>st</sup> & 2<sup>nd</sup>, 2026.**

Thanks to the incredible support of our sponsors and breeders, BEI experienced a record-breaking 2025 season. Our 2025 event paid out an impressive **\$446,336**, welcoming **over 800 entries** throughout the weekend. Our audience continues to grow, with **4,500+ followers across our social media platforms**, and our live feed reached both national and international viewers, featuring frequent sponsor recognition throughout the event.

The Breeders Elite Incentive was created with a clear objective: to promote and reward top-quality Canadian barrel horse breeders, stallions, mares, and trainers. By increasing earning potential and visibility, BEI plays a vital role in elevating the value of Canadian-bred barrel horses and strengthening the industry as a whole.

We are pleased to announce that **our BEI Breeder Spots remain full and continue to grow in demand each year**, reflecting the ongoing strength and reputation of the program. In addition, **all 100 BEI Showdown Spots for 2026 have been renewed or filled through our waitlist**, remaining exclusively owned by BEI breeders. Our events continue to deliver extensive national and international promotion for our sponsors while proudly supporting Canadian small businesses.

BEI has built a reputation for delivering exceptional payouts, high-quality competition, and meaningful recognition for both competitors and sponsors. We would be honoured to partner with your business in 2026 and provide you with strong brand exposure to a passionate and engaged audience.

Please see the sponsorship opportunities outlined on the following page. Sponsorships are limited and filled on a first-come basis. We would be happy to discuss which opportunity best aligns with your business goals.

Thank you for your consideration. We look forward to working with you in the 2026 BEI season.

Warm regards,

*The Breeder's Elite Team*

Helen Nowosad (254) 964-6050

Christine Drisner (780) 995-9602

Colin Balan (780) 812-5295

MJ - Office: 780-221-6194

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# The Breeders Elite 2026 Sponsorship Opportunities



## **\$350.00 – 9 AVAILABLE**

**SWEEPSTAKES AND BEI OPEN BUCKLE SPONSOR** will get announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program.

## **\$300.00 – 5 AVAILABLE**

**SWEEPSTAKES JACKET SPONSOR** will get their logo on a sweepstakes jacket, announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program.

## **\$300.00 – 3 AVAILABLE**

**BEI SHOWDOWN JACKET SPONSOR** will get their logo on an open jacket, announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program

## **\$300.00 – 9 AVAILABLE**

**PURSE SPONSOR** announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program.

## **\$250.00 – 8 AVAILABLE**

**OPEN & BEI OPEN JACKET SPONSOR** will get their logo on an open jacket, announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program.

## **\$200.00 – 5 AVAILABLE**

**BEI HEADSTALL SPONSOR** announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program.

## **\$200.00 – 8 AVAILABLE**

**HORSE BLANKET SPONSOR** will get announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program.

## **\$150.00 – 12 AVAILABLE**

**VEST SPONSOR** will get their logo on a vest, announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program.

## **\$150.00 – 4 AVAILABLE**

**PHONE CASE SPONSOR** announcer recognition, social media recognition, website link on our sponsor page, and name recognition in our event program.

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# THE BREEDER'S ELITE INCENTIVE

## Additional Sponsorship Opportunities

### LOCAL BUSINESS SPONSORSHIP OPPORTUNITIES IN 2026

These sponsorships are designed for local and regional businesses that want to support the event and get their name in front of a strong western audience.

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#### COMMUNITY PARTNER – \$500

##### Local Business Sponsorship

A meaningful way for local businesses to support the event and be recognized.

##### Sponsor Benefits

- Business name listed on the **event website sponsor page**
- Business name included on **shared sponsor signage** at the event
- Inclusion in a **group sponsor thank-you post** on social media
- Name included in a **post-event recap post**

##### Event Recognition

- Verbal recognition as a Community Supporter during **event announcements**
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#### EVENT PARTNER – \$1,000

##### Local Business Sponsorship

*Limited availability*

A step up in visibility for businesses looking to align with a strong western event.

##### Sponsor Benefits

- Logo featured on the **event website**
- Logo banner in or around arena
- 15 second slot - included in **sponsor rotation graphics** (digital and livestream where applicable)

##### Media & Social

- Tagged mention in a **group sponsor social media post**

##### Event Recognition

- Verbal recognition during **event announcements**
  - Mention in **event programs or digital materials**
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## **SUPPORTING PARTNER – \$2000**

### **Local Business Sponsorship**

*Limited availability*

For local businesses wanting stronger visibility and professional media tied to the event.

### **Sponsor Benefits**

- Prominent logo placement on **event signage**
- Logo featured on the **event website**
- Logo included in **multiple sponsor graphics** throughout the event

### **Media & Social**

- **30 second slot on our livestream with one highlight reel made**
- **Own post made on social**
- **Custom content piece built out from event - with logo plugged in for video sponsored by “X”**
- Dedicated **social media thank-you post** highlighting your support

### **Event Recognition**

Recognition during **opening or announcements**

