

EDMONTON'S CANADIAN FINALS RODEO WEEK

COMMUNITY ACTIVATION
PROGRAM



SEPT THROUGH OCT
26 05





YEGHAW EDMONTON

PROGRAM OVERVIEW

Canadian Finals Rodeo Week is back! From **September 26 to October 5, 2025**, the city will come alive with the spirit of the west as we celebrate Canadian Finals Rodeo (CFR) Week. While CFR 2025 takes centre stage at Rogers Place October 1-4, the week leading up to it is about bringing the entire community into the celebration.

Explore Edmonton is inviting local businesses and organizations to get involved by hosting events, creating themed products or services, or activating their storefronts. Whether it's a western-themed brunch, a country music night, or a signature treat, these activations contribute to the city's vibrancy, offer unique experiences to locals and visitors, and help drive visitors into your business.

WHY PARTICIPATE?

PARTNERS WHO JOIN CANADIAN FINALS RODEO WEEK WILL BENEFIT FROM:

MARKETING SUPPORT

from Explore Edmonton (toolkits, logos, digital promotion)

EXPOSURE TO NEW AND DIVERSE AUDIENCES

through CFR and Explore Edmonton platforms

COMMUNITY RECOGNITION

as a contributor to a major city-wide celebration

2 CFR TICKETS

to use for a social giveaway or in business promotion

ON-SITE PROMOTIONAL MATERIALS

Show your CFR spirit with a basic decal set that includes window decals, a poster, banner, with the option to price match on additional large-format items.

A CHANCE TO BE FEATURED IN OUR CONTENT AND MEDIA EVENTS



HOW TO PARTICIPATE



**WE'VE CREATED THREE CLEAR TIERS OF ACTIVATION
TO INSPIRE AND GUIDE YOUR INVOLVEMENT:**

1. BUCKAROO BASICS



- * Offer a western-themed discount (e.g., 10% off for anyone in western gear)
- * Dress up staff in western attire for the week
- * Decorate your storefront with western spirit

2. COWBOY CONNOISSEURS



- * Create a Canadian Finals Rodeo Week-themed menu item or drink
- * Host a watch party for a CFR broadcast
- * Offer a Rodeo-themed Happy Hour

3. LASSO LEGENDS



- * Host a special event (e.g., live music, dance lesson, western brunch)
- * Collaborate with other businesses for a themed trail or crawl
- * Launch a unique product or feature for the week



EXAMPLES FROM 2024 TWICE CREAM

Twice Cream created a one-of-a-kind Cowboy Coffee Crunch ice cream, available throughout Canadian Finals Rodeo Week. This product was showcased at both the CFR Media Launch and Kickoff Reception, earning them premium visibility with media, influencers, and VIP guests.



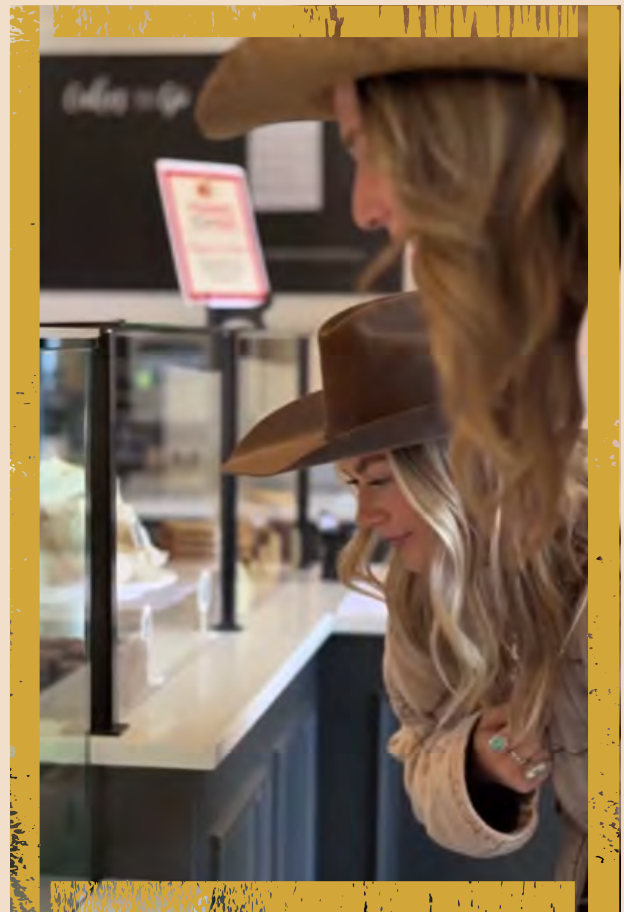
CHECK OUT THE REEL THEY CREATED * * * * *
TO PROMOTE THEIR LIMITED-EDITION FLAVOUR ON INSTAGRAM



