

Your Opportunity to grow with High Desert Stampede During 2025

High Desert Stampede is the nation's fastest growing Professional Rodeo Cowboy Association (PRCA) event according to the PRCA's CEO, Tom Glause. We've established our rodeo through a legacy of volunteerism, innovation and community spirit that draws top caliber athletes and fans to Central Oregon from throughout the entire nation and beyond.

Bursting onto the scene in 2016 the High Desert Stampede began the annual tradition of delivering premier rodeo production showcasing some of the most elite athletes and animal athletes the rodeo world has to offer. Kick off the west coast action with us April 2-5, 2025 in Redmond, Oregon at the First Interstate Bank Center indoor arena on the Deschutes County Fair and Expo grounds.

We invite our partners to be part of this community by offering the opportunity to connect their brand to a unique and passionate experience. High Desert Stampede sponsors gain access to host clients in the area's most elite venue leading to increased brand loyalty and sales.



"Your partnership supports the High Desert Stampede, our community, and the dreams of our rodeo athletes."

-Denis Fast
Chairman

Central Oregon's Rich Rodeo Heritage

Our first High Desert Stampede was the highest paying two day rodeo event ever produced in the entire Northwest only a few years ago. We have continued to innovate and succeed in building a more engaging experience each year for our sponsors, contestants and fans. We are "Bringing You The Stars", spoiling Central Oregon rodeo fans and rodeo newcomers with awesome talent and fantastic competition year after year.

ProRodeo consists of eight competitive and fast paced events. Athlete vs Animal Athlete and Athlete against Athlete, you're sure to be on the edge of your seat! Events include:

1. Bareback Bronc Riding (*Men's rough stock event*)
2. Saddle Bronc Riding (*Men's rough stock event*)
3. Bull Riding (*Men's rough stock event*)
4. Barrel Racing (*Women's timed event*)
5. Steer Wrestling (*Men's timed event*)
6. Tie-Down Roping (*Men's timed event*)
7. Team Roping (*Men's timed event*)
8. Breakaway Roping (*Women's timed event*)



"Each year as we showcase the world's top athletes and animal athletes in a unique way, we provide you a unique advertising, employee benefit and recruiting opportunity. Partnering with us helps you retain and recruit high quality employees."

-Lane Lehrke
Director

Rodeo Fans Are Your Customers

ProRodeo has over 40 Million fans

Gender:

56% Male

44% Female

Age:

2% - 24 or younger

27% - 25-54

56% - 55-74

15% - 75+

Income:

16% earn up to \$50,000

17% earn between \$50,000 and \$75,000

17% earn between \$75,000 and \$100,000

16% earn between \$100,000 and \$125,000

20% earn between \$125,000 and \$200,000

13% earn \$200,000+

ProRodeo Fans compared to the national average*:

241% more likely to hunt

155% more likely to own an ATV

98% more likely to go camping

961% more likely to go horseback riding

410% more likely to go downhill skiing

As ProRodeo fans...

76% are married

16% have children <18 years of age

65% own their home*

34% have attended some college

22% graduated from college

24% graduate degree or higher

82% households own a pet*

60% are willing to travel more >150 miles to attend rodeos

**Source: 2016 Scarborough Research and 2020 PRCA Annual Report via ProRodeo.com. All other stats 2023 Vision Insights/Rural*

Unprecedented Brand Awareness

Your advertising and promotional dollars are important and we understand how much return on investment matters. We work tirelessly to advertise and promote the High Desert Stampede and in turn, you, our community partners! By sponsoring the High Desert Stampede and partnering with us, we promote you and your brand and encourage the community to recognize that you help bring this event to the area. It's a win-win.

Each year, we are televised on national TV four nights in a row. By partnering with us, you will see your branding on regional television, social media and much more!

Your exposure lasts well beyond the rodeo as your signage appears in media both locally and nationally for years to come. We believe in building partnerships over charitable giving or donations. What is important to you?

Channel	Buy + Promo	Impressions
TV	\$36,225	1,385,000
Radio	\$35,025	2,046,184
Print/Digital	\$ 5,197	684,807
Web/Social	\$ 5,325	270,647
In Arena Exposure (Attendance)		26,900
Totals:	\$81,772	4,413,538



How do you get involved?

