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1-Year Sponsorships Announced to Help to Support St. Croix Rodeo



Image of the new “Bernard’s Boards” – High-Definition LED Trailers used to promote local civic events as well as Sponsors who participate.

For the past two decades, the St. Croix County Fairgrounds, Inc. – a non-profit organization – has worked hard to develop and host its own local rodeo annually for people located in western Wisconsin.

Touted as an event *“the entire family can enjoy,”* the “St. Croix Valley PRCA Rodeo” has become an event cherished by many in the region.

“The events take a lot of time, energy, and resources to host,” says Dean LeMay, Chair of the local rodeo committee. “But I’m committed to producing this event as it provides so much enjoyment for families in the area.”

A farmer himself, LeMay adds, *“It’s basically our way of giving back to hardworking farmers. It’s our time where we get to enjoy the fruits of our hard work.”*

Now, working closely with LeMay, newly-formed non-profit – [PeopleWhoCare.cloud](https://www.PeopleWhoCare.cloud) – has developed a form of sponsorship aimed at increasing financial support for this local event.

“What makes the new sponsorship so different,” says Business Development Lead, Keith Pendleton, “is that now the rodeo has a way of benefitting and promoting its sponsors on a ‘year-around’ basis, and not just at the rodeo event itself.”

“What I really enjoy about supporting this event isn’t even so much all of the action – which is incredible!” adds Pendleton, “It’s the fact that it involves so many young people ‘getting out there and getting after it!’”

“THAT,” he adds, “is what I really think is worth supporting!”

According to Pendleton, the goal of the new sponsorship will be to work with companies and organizations in western Wisconsin and provide

“year-around” promotional benefits for those who participate.

“It took a lot of time to work out the details of the new sponsorship,” says Pendleton. “But at the end of the day, I think the companies that get on board with this will really benefit.”

“I want them to benefit and they SHOULD benefit,” he emphasizes. “At the end of the day, they’ll be supporting something really good in life.”

Companies interested in learning more about the rodeo sponsorship program are encouraged to contact Keith Pendleton, Business Development Lead, at 715-715-7587 ext. 102.

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