EXAMPLES FROM 2024 YEGHAW BAKERY TRAIL

YEGHAW Bakery Trail was a collaboration between Sugared & Spiced, Yelo'd Ice Cream + Bake Shoppe, and Bon Ton Bakery. Each bakery offered 10% off a sweet treat to anyone in western wear. This joint activation inspired a sense of community, encouraged cross-promotion between businesses, and was featured in a high-performing Instagram Reel produced by Explore Edmonton.

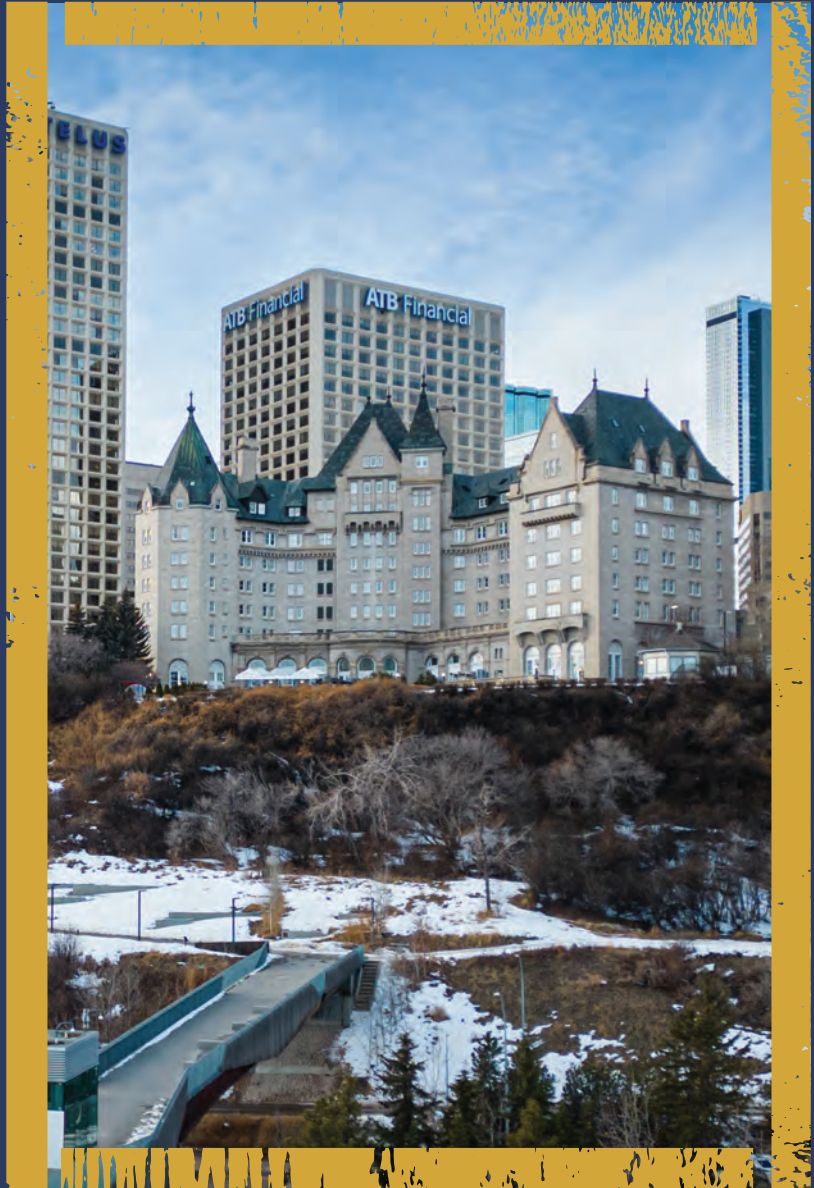
✱ ✱ ✱ ✱ **CHECK OUT THEIR REEL ON INSTAGRAM**



EXAMPLES FROM 2024 FAIRMONT HOTEL MACDONALD



Fairmont Hotel MacDonald hosted a Western Sunday Brunch featuring themed food, music, and decor in the lead-up to CFR. This elegant twist on a rodeo celebration received strong social engagement and was included in our roundup of “must-visit” Rodeo Week destinations.



