

# Instructions for Sponsors of the 2026 St. Croix Valley PRCA Rodeo

## Deadlines and Instructions for E-Mailing Artwork

### Deadlines:

Deadline Date	Description	Applies to
03-31-2026	Early Bird Rebate Deadline	Gold, Silver and Bronze
04-24-2026	Payment-in-Full of Sponsorship Amount	Gold, Silver and Bronze
05-01-2026	Artwork for PeopleWhoCare.cloud Approved (Discretionary Benefit)	Gold, Silver and Bronze
05-08-2026	Grandstand Sign Artwork Approved	Gold Level Only
05-15-2026	Magazine Artwork Approved (Discretionary Benefit)	Gold, Silver and Bronze
05-29-2026	Banner Artwork Approved	Gold, Silver and Bronze
06-12-2026	Company Flag Approved	Gold and Silver Only
06-19-2026	Text of PA Announcement Approved	Gold, Silver and Bronze
06-26-2026	Artwork for Digital Bernard's Board Approved (Discretionary Benefit)	Gold, Silver and Bronze
June-Aug	Sharing of Promotional Rodeo Videos (Voluntary)	Gold, Silver and Bronze

### Instructions for E-mailing Artwork Elements:

**Rules of Thumb** – The earlier you submit your artwork, the better. Certain priorities will naturally apply for those who submit their artwork early. Recall – we do not publish *detailed* advertisements or highly-detailed content. The purpose we’re aiming to achieve is “at a glance” recognition for your participation.

**Subject Line of Your Email** – Emails should be structured and read like this:

**St. Croix Rodeo – [Your Company Name] – [Your Level of Sponsorship]**

**Message** – Include the name of the benefit(s) to which the artwork applies (Example: Grandstand Artwork)

**Where to Send** – [rodeo-artwork@peoplewhocare.cloud](mailto:rodeo-artwork@peoplewhocare.cloud)