



Westerner
Park



**RED DEER PRO
RODEO**

TOOLKIT





GIDDY UP
RED DEER!

RED DEER PRO RODEO TOOLKIT ABOUT RDPR

The **Red Deer Pro Rodeo** has arrived! This toolkit is your go-to resource for sharing the rodeo's story and spreading the word online. Every time you post on socials, or talk about it, you're helping us grow the **Red Deer Pro Rodeo's** reach. You're keeping the momentum going, and highlighting why this event will become cornerstone of our community.

From May 21st to 23rd, 2026, **our city** transforms as we celebrate Central Alberta's rich western heritage. While **Westerner Park** hosts the main edge-of-your-seat performances, you'll feel the rodeo spirit buzzing through every corner of **Red Deer**.



RED DEER PRO RODEO



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RED DEER PRO RODEO TOOLKIT BACKGROUND OF RDPR

The **Red Deer Pro Rodeo** is a signature experience that reinforces our city's reputation as the go-to place for world-class western events in Central Alberta. From the Silver buckle to CFR - Rodeo runs in Red Deer's veins.



THE ARENA AWAITS.

This city-wide celebration fuels **Red Deer** with incredible energy and visibility, creating a lasting impact. By opening our doors to competitors, fans, and partners from near and far, we showcase the legendary western hospitality our community is known for.



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RED DEER PRO RODEO TOOLKIT THE SCOPE AND YOUR ROLE

Red Deer is home to incredible local businesses of which we want to facilitate their coming together to celebrate the inaugural **Red Deer Pro Rodeo!**

Think **themed menus, special events, decorated storefronts, and storefront activations.** Our goal is simple. Help our businesses and organizations amplify **RDPR's** message so even more people know about it, get excited, and join in.

(All businesses who decorate will receive a set of two (2) tickets to the Thursday night performance. Quantities are limited.)



**WHEN LOCAL BUSINESSES PARTICIPATE
THE WHOLE CITY FEELS ALIVE.**

RED DEER PRO RODEO



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RED DEER PRO RODEO TOOLKIT COMMUNITY ACTIVATION POSTS

Engaging in the **Red Deer Pro Rodeo** drives impact. It strengthens **Red Deer's** economy, It fuels community giving and it keeps the rodeo spirit alive well beyond the arena.

We're encouraging local businesses to join in. If you're planning themed menus, western décor, in-store promotions, special events, or rodeo-inspired features during **Red Deer Pro Rodeo Week**; we want to hear about it. Your activation helps extend the experience across **our city** and gives visitors and locals even more reasons to explore and engage. Your efforts won't go unnoticed. We'll help elevate and promote your involvement across our platforms!



Let us know so we can help amplify it & include you in our Rodeo Week Promotions
EMAIL: MARKETING@WESTERNPARK.CA



**GIDDY UP
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RED DEER PRO RODEO TOOLKIT SOCIAL POSTS YOU CAN USE

From special events, services or products you plan to offer in honour of **RDPR** we can't wait to see your content online. Click the link to use branded **RDPR** templates for your posts!

**ACCESS SOCIAL
POST TEMPLATES**

Use the provided hashtags so we can share the content you create!

#REDDEERPRORODEO #RODEOWEEK #SUPPORTLOCAL #REDDEER



Accounts to tag:

@rdprorodeo | @tourismreddeer | @cityofrd | @westernerpark | @ticketsalberta



**GIDDY UP
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RED DEER PRO RODEO TOOLKIT BINGO - EXPLORE RED DEER'S EATS & TREATS

We are excited to launch the Red Deer Pro Rodeo Bingo Card, a community-focused initiative designed to highlight our local hospitality partners while giving fans a chance to win their way to the rodeo!

How It Works

We are partnering with 16 local eateries, taprooms and other local businesses to create a custom bingo grid. Fans can pick up a card at any participating location or at the Donald Administration Building.

There are multiple prize packages to be won, so be sure to click the link to learn more!

Interested in being on the bingo card? Reach out to sponsorship@westernerpark.ca

[LEARN MORE
HERE!](#)

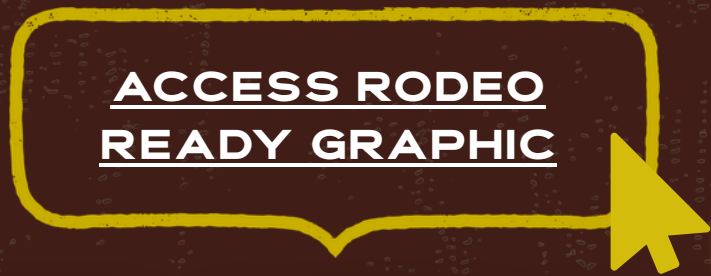




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RED DEER PRO RODEO TOOLKIT ASSETS FOR YOUR USE

If you have anything you are doing with RDPR, use this graphic to show you are part of the rodeo fun.



RODEO READY



RED DEER PRO RODEO



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RED DEER PRO RODEO TOOLKIT ASSETS FOR YOUR USE - SPONSORS

If you have an official partnership agreement with the **Red Deer Pro Rodeo** you will have access to our branded partnership logo pack.



**INTERESTED IN BECOMING AN OFFICIAL PARTNER?
CONTACT SPONSORSHIP@WESTERNERPARK.CA**



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**RED DEER PRO RODEO TOOLKIT
SPECIAL THANKS TO
FOUNDING DONORS:**

**JOHN & HEATHER DONALD,
JOAN DONALD,
KATHY & PETER LACEY**

The Red Deer Pro Rodeo is proud to be supported by our Founding Donors, John & Heather Donald, Joan Donald, and Kathy & Peter Lacey of the Donald family.

Through their generous financial contributions, they have played a foundational role in bringing this event to life.

Their support reflects a deep commitment to community, Westerner Park, and the continued growth of events that bring people together in Central Alberta. We are incredibly grateful for their leadership, generosity, and belief in the vision of the Red Deer Pro Rodeo.

RED DEER PRO RODEO



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RED DEER PRO RODEO TOOLKIT PARTNERS & SUPPORTERS

The **Red Deer Pro Rodeo** is built on heritage, grit, and community. Our founding **DIAMOND** Partners **Kipp Scott GMC Buick & Wei's Western Wear** embrace these values and have championed them for decades.

As a family-owned pillar of Red Deer since 1968, **Kipp Scott** represents the hard-working, "truck-country" spirit that powers our agricultural roots.



Wei's Western Wear, a local landmark synonymous with authentic western lifestyle for nearly 70 years, creates the ultimate hometown team.



Together, they don't just sponsor the event; they embody the very culture we are celebrating, bridging the gap between our storied past and our high-energy future.

BUILDING THE LEGACY



COULD NOT EXIST WITHOUT:



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ATB WEALTH

PHONE EXPERTS

LONESTAR INSPECTIONS

TAR-IFIC CONSTRUCTION LTD

TRUeline HOMES

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THANK YOU TO ALL OUR PARTNERS.
