

Bonanza 2027

Sponsorship

Opportunity

With your help, we, the British Columbia Hereford Association, working hand in hand with the BC Junior Hereford Association, will be hosting one of the biggest junior beef cattle events in our country -

the Canadian National Junior Hereford Show, also known as Bonanza 2027, in Barriere, British Columbia, July 19th to 24th, 2027.

Held in conjunction with the Annual General Meeting of the Canadian Hereford Association and Hereford Week in Canada activities, Bonanza is held in a different province each year on a rotational basis. This four-day event attracts more than 200 participants and their families, as well as Hereford breeders—both purebred and commercial—from across Canada.

In addition to Bonanza, 2027 is also the year for the BCHA to publish its 2027-2029 BC Hereford Directory and Handbook. We are currently planning both these projects and invite you and your business to be involved as Bonanza sponsors. Please see the attached pages for more details about sponsorship opportunities. We are grateful for whatever support you can afford to help create an event to remember for our young cattle industry enthusiasts. The deadline for Bonanza sponsorships which include a Directory ad bonus is Dec 1st 2026. The deadline for Bonanza sponsorships that will not include a directory ad bonus remains April 30, 2027.

For more information or to respond to this request please go to www.bchereford.net or contact a Bonanza 2027 Sponsorship Committee member:

Don Richardson don@richardsonranch.ca ph:250-557-4348, text:250-566-5114

Jamie Richardson james_richardson28@hotmail.com ph or text: 250-699-1406

Janice Tapp tjtapp22@outlook.com ph:250-699-6466



Diamond Sponsorship - \$10,000

Company logo on the Bonanza show shirts
Company signage provided by sponsor, will be prominently displayed in show ring area.
Sponsors name printed on a Grand Champion Banner
Sponsorship acknowledged in digital Bonanza Show program
Announcer recognition at Bonanza event.
In print recognition in both Beef in BC and the Canadian Hereford Digest.
On Site Digital Signage at Bonanza and on social media platforms.
Company Logo with links and acknowledgment on Bonanza 2027 website and Facebook page.
Opportunity to place company information in participant packages as well as providing participant swag items with sponsors logo, in every entry package (ex. Water bottle, lanyard, pens)
Four dinner tickets and the opportunity to present at the Awards Banquet
Space for company booth display at Bonanza
BONUS : Full Page Color advertisement in the BC Hereford Directory and Handbook, 2027-2029 edition, promoted in BC for the next 3 years.

Platinum Sponsorship - \$7500

Company signage provided by sponsor will be prominently displayed in show ring area.
Sponsors name printed on a Show Banner
Sponsorship acknowledged in digital Bonanza Show program
Announcer recognition at Bonanza event.
In print recognition in both Beef in BC and the Canadian Hereford Digest.
On Site Digital Signage at Bonanza and on social media platforms.
Company Logo with links and acknowledgment on Bonanza 2027 website and Facebook page.
Opportunity to place company information in participant packages as well as providing participant swag items with sponsors logo, in every entry package (ex. Water bottle, lanyard, pens)
Two dinner tickets and the opportunity to present at the Awards Banquet
Space for company booth display at Bonanza
BONUS : Full Page Color advertisement in the BC Hereford Directory and Handbook, 2027-2029 edition, promoted in BC for the next 3 years.

Gold Sponsorship - \$5000

Sponsors name printed on a Show Banner
Display of company signage in show ring area provided by sponsor
Company Logo with links and acknowledgment on Bonanza 2027 website and Facebook page.
Sponsorship acknowledged in digital Bonanza Show program
Announcer recognition at Bonanza event.
In print recognition in both Beef in BC and the Canadian Hereford Digest.
On Site Digital Signage at Bonanza and on social media platforms.
Company Logo with links and acknowledgment on Bonanza 2027 website and Facebook page.
Opportunity to place company information and or swag in participant packages.
Two dinner tickets to the Awards Banquet
BONUS : Full Page Color advertisement in the BC Hereford Directory and Handbook, 2027-2029 edition, promoted in BC for the next 3 years.

Silver Sponsorship - \$2500

Sponsors name printed on a Show Banner.
Display of company signage provided by sponsor.
Company Logo with links and acknowledgment on Bonanza 2027 website and Facebook page.
Sponsorship acknowledged in digital Bonanza Show program.
Announcer recognition at Bonanza event.
In print recognition in both Beef in BC and the Canadian Hereford Digest.
On Site Digital Signage at Bonanza and on social media platforms.
BONUS : Half Page Color advertisement in the BC Hereford Directory and Handbook, 2027-2029 edition, promoted in BC for the next 3 years.



Bronze Bonanza Sponsorship - \$1000

Company Logo with links and acknowledgment on Bonanza 2027 website and Facebook page.

Sponsorship acknowledged in digital Bonanza Show program.

Announcer recognition at Bonanza event.

In print recognition in both Beef in BC and the Canadian Hereford Digest.

On Site Digital Signage at Bonanza and on social media platforms.

Friends of Bonanza Sponsorship-- \$500

Sponsorship acknowledged in digital Bonanza Show program

Announcer recognition at Bonanza event.

In print recognition in both Beef in BC and the Canadian Hereford Digest.

On Site Digital Signage at Bonanza and on social media platforms.

Besides the Open Cattle show, the following shows and competitions also occur at Bonanza: Market Steer Show, Semen donation Show, Commercial Female Show, Bred & Owned Show, Heifer Lottery Show. Showmanship classes, Grooming Classes and Cattle Judging, as well as non-cattle competitions including Public Speaking, Team Marketing, Team Grooming, Photography, Advertising, Art & Literature are all presented in four different age categories.

The Bonanza committee will assign Sponsors to each of these classes to provide all sponsors with public acknowledgment both at the event and in follow up reports both digitally and in the Canadian Hereford Digest and the Beef in BC magazine

