

Sponsor's Packet

Levels, Benefits & Details – 1 Yr. Sponsorship



**A Novel, One-Year Promotional
Program for Companies Who Support Civic
Uses the Entire Family Can Enjoy**

St. Croix Valley PRCA Rodeo 2026

One-Year Rodeo Sponsorship for Companies Who Support Civic Uses the Entire Family Can Enjoy

Location of Rodeo – St. Croix County Fairgrounds, Glenwood City, WI – Aug. 21-22, 2026

Total Attendance Goal at the Rodeo – 4,000

Don't Miss Out! – Early Bird Rebates Available

Qualification for Early Bird Rebate Ends March 31, 2026

Deadlines for Artwork Begin May 1, 2026 – Details Inside

**Make Payments Payable to “St. Croix Valley Rodeo” and
Mail to PeopleWhoCare.cloud, Attn: Rodeo Sponsorships,
P.O. Box 236, New Richmond, WI 54017**

**Payments Must Be Received by April 24, 2026 to Reserve Your Spot
Qualification for Early Bird Rebate Ends March 31, 2026**

Artwork should be sent to rodeo-artwork@peoplewhocare.cloud

Keith Pendleton, PeopleWhoCare.cloud, can be reached 715-715-7587 x102

4 MAIN THINGS WE'LL NEED FROM YOU

Deadlines. In order for this program to be mutually-beneficial and -successful, it will require Sponsors to pay close attention to the deadlines for submitting artwork, etc. Bear in mind, the sooner you get your part done, the better. Priority to certain benefits will hinge on that.

Submission of Artwork. It will require Sponsors to send the artwork to a particular email address with a formatted subject line.

Simple Presentation. It will require Sponsors to accept highly-simple copy – as opposed to detail no one will read or wants to read.

Active Assistance in Promoting the Rodeo. This special program presumes that Sponsors will assist in promoting the rodeo in a few simple, no-cost ways.

Benefits of One-Year Sponsorship

(Year Begins April 1st and Ends March 31st Regardless of When Payment is Actually Received)

Description of Benefit	Bernard's Gold	Silver	Bronze
Number of Sponsorships Available	4	5	4
Amount*	\$3,000*	\$2,000*	\$1,000*
Early Bird Rebate <small>Requires all deadlines for 2026 be met.</small>	\$500 Rebate	\$300 Rebate	
Early Pre-Registration for 2027 Sponsorships. <small>Not a Right-of-First-Refusal. Requires all deadlines for 2026 be met.</small>	Opens 10/26 for '26 Gold Sponsors	Opens 11/26 for '26 Silver+ Sponsors	Opens 12/26 for '26 Bronze+ Sponsors
* Franchise / Multi-Locations – Amounts Subject to Recalculation?	YES	Level Not Available	Level Not Available
Grandstand Sign <small>(Minimal Info; Approx. 8' x 4')</small>	Included		
Banner <small>(Minimal Info; Approx. Width x Height)</small>	6' x 2' Chute Location <small>(2 Available)</small>	6' x 2'	6' x 2'
Full Design by Our Graphics Designer – # of Hours <small>Covered Under Your Sponsorship. Add'l Time Your Responsibility</small>	YES – 2 Hours	YES – 1.5 Hours	YES – 1 Hour
Rodeo Tickets	25	15	10
PA Announcements	Included	Included	Included
Special Event Opportunities	Included	Included	
Company Flag – Opening / Closing Ceremony <small>(Out-of-Pocket Cost for the Flag is Your Responsibility)</small>	Included	Included	
Special Company Flag Appearances	Included	Included	
Sharing of Promotional Rodeo Videos	Included	Included	Included
Discretionary Benefits	Included	Included	Included

