

Red River Skijoring

Sponsorship Overview

RED RIVER SKIJORING LLC

OUR MISSION: Reviving a wild western winter tradition and rallying community.

A PREMIER WESTERN WINTER EVENT • REGIONAL TOURISM DRAW • HIGH-VISIBILITY BRANDING • DESTINATION CROWD • PREMIUM ON-SITE ACTIVATION • CURATED SPONSOR PARTNERSHIPS • DIRECT-TO-CONSUMER BRAND ACCESS • HIGH-ENGAGEMENT AUDIENCE • 1,000+ EXPECTED ATTENDEES

February 27, 2027
February 28, 2027



Built for Brands. Backed by Tradition.



WEBSITE

INSTAGRAM

EMAIL US

Red River Skijoring is a thrilling winter sports event designed to deliver **measurable brand visibility, premium audience engagement, and regional market reach**—all within a visually striking, Western heritage experience. Held during peak winter tourism activity, the event attracts a destination crowd of spectators, athletes, families, and winter travel audiences from across the Southwest.

Our sponsorship platform offers **high-exposure on-site branding, content-driven media opportunities, and direct-to-consumer engagement** in a festival-style environment built for connection. From course-side signage and competitor integration to experiential brand activations, sponsors are placed directly within the action—where attention is highest and brand recall is strongest.

What sets Red River Skijoring apart is the fusion of **modern competition energy with authentic Western tradition**—creating a premium setting where brands don't just advertise, they become part of the story.

Red River Skijoring 2026 Sponsorship Opportunities

Reviving a wild western winter tradition and rallying community.

	$450	$650	$1,000	$2,500
Title sponsor (one per industry)				X
Sponsor Announcement of Prizes				X
Banner on Face of Course Jumps (high visibility for photography and media)				X
Logo on participant t-shirts			X	X
Logo or company mention on selected print/radio, and media advertisements			X	X
Logo and website QR code on event posters			X	X
Logo on Merchandise T-shirts		X	X	X
Collab post on social media		X	X	X
Banner on event course		X	X	X
Shout-out from event announcer	X	X	X	X
Logo and website link on event website	X	X	X	X
Coupon and/or novelty included in competitor swag bags (you provide)	X	X	X	X
Full color logo/ad in event program (you provide)	X	X	X	X

Let's explore what partnership could look like.

For inquiries or sponsorship/in-kind sponsorship, please contact: **info@redriverskijoring.org**.

Learn more at www.redriverskijoring.org

Please make checks payable to: Red River Skijoring, LLC

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