
CANADIAN FINALS RODEO
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EXPLORE EDMONTON
PRO RODEO CANADA
OCTOBER 7-10, 2026 | LIVE AT ROGERS PLACE | EDMONTON, AB

CANADIAN FINALS RODEO

The Canadian Finals Rodeo returns to Edmonton October 7–10, 2026, bringing four days of high-intensity competition live at Rogers Place. Authentic, confident, and steeped in tradition, CFR welcomes fans to experience the roar of the arena as Canada's best athletes battle for a championship and more than $2 million in prize money.

As the Western Events Hub of CFR Week, ignites downtown with rodeo performances, a vibrant tradeshow, nightly cabarets, tailgate parties and citywide celebrations of western culture.

Five main performances, featuring eight major events and three youth events, unfold over four days, including a Saturday matinee and the championship finals on October 10.

CFR draws 43,000 spectators, generates more than 18,000 hotel room nights, and supports over 6,000 jobs, with national broadcast coverage on the Cowboy Channel reaching more than 50 million homes.

Together with the Cinch Canadian Country Expo, CFR contributes to a combined impact of $32.4 million, strengthens media reach, and drives tens of thousands of visitors into the heart of Edmonton during Rodeo Week.

The Canadian Finals Rodeo is where champions rise, communities gather, and western culture comes alive.



EXPLORE EDMONTON
WHO WE ARE

Explore Edmonton is the city's destination management and marketing organization. We bring world-class events to our community, strengthen economic impact, and showcase Edmonton on the global stage. From KDays and Farmfair International to the Canadian Finals Rodeo, we create experiences that connect people, partners, and opportunities.

CONNECTION.
IT'S WHAT DRIVES US.
EXPLORE EDMONTON.

EXPLORE
EDMONTON

HIGHLIGHTS

CITY-WIDE IMPACT CFR & CCE

43,000+ spectators

14 Canadian Championship titles awarded

8 major events

5 rodeo performances

3 youth events

4 days of rodeo

550+ animals

120+ contestants

$1.6M in prize money

Demand for 18,000+ hotel room nights

6,000+ jobs created

$32.4M total combined economic impact

TARGET MARKETS

1. Core Rodeo Fans
2. Rural and Agricultural Communities
3. Families and Multi-Generational Attendees
4. Urban Event-Goers and Social Seekers
5. Out-of-Province Visitors and Experienced Travelers

WEB TRAFFIC

245,791 site visitors

367,951 web sessions

653,173 page views

Facebook Followers: 19.4k

Instagram Followers: 19.8k

TikTok Followers: 17.2k

DIGITAL REACH

ORGANIC SOCIAL

14.5M impressions

402K engagements

PAID

5.79M impressions

145K clicks

529K reach

GOOGLE ADS

347K impressions

4.3K clicks

CANADIAN FINALS RODEO WEEK

The Canadian Finals Rodeo extended far beyond the arena, offering participants a variety of ways to engage with the celebration. The Backroads Series featured **16 shows across 13 venues**, with more than **35 artists showcasing the best of country, roots, and Americana music**. From intimate spaces to iconic music rooms and neighborhood stages, every event was free to attend, giving fans ample opportunity to experience the rodeo spirit through live music. The lineup included homegrown Alberta talent as well as acts from Victoria to Nashville. Meanwhile, the CFR Tailgate Party drew approximately **2,000 attendees**, featuring a wide array of music, entertainment, and interactive activations.

Through the CFR Pageantry Program, we partnered with **21 CBRE-managed and downtown towers, 37 Edmonton businesses, and 10 EDMH host hotels** to activate the city with western-themed décor and branding, including window decals, elevator wraps, banners, and pennants. Key installations included a full lobby transformation at the World Trade Centre, YEGHAW letters and cows on Rice Howard Way and at the Tailgate Party, and branded activations at the Media Launch, CFR Reception, EXPO, and the CFR x EDBA Block Party. These installations, from cow knolls to Wrangler pockets and denim backdrops, brought the rodeo spirit to life across Edmonton while creating engaging, fan-favourite photo opportunities throughout the city.

PREMIUM EXPERIENCES

Experience CFR like never before with premium seating, hospitality lounges, curated VIP moments, and elevated partner hosting opportunities. From exclusive access to behind-the-scenes action to best-in-arena views, premium experiences offer unforgettable ways to connect with clients, guests, and rodeo fans. Contact vipexperiences@exploreedmonton.com.



SPONSORSHIP OPPORTUNITIES

Custom Opportunities & Benefits

Brand visibility, Business relationship building, Audience insights, Media exposure, Immersive rodeo engagement

- Tailored Partnership Opportunities
- Title rights to the Canadian Finals Rodeo
- Official supplier designations
- Presenting rights at signature events
- Activation and exhibit opportunities
- Hospitality experiences for partners
- Digital and social engagement platforms
- On-site signage and arena visibility
- Inclusion in award and buckle ceremonies
- Customized partner recognition packages





CONNECT WITH US

We invite your organization to join our network of industry partners and Western champions.

Together, we can create meaningful connections, contribute to the agricultural community, and ensure your brand stands proudly alongside the leaders of Canada's cattle and agri-business sectors.

CONTACT

For inquiries or customized proposals, please reach out to our sponsorship team at Sponsorship@exploreedmonton.com for more information.

