



HORIZONTAL DIRECTIONAL DRILLING COMPETITION & EXHIBITION

DECEMBER 2-4, 2026 PERRY, GEORGIA



HDD RODEO
HDDRODEO.COM

2026 SPONSOR PROSPECTUS



HDD Rodeo is managed and produced by Benjamin Media, Inc.





Not Our First Rodeo

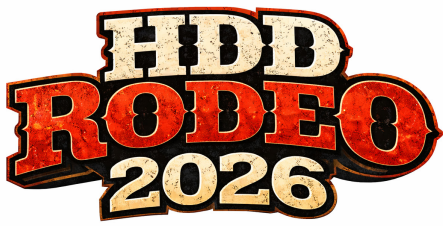


Year 1 Winners - Rice Tunneling & Boring, 1998

2026 Main Event Sponsorship Opportunities	Longhorn Sponsor \$20,000 1 Available	Stampede Sponsor \$15,000 2 Available
40' Booth (40' frontage facing competition field)	X	
20' Booth (20' frontage facing competition field)		X
Drill Crew Registrant Sponsor (sponsor a drill crew for the HDD Rodeo)	X	X
20 General admission tickets	X	
15 General admission tickets		X
2-page spread advertisement in the HDD Rodeo On-Site Program	X	
Full Page advertisement in the HDD Rodeo On-Site Program		X
Option to display company banner on competition field fence (2' x 3')	X	X
Company logo recognition on signage	X	X
Company logo on HDD Rodeo promotions	X	X
Featured on Benjamin Media social networks	X	X
List of registered drill crews and attendees post-event	X	X
Option to include an item in the Drill Crew swag bags	X	X

Reserve Your Booth and/or Sponsorship Here:
<https://shows.map-dynamics.com/hddr2026/?register>

Questions? Contact: Kelly VanNatten | 234-380-3030 | kvannatten@benjaminmedia.com
Pete McNeil | 234.380.3031 | pmcneil@benjaminmedia.com



Sponsorship Opportunities

All Sponsorships Include:

- Recognition as Sponsor in all attendee marketing emails
- Company logo and website link on Sponsors