DRESS UP EDMONTON

PAGEANTRY PROGRAM

Businesses participating in the Community Activation Program receive complimentary Basic Display Packages, which include a poster, pennant banner, and a window or wall decal to proudly showcase their involvement.

You can also choose from customizable add-ons to make an even bigger impact — and for every dollar you spend, we match it with additional promotional materials to boost your visibility.

2025 OPTIONAL ADD-ONS:

- Mirror Decals
- Elevator Wraps
- Exterior Window Decals



OTHER OPPORTUNITIES

GROUP SALES

Bring your crew! Groups of 20+ receive 20% off regular ticket prices, plus flexible ticketing options:

- Private link with individual discount codes
- Bulk seat blocks for shared seating
- Digital delivery for easy, paperless access
- Perfect for families, teams, clubs, or corporate outings.

Premium Experiences — Canadian Finals Rodeo

SPONSORSHIP OPPORTUNITIES

Showcase your brand amid the excitement of CFR Week! Multiple tiers available — from Main Arena to Event & Corral naming sponsorships.

CFR offers:

- Premier branding
- Trade-show presence
- Community programming tie-ins

Become a Sponsor — Canadian Finals Rodeo

GOLD SPUR CORRAL

Elevate your experience with premium views, unique hospitality, and a top-tier atmosphere.

Limited spots available — secure yours early!

Premium Experiences — Canadian Finals Rodeo

GET ON BOARD

Whether you're planning a group outing, brand alignment, or VIP experience:

Contact us to book, partner, or saddle up. Don't miss your shot at an unforgettable CFR experience at Rogers Place, October 1–4, 2025.

2025 KEY TIMELINES

1. JUNE 16

Applications open

2. JULY 18

Application deadline

3. BY JULY 31

**All successful applicants contacted by
Explore Edmonton and next steps shared**

4. AUGUST 8

All activation details must be finalized

5. AUGUST 11–29

**Explore Edmonton marketing team will
work with confirmed partners**

6. SEPTEMBER 1

Promotions begin across channels

7. OCTOBER 5

Rodeo Week concludes

NEXT STEPS

- 1** **CLICK THE LINK BELOW TO APPLY AND TELL US YOUR IDEA.**
- 2** **SUBMIT YOUR APPLICATION BEFORE JULY 18.**
- 3** **WE'LL FOLLOW UP WITH YOU BY JULY 31 WITH NEXT STEPS.**
- 4** **CONFIRM YOUR PLANS BY AUGUST 8.**
- 5** **COLLABORATE WITH OUR TEAM AND GET READY TO GO LIVE IN SEPTEMBER!**

APPLY HERE:
[HTTPS://FORMS.OFFICE.COM/R/GSMOPUWQJC](https://forms.office.com/R/GSMOPUWQJC)

CANADIAN FINALS RODEO IS A MAJOR ECONOMIC AND CULTURAL DRIVER FOR THE EDMONTON REGION. IN 2024, THE EVENT:

- ✱ Generated more than \$18 million in total economic impact
- ✱ Attracted over 41,000 attendees
- ✱ Delivered over 14,000 room nights to local hotels
- ✱ Supported jobs and spending across hospitality, retail, food and beverage, and entertainment sectors

By participating in Canadian Finals Rodeo Week, you're aligning your business with a celebration that boosts tourism and strengthens Edmonton's reputation as a premier event destination.

Let's make **CANADIAN FINALS RODEO WEEK 2025 UNFORGETTABLE** for locals, for visitors, and for Edmonton. Saddle up and join us!



CANADIAN FINALS

RODEO

WEEK