

# TICKET GIVEAWAY

**We're excited to offer your committee a special ticket package to the CFR in Edmonton! Thank you for keeping the spirit of rodeo alive in your community.**

*These tickets are intended for a single recipient and should not be split between different individuals or days. Tickets may be used in any way that helps with rewards, engagement, and community building.*

*Offering tickets as rewards or prizes can boost participation and excitement at your events, foster a sense of community and appreciation by recognizing volunteers and long-time supporters, and help spread the word about the CFR.*

*By working together, we can make both your rodeo, and the Canadian Finals Rodeo a huge success! We're excited to partner with you and look forward to seeing the creative ways you use these tickets.*

# TICKET GIVEAWAY

## HOW TO USE THESE TICKETS TO BOOST YOUR RODEO AND THE CFR

### **Driving Ticket Sales to Your Rodeo:**

- **Early Bird Incentive:** Offer a draw for the CFR tickets to anyone who purchases tickets to your rodeo before a specific deadline. This incentivizes early purchases and generates excitement. (Example: "Buy your rodeo tickets before [date] and be entered to win a CFR experience!")
- **Package Deal Bonus:** Offer an entry into the CFR ticket draw for those who purchase multi-day passes or family packages to your rodeo.
- **VIP Upgrade:** Enter existing ticket holders into a draw to win the CFR tickets as a VIP upgrade.

### **Social Media Contests:** Run engaging contests on your social media platforms.

- **Photo/Video Contest:** Ask fans to share their best rodeo photos or videos using a specific hashtag for a chance to win.
- **Trivia Challenge:** Host rodeo trivia contests with the CFR tickets as the grand prize.
- **"Why I Love Rodeo" Contest:** Ask fans to share stories about their passion for rodeo.

### **In-Arena Promotions:** Use the tickets for exciting giveaways during your rodeo.

- **Lucky Seat:** A classic and easy way to engage the crowd.
- **Fan Games:** Organize fun games like a dance-off, barrel racing challenge (for kids), or a "best-dressed" contest.

**Volunteer Recognition:** Reward outstanding volunteers with the CFR tickets. Highlight their contributions on social media and local media outlets and during your rodeo.

**Long-Time Supporter Appreciation:** Recognize loyal sponsors or long-time attendees with the tickets. This shows appreciation and strengthens relationships.

**Partner with Local Businesses:** Cross-promote with local businesses. They can offer entries into the CFR ticket draw with purchases, and you can promote their businesses at your rodeo.

**Prebooking Hotels for Winners:** To make the experience even more special for the winners, consider prebooking hotel accommodation. We recommend booking at <https://edmontonsbesthotels.com/>, which gives discounts to many hotels and has an excellent rewards program.

### **Maximizing the Impact:**

- **Combine your ideas:** Don't limit yourself to just one idea. Combine different strategies to try and reach a wider audience.
- **Promote the contest heavily:** Make sure everyone knows about the opportunity to win CFR tickets.
- **Make it easy to enter:** Keep the entry process simple and accessible.
- **Announce the winners clearly:** Publicize the winners on social media and at your rodeo.