

# High Desert Stampede

PRESENTED BY  

pahlisch



**2026 Partner  
Information Guide**  
*April 1-4, 2026*

*Photo: Wild Red Photography*

# Your Opportunity to grow with High Desert Stampede During 2026

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 1-4, 2026 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](https://facebook.com/HighDesertStampedeRodeo)

**Instagram:** [instagram.com/hdstampede](https://instagram.com/hdstampede)

**Email:** [Sponsors@highdesertstampede.com](mailto:Sponsors@highdesertstampede.com)



## 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.



HWY 97 & ROBAL ROAD

# 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 hors 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!

Wednesday, April 1 | Thursday, April 2

Friday, April 3 | Saturday, April 4

"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



# **Chute Sponsor**

## **\$3,500**

**Chute Banner**

**Branding on paid TV Spots within region**

**Website promotion**

**Social Media acknowledgement and promotion**

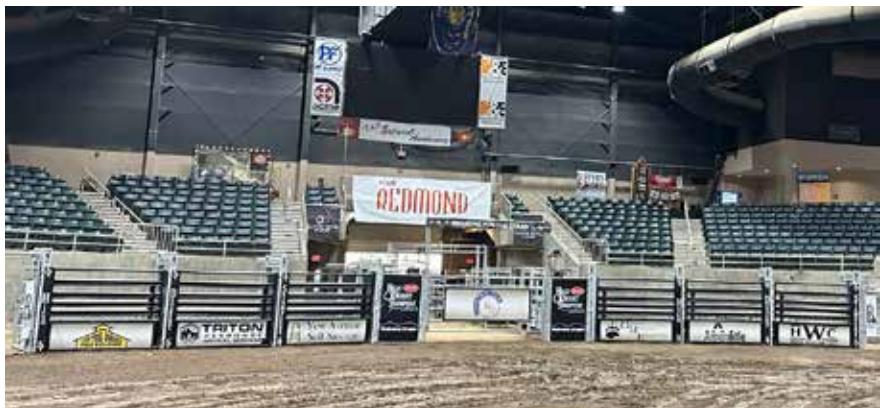
**Name mentioned when your chute is used**

**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!**

# **Playoff Series**

## **Rough Stock Event Sponsor**

### **\$3,000**

Name mentioned throughout rough stock events each night  
Arena Banner

Branding on paid TV Spots within region

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 throughout timed events each night

Arena Banner

Branding on paid TV Spots within region

Website promotion

Social Media acknowledgement and promotion

Reader board during your event

Name on day sheet/program

6 High Desert VIP Room tickets, each night

2 Sponsor 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



*Gilmore Dental Group platinum sponsor since 2023*

# 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 gold 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!



April 1-4, 2026  
Redmond, Oregon

# **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 help promote the 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 2026 bigger and better than we've ever been before!



## 2026 High Desert Stampede Board of Directors

From left to right: Jessi Jackson, Mike Galbraith (assoc.), Denis Fast, Lane Lehrke, Chad Morris, Grace Thaut, Janell Dalton, Dan Swearingen, Greg Ego, Jerry Bannon and Amanda Luelling (assoc.).

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

# Miss High Desert Stampede

Congratulations to our 2025 Miss High Desert Stampede, Grace Thaut!

Grace was a fantastic representative of the High Desert Stampede! We know she's going to go on to accomplish great things in the future.

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



## Thank You May Trucking!

A huge shout out to May Trucking for their ongoing support of Miss High Desert Stampede. They directly support her scholarship, travel, outfits, and tack everything related to our annual royalty program!



Bella Hester was crowned on September 28, 2025. Look for her at the rodeo and on social media leading up to it!

# Thank You 2025 Partners

Coastal

pahlisch



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gd

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# 2025 Partners



# 2025 Partners



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Deschutes County Commissioner

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Central Oregon Event Rentals  
541-981-4752  
EventEleganceOregon.com





# 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.



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 have proudly sponsored the Oregon Junior World Finals team since 2023. 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](mailto:sponsors@highdesertstampede.com)  
[www.highdesertstampede.com](http://www.highdesertstampede.com)

**April 1-4, 2026**