1. Volunteer!

Bottom line, our rodeo is a community of super fun people. Come see a new side of rodeo and join the team that delivers the High Desert Stampede to our Central Oregon community each year. Whether you're looking for volunteer experience to put on your college application or seeking a new way to support your local community, volunteering with us is a great way to get involved. Follow us on social media for networking invitations soon after the first of each year!



2. Partner/Sponsor

Become a Community Partner/Sponsor. Advertise at and throughout our event by selecting one of the limited number of packages detailed on the following pages. Higher level packages create greater exposure and return on your advertising dollars. They also provide bigger and better experiences during the rodeo while entry level packages focus on delivering advertising for your business.

3. Share on social media or send us a referral

Not available to volunteer or sponsor directly? That's okay, you can help spread the word about this great community event on social media. Invite your boss or other business owners to sponsor High Desert Stampede.

Facebook: facebook.com/HighDesertStampedeRodeo

Instagram: instagram.com/hdstampede

Email: Sponsors@highdesertstampede.com



XTREME BULLS Partnership Opportunities

We've added a full night of Bull Riding in the best possible fashion - Xtreme Bulls!

PRCA Xtreme Bulls showcases top bull riders and some of the rankest bulls the world has to offer. Expect more than a few familiar faces!



SONSRAY

Thank you 2024 Xtreme Bulls Sponsors!



Xtreme Bulls

Presenting Sponsor

\$15,000

Wednesday Night Official Naming Rights:

“High Desert Stampede Xtreme Bulls Presented By
YOUR NAME HERE”

:30 TV Commercial on Scoreboard 3x before

Wednesday night Xtreme Bulls performance

2 Arena Banners (one on each side), each night

Branding on TV ads and other advertising

Website & Social Media promotion

Scoreboard acknowledgement during rodeo

Name on day sheet/program

20 High Desert VIP Room tickets on Wednesday

30 General Admission tickets on Wednesday

6 High Desert VIP Room tickets, Thu, Fri & Sat

6 General Admission tickets, Thu, Fri & Sat

12 drink tokens each night with great bar access

10'x10' Vendor Exhibit Booth

Special ability to distribute promotional materials

Potential official logo for this event:



Presented By 



WEDNESDAY
APRIL 2, 2025

Xtreme Bulls

Stampede Room Takeover \$5,000

Wednesday, April 2, 2025

Want to host a private, arena level party for all of your employees, their families and potential clients? This is the option for you! Bring up to 250 guests to the private VIP room with a private bar and hor d'oeuvres or catering available upon request.

Ask us about using this room to host a semi-private meeting or event the day of your takeover. It's possible to hold an annual shareholders or quarterly all-staff meeting in the Stampede Room. Take full advantage of everything this opportunity offers!

Rough Stock Section Sponsor \$1,000 (Four available)

Name announced throughout 10 buckouts in one full section of bulls Wednesday night!

Name/Logo on scoreboard throughout your section
8 General Admission tickets on Wednesday

Name on day sheet/program

Match-up of the Section \$500 (Four available)

Name announced throughout 10 buckouts in one full section of bulls Wednesday night!

Name/Logo on scoreboard throughout your section
4 General Admission tickets on Wednesday

Name on day sheet/program

8

WEDNESDAY
APRIL 2, 2025



HIGH *Coastal* DESERT STAMPEDE

PRESENTED BY pahlisch



Presented by:
PENDLETON
WHISKY

Exclusive Opportunities and Special Events

Stand out as the sponsor of the entire rodeo, a night or event with the following exclusive opportunities and events. In each case, you are the only partner receiving such acknowledgement.



WHAT'S
INSIDE
MATTERS



Stampede Room Corporate Takeover \$8,500 one night

Want a private party in a private room for all of your employees, their families and potential clients? This is the option for you! Bring up to 250 guests to your own private VIP room at arena level. Private bar and hor d'oeuvres or catering available upon request.

Ask us about using this room to host a semi-private meeting or event the day of your takeover. It's possible to hold an annual shareholders or quarterly all-staff meeting in the Stampede Room. Take full advantage of everything this opportunity offers!