Discretionary Benefits

Description of Discretionary Benefit	Bernard's Gold	Silver	Bronze
Printed Magazine – Designed for Visual Impact <small>Themes – Companies Committed to Civic Uses; Service Means Everything; Thanks to the Sponsors for What You've Done! Design Will be LESS IS MORE, Therefore Minimal Info on Artwork</small>	3/4-Page <small>2" Strip Reserved on Page for Theme-Based Message</small>	1/2-Page <small>2" Strip Reserved on Page for Theme-Based Message</small>	1/4-Page <small>2" Strip Reserved on Page for Theme-Based Message</small>
Size of Magazine Artwork <small>(Approx. Width x Height)</small>	8" x 8.5"	8" x 4"	4" x 3.75"
Promotion on HD 5'x10' Bernard's Boards at Rodeo	Visual Image	Visual Image	Company Name
Presence on PeopleWhoCare.cloud <small>(Approx. Size – 1200px by 800px (W x H))</small>	Image & Backlink	Image & Backlink	Name & Backlink
Promotion of PeopleWhoCare.cloud on Bernard's Board at Participating Companies / High-Traffic Roadside Locations	Company Name on Roadside Locations	Company Name on Roadside Locations	Included
Promotion of PeopleWhoCare.cloud at Area Parades	Included	Included	Included
"Primary Rodeo Sponsor of the Day"	Not Currently Available		

Deadlines and Key Dates

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 (Discretionary Benefit)	Gold Level Only
05-15-2026	Magazine Artwork Approved	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

**Deadline Dates Are Also Posted at
www.peoplewhocare.cloud.**

**PLEASE NOTE – MEETING ALL DEADLINE DATES IS
REQUIRED TO (A) RECEIVE THE REBATE, AND (B) QUALIFY FOR
EARLY “PRE-REGISTRATION” FOR THE NEXT YEAR**

PLEASE DON'T WAIT FOR THE DEADLINES.

GET YOUR ARTWORK TO US ASAP.

Welcome to Our Upgraded Sponsorship Program for the 2026 PRCA Rodeo in Glenwood City, WI!

This year, we are able to offer some amazing new benefits to Rodeo Sponsors, **BUT WE NEED YOUR HELP.**

IF WE'RE GOING TO ACHIEVE THE BENEFITS OF THIS PROGRAM FOR YOU, IT'S IMPORTANT THAT YOU GET YOUR ARTWORK TO US USING THE EMAIL ADDRESS – rodeo-artwork@peoplewhocare.cloud – AS SOON AS POSSIBLE, BUT CERTAINLY IN ADVANCE OF THE DEADLINES WHICH APPLY. IN FACT, OUR BEST ADVICE IS – DON'T WAIT FOR THE DEADLINES. VARIOUS FORMS OF PRIORITY ARE GIVEN ON A "FIRST COME, FIRST SERVED" BASIS.

Please understand – Our work is being done on a volunteer basis and so we won't be able to chase anyone down to try to get them to get their artwork to us. The responsibility for getting artwork to us needs to be yours.

For your convenience, deadline dates will be posted at www.peoplewhocare.cloud. Instructions for emailing the artwork to us are on the next page.

Thank you for understanding, working with us, and getting your artwork to us PROMPTLY!

Keith Pendleton – (m) 715-715-7587 x102
PeopleWhoCare.cloud – A Non-Profit Organization
Submit Artwork to rodeo-artwork@peoplewhocare.cloud

Don't Let Artwork Get Lost in the Shuffle!

**Please Follow These Instructions
for Emailing Artwork to Us**

**CONSTRUCTING YOUR EMAILS – TO EXPEDITE YOUR REQUEST,
WHENEVER YOU SEND EMAIL, PLEASE CONSTRUCT THEM IN THE
FOLLOWING WAY:**

Subject Line – Include the Following Phrase –

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)

Attach the Artwork in Question

Send To – rodeo-artwork@peoplewhocare.cloud

THANK YOU!

Terms and Conditions

Payment-in-Full Required to Reserve Your Sponsorship.

“Included” Means That a Benefit is Subject to Availability, Level Priority, and “First Come, First Served” Priority. While a stated benefit may be listed as “Included” in a Sponsorship Level, keep in mind that it may not be available if there is a limited number of available slots or instances, spanning all Sponsorship Levels, where it can be physically or practically accommodated. An empty space on the chart means that the benefit is not included in the applicable level of Sponsorship.

Deadlines – Best Rule of Thumb is to Submit Your Artwork and Copy for Finalization and Approval as Soon as Possible. To assure we can actually provide a stated benefit, the best rule of thumb is to get your artwork and copy submitted and finalized as soon as you’ve committed to a Sponsorship level. We will work diligently to make sure we can accommodate all interested Sponsors as to all benefits listed. Some benefits, including rebates and pre-registration for the following year’s event, are subject to satisfying all deadlines.

Deadlines Are Firm. Our aim is to go to print or production within two (2) weeks of a deadline.

Deadline Dates Will Be Posted at www.peoplewhocare.cloud for Your Convenience.

Sizes of Artwork in This Document Are Approximates Only. Actual sizes are subject to reasonable change and finalization.

No Guarantee of Placement, Sequence, or Order.

Emphasis on “Less is More” Copy; Minimal Info on Grandstand Signs and Banners. In order to achieve a more effective and professional appearance, we will be adopting industry standards relating to quantity and appearance of content on all artwork. Eligible Information includes any three (3) of the following elements: company name, logo, principle place of business, brief motto or tagline, phone number or website.

Review by Our Graphic Designer for Consistent Look and Feel. All artwork needs to be approved, including by our graphic designer, prior to the applicable deadlines.

Discretionary Benefits. We anticipate being able to include a number of discretionary benefits as part of our Sponsorship offerings, benefits that may require us to reproduce your artwork to meet the particular context. For the sake of efficiency, however, we would like to request authorization to create the reproductions, substantially consistent with the artwork you’ve already provided, without prior review. If this term is not acceptable, please let us know in writing at the time you submit payment-in-full.

Sharing Promotional Rodeo Videos – a Voluntary Act of Good Faith Aiming to Benefit All Participants. As part of the Sponsorship program, we are asking all Sponsors to consider, during the two months prior to the event, to share our fair / rodeo videos through Facebook or other social media channels.

This Sponsorship Program is the Property of the St. Croix County Fairgrounds, Inc. (“the Fairgrounds”); At all times, your Sponsorship shall be directly with the Fairgrounds. Bernard’s Northtown, Inc. and PeopleWhoCare.cloud, while they have volunteered to assist the Fairgrounds in promoting the rodeo event, neither Bernard’s Northtown, Inc. nor PeopleWhoCare.cloud are agents of the Fairgrounds and neither have any authority to make decisions on behalf of the Fairgrounds. Both are independent legal entities from the Fairgrounds.

Refund Policy; Inclement Weather. Unfortunately, given the number of substantial out-of-pocket costs we begin to incur commencing with the date of the rebate deadline, we are unable to provide any refunds of Sponsorship amounts following the date of the applicable rebate deadline. Prior to this date, any refunds issued shall be exclusively for Acts of God which occur prior to the date of the rebate deadline which make the rodeo event impracticable, and in all cases shall be reduced by any actual costs incurred. We realize that the event in question is an outdoor event and could potentially be cancelled on either or even both days / nights. We apologize for any inconvenience this may cause to Sponsors.

No Limits on Number of Sponsors – General Rule. We have not assigned “hard” limits on the number of Sponsorships we sell at any level, Gold, Silver, or Bronze. While we have listed seven (7) Bernard’s Gold Sponsorships as being available, this number does not represent a hard limit. Rather, it is simply a number which currently, based on our present circumstances, represents the number of Gold Sponsorships we feel comfortable offering at this juncture.

No Exclusive Rights. From time to time we are asked if we can provide exclusivity to a company based on its industry. While our goal is to foster a balanced group of Sponsors, we are unable to guarantee any form of exclusivity as to your industry.

Sponsorship Amounts Subject to Franchise / Multi-Location Recalculation. If you are a franchise or company operating under a common trademark with three (3) or more geographic or branch locations in St. Croix County, Wisconsin, please note that Silver and Bronze Sponsorships are not available. The Amount for a Gold Sponsorship will be the greater of (a) \$3,000 and (b) \$500 per company / branch location situated in St. Croix County, WI.

Benefits, Sponsorship Amounts, and Terms and Conditions Subject to Change; No Automatic Right to the Following Year’s Sponsorship; Our Right to Grant or Deny a Sponsorship for Any Reason. Our plan is to grow and improve our Sponsorship Program each year over time. For this reason, (1) benefits, Sponsorship amounts, and terms and conditions are all subject to change year-to-year without notice; and (2) we are unable to provide rights-of-first-refusal to Sponsorships for the following years. We reserve the right to grant or deny any Sponsorship application or request for any reason and in our sole discretion.

Discretionary Benefits Do Not Create Any Duties, Rights or Obligations. If we implement and offer any additional benefits following the publication of this Sponsorship Program, such benefits are provided merely as a courtesy and do not bestow any rights, duties or obligations which you can rely upon.

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**Thank You for
Your Support!**

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