

## NEW MEXICO'S PREMIER FAMILY-ORIENTED SUMMER RODEO



Launched in 2020 to help revitalize business in Edgewood, Moriarty, and the greater Estancia Valley, the WRCA-sanctioned Estancia Valley Ranch Rodeo has quickly become one of the top ranching events in the country. Each year, the excitement draws ranch teams from five states and spectators from across New Mexico and beyond. Over two unforgettable days, more than 2,500 visitors fill the stands, local shops, and restaurants—creating an estimated \$125,000 boost to our local economy and celebrating the true spirit of the western way of life.

**JULY 17-18, 2026**  
RODEO DE SANTA FE

**FRI 7/17**  
6PM - PRAYER, ANTHEM, RODEO QUEEN COURT  
6:30PM - RODEO BEGINS

**SAT 7/18**  
11AM - YOUTH RODEO  
6PM - PRAYER, ANTHEM, RODEO QUEEN COURT  
6:30PM - RODEO BEGINS

**BOTH EVENINGS FEATURE FOOD  
VENDORS, BEER GARDEN, LOCAL  
ARTISAN, VENDORS, LIVE MUSIC  
AND MORE**



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## ESTANCIA VALLEY **RANCH RODEO** SPONSORSHIPS



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We're proud to again produce the Estancia Valley Ranch Rodeo and Western Heritage Festival thanks to the generous support of our community sponsors. Your tax-deductible contributions help us keep this event family-friendly and affordable for everyone. From vendor booths and rodeo action to live concerts and western fun, there's something for the whole family to enjoy during our two-day celebration.

SPONSORSHIP OPPORTUNITIES						
BENEFITS	TRAIL BOSS \$250+	COW PUNCHER \$500+	WRANGLER \$750+	COWBOSS \$1500+	WAGON BOSS \$2500+	CHAMPION \$5000
PROGRAM LISTING	X	X	X	X	X	X
PROGRAM & SOCIAL ADS		X	X	X	X	X
ARENA SIGNAGE		X	X	X	X	MULTIPLE
ANNOUNCER PROMOS			X	X	MULTIPLE	MULTIPLE
TICKETS			2	BOX	BOX	BOX
FULL PAGE PROGRAM AD				X	X	X
BOX SEATS				4	6	6
NAME ON BUCKLE						X

**TALK TO US ABOUT CUSTOM SPONSORSHIP IDEAS. WE'RE ALL EARS!**  
**RODEO QUEEN PAGEANT AND SCHOLARSHIP SPONSORSHIPS AVAILABLE ALSO**



**IN OUR FIRST FIVE YEARS, EVRR HAS DONATED OVER \$75,000 TO CHARITIES IN NEW MEXICO. THIS YEAR'S PROCEEDS WILL BENEFIT MULTIPLE LOCAL YOUTH AG CHARITIES.**



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