Thursday, April 3, 2025

Friday, April 4, 2025 | Saturday, April 5, 2025

"The High Desert Stampede has been an awesome event for our employees and customers. We have been a sponsor-partner for 5 years and know the event provides our company with name recognition and helps to grow our business. The High Desert stampede team is easy to do business with. It's fun and has a family feeling."



-Sheila at T&S Expresso



Playoff Series Chute Sponsor \$3,500

Chute Banner

Branding on paid TV Spots within region

Website promotion

Social Media acknowledgement and promotion

Name mentioned when your chute is used

Name on day sheet/program

6 High Desert VIP Room tickets, each night

4 Sponsor General Admission tickets, each night

Only 6 Chutes Available!



Reserve early, our Chute Sponsorships are
the most sought after inventory we have!

Inside the Chute Sponsor \$5,000

Want more than just one chute? How about a 2x7' sign inside all of our chutes? That's right, put your logo on national television and in probably every rough stock photo taken over four nights! That's visibility on a whole different level! Package includes:

Branding on paid TV Spots within region

Website and Social Media promotion

Reader board during rodeo and Name on day sheet

8 High Desert VIP tickets, each night

16 drink tokens each night with great bar access

6 General Admission tickets, each night



Thank you to Lifetime Windows & Doors, sponsor since 2020



**PLAYOFF
SERIES**
Thursday-Saturday
APRIL 3, 4, & 5, 2025

Playoff Series

Rough Stock Event Sponsor

\$3,000

Name mentioned during your rough stock event, each night
Arena Banner
Branding on paid TV Spots within region
Sponsor flag presented in arena before your event
Website and Social Media promotion
Logo on scoreboard during your event
Name on day sheet/program
6 High Desert VIP Room tickets, each night
2 General Admission tickets, each night

Bulls | Saddle Bronc | Bareback
Stock Contractor | Bullfighters | Pickup Men

Timed Event Sponsor

\$3,000

Name mentioned during your timed event, each night
Arena Banner
Branding on paid TV Spots within region
Sponsor flag presented in arena before your event
Website and Social Media promotion
Logo on scoreboard during your event
Name on day sheet/program
6 High Desert VIP Room tickets, each night
2 General Admission tickets, each night

Barrel Racing | Tie-Down | Team Roping
Steer Wrestling | Breakaway Roping



Partnership Programs

Partnering with us at a particular amount delivers a predictable investment with a known benefit package.

Which of the following levels works for your advertising and marketing budget?



Platinum

\$6,000

Banner, as specified

Sponsor flag presented in arena each night

Branding on paid TV spots within region

Website & Social Media promotion

Scoreboard acknowledgement during rodeo

Name on day sheet/program

10 High Desert VIP Room tickets, each night

20 drink tokens and VIP Room great bar access

6 General Admission tickets, each night

Ability to distribute promotional materials to the audience



K&R Sheetmetal sponsor since 2020

**PLAYOFF
SERIES**

Thursday-Saturday
APRIL 3, 4, & 5, 2025

Gold

\$4,000

Banner, as specified

Branding on paid TV Spots within region

Website & Social Media promotion

Scoreboard acknowledgement during rodeo

Name on day sheet/program

8 High Desert VIP Room tickets, each night

6 General Admission Tickets, each night

Ability to distribute promotional materials to the audience



CS Construction sponsor since 2018

Silver \$2,500

3x8 Double Sided
Mezzanine Banner
Website promotion
Social Media promotion
Name on day
sheet/program
4 High Desert VIP Room
tickets, each night



Arena Banner \$1,500

3x8 Arena Banner
Website & Social Media promotion
Name on day sheet/program
4 General Admission tickets, each night



Mezzanine Banner

\$1,000

3x8 Double Sided Mezzanine Banner

Website & Social Media promotion

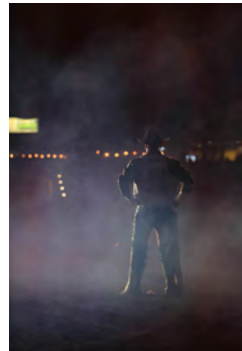
Name on day sheet/program

4 General Admission tickets, each night



Specialty Packages

We have a number of special opportunities and packages not shown here. Make sure to ask your High Desert Stampede representative which package fits your needs best. We've also been known to run with your ideas to build custom packages. Just let us know what you're thinking!



HDS Stampede Elite Jacket Club

\$500

Ready to join the club? Our commemorative jacket or annual patch to display your lasting support is the look you've been missing! Add this jacket to any package and wear it throughout the year to display and help promote High Desert Stampede!

You've seen these jackets around town and know you want one... This is your chance!

\$250 renewal year patch or \$500 customized jackets



HDS Stampede Elite PLUS+

\$1,500 (Limit 6)

Whether you're coming for the party, the networking opportunities, or the status, this package is for you! Purchase access to the hottest room in the arena with a private VIP bar and arena dirt level access for four, each night. Dinner and 8 drink tokens/night on us plus you get one custom embroidered commemorative jacket or year patch to add to your existing jacket exclusive only to club members!

Thank you!

Thank you for your participation in our Partnership, Exclusive Opportunities or Special Event Programs! Without the generous support of community partners like you, we could not produce this premier Central Oregon event!

We appreciate your consideration as we look to make 2025 bigger and better than we've ever been before!



2025 High Desert Stampede Board of Directors

From left to right: Lane Lehrke, Jerry Bannon, Denis Fast, Janell Dalton, Greg Ego, Chad Morris, Dan Swearingen and Jessi Jackson (not pictured)

Associate Directors: Amanda Luelling and Mike Galbraith.

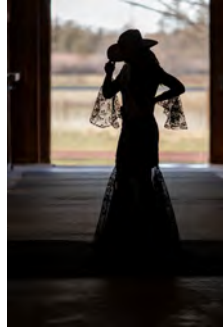
Top Hands: Tony Lewis, Terri Dixon, Tim Kamerer, Matt Williams, Cheri Cornforth, Kathy Hintz and Gretchen Galbraith.

Miss High Desert Stampede

Congratulations to our 2023-2024 Miss High Desert Stampede, Linnae Roeder!

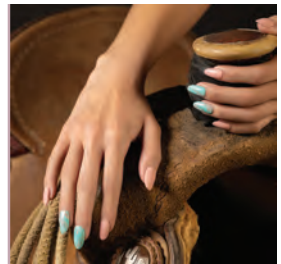
We are especially proud of Linnae, for her participation as a 2025 Miss Rodeo Oregon contestant in Canby, Oregon in August 2024. Linnae was the runner up and earned awards for Horsemanship and Appearance!

Please join us in congratulating Linnae as you see her at the High Desert Stampede for years to come!



**Nails should be
as tough as any
cowgirl!**

MADE RIGHT HERE IN REDMOND, OREGON!



Thank You Light Elegance!

A huge shout out to Light Elegance (McConnell Labs) for their ongoing support of Miss High Desert Stampede. They directly support travel, outfits, scholarship and everything related to our annual royalty program!



2024 Partners



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2024 Partners



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EMPOWERING OUR COMMUNITY

COMBINED
COMMUNICATIONS, INC.
RADIO • DIGITAL



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EXPO ★
CENTER



95.7 ★ THE RANCH
COUNTRY'S GREATEST HITS
95.7 FM ★ 93.9 FM

2024 Stampede Elite Jacket Club Members

Darren & Kendra Allen, Stigall Ranch,
Carl D. Thompson, Ed Kingzett & Devin Dice

Community Spotlight

Family Access Network

Each year, since 2022, High Desert Stampede has provided hundreds of tickets to the Family Access Network (FAN). As a local non-profit, the Family Access Network has advocated for and provided services to children and families in need of critical basic needs with the goal of keeping children healthy and in school. By removing barriers to the neediest of families, children are provided the opportunity to succeed. Each year, FAN reaches over 7,500 children in our community.




**FAMILY
ACCESS
NETWORK**

Please join us in supporting the Family Access Network and serving needy children and families in our own community by donating at <https://familyaccessnetwork.org/project/donate/>

Oregon Junior World Finals Team

We also proudly sponsored the 2023 Oregon Junior World Finals team. Pictured below are some of the team at the back number ceremony for the Jr. World Finals in Las Vegas.





**Thank you for
your support
and consideration!**

**Contact us to reserve
your partnership today.**

sponsors@highdesertstampede.com
www.highdesertstampede.com

April 2-5, 2025