



**Labor Day  
Weekend**  
**FRI-SAT-SUN**  
**SUPERIOR, WI**

**Great Northern Classic Rodeo**

PO Box 1969 • Superior, WI 54880

Phone: (218) 25-BULLS

Email: [GNCRSuperiorRodeo@gmail.com](mailto:GNCRSuperiorRodeo@gmail.com)

Website: <https://greatnorthernclassicrodeo.org>

Dear Community Partner,

For over 35 years, the Great Northern Classic Rodeo (GNCR) has proudly brought a high-quality, family-friendly rodeo experience to the Superior, WI while giving back to the local community. As a volunteer-driven non-profit, our event thrives because of the generous support of local businesses, partners, and sponsors like you.

Each year, the GNCR donates proceeds to area non-profit organizations such as the Dairyland Outdoor Veteran Retreat, VFW, North Country RIDE, Douglas County 4-H, 7 Stars Ranch, Project Reach Out, and Essentia and St. Luke's Breast Cancer Foundations.

Our 2025 event saw significant and measurable growth. According to data from Placer.ai: a total of 5,100 visitors from greater Twin Ports area attended. Visitors also traveled throughout Superior and the surrounding region before and after attending the rodeo, generating foot-traffic at local businesses and restaurants, demonstrating that the rodeo helps stimulate the local economy.

Your support helps us provide a fun and safe rodeo and fun experience for spectators and contestants, while providing crucial funds to local organizations and will ensure this beloved Labor Day weekend tradition continues for decades.

We invite you to partner with us and join the excitement Friday, Saturday, and Sunday of Labor Day Weekend at the Head of the Lakes Fairgrounds in Superior, Wisconsin. Your partnership ensures the continuation of this exciting event. A complete sponsorship form with various levels of commitment is attached.

For questions, please contact [GNCRSuperiorRodeo@gmail.com](mailto:GNCRSuperiorRodeo@gmail.com) or call (218) 25-BULLS.

Sincerely,

The Great Northern Classic Rodeo Committee



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## Great Northern Classic Rodeo – Sponsorship Levels & Contract

### Sponsorship Levels

#### Major Sponsor - \$4,000

- Full-page program ad
- (2) Arena signs
- (3) PA announcements per performance
- (6) VIP passes\*
- (1) Event flag\*\*
- Logo on poster, billboard, and website
- Vendor space included

#### Bleacher Sponsor - \$2,000

- Full-page program ad
- (2) Arena signs
- (3) PA announcements per performance
- (4) VIP passes\*
- (1) Event flag\*\*
- Logo on poster and website
- Vendor space included

#### Event Sponsor - \$1,000

- Full-page program ad
- (1) Chute sign
- (3) PA announcements per performance
- (2) VIP passes\*
- (1) Event flag\*\*
- Logo on poster, billboard, and website
- Vendor space included

#### Gate/Chute Sponsor - \$700

- Half-page program ad
- (1) Gate sign
- (3) PA announcements per performance
- (2) VIP passes\*

#### Arena Sign Sponsor - \$450

- Quarter-page program ad
- (2) Arena signs
- (2) PA announcements per performance

#### Program Ad Only - \$100–\$300

- Full, half, or quarter page ad (price varies)

\*VIP Pass: Rodeo ticket for all three performances in Reserved Seating and access to VIP lounge with food

\*\*Event Flag: A custom sponsor flag carried on horseback in the arena during the rodeo performance, giving your business high visibility and recognition.



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## Sponsorship Contract

**Business Name:** \_\_\_\_\_

**Name of Contact (Print):** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City, State and Zip Code:** \_\_\_\_\_

**Sponsorship Package Selected:** \_\_\_\_\_

**Package Price: \$** \_\_\_\_\_

### Three-Year Contract Option

YES- We agree to a 3-year commitment       NO - One-year sponsorship only

\*\*\*Three-year contracts lock in your current sponsorship level and pricing. Annual invoices will be sent in January, with payment due by March of each year.\*\*\*

### Material Deadlines

Logos, Program ads and PA announcement script due: August 1, 2026

Vendor contract (if applicable) due: August 1, 2026

\*If materials are not submitted on time, they may not be accepted. GNCR Rodeo will make all arena, gate/chutes signs and flags with provided artwork.

### Agreement & Signatures

**Sponsor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**GNCR Representative Name:** \_\_\_\_\_

**Representative Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

### Submission Information

Mail completed form and payment to:

Great Northern Classic Rodeo

PO Box 1969, Superior, WI 54880

Contact: GNCRSuperiorRodeo@gmail.com or (218) 25-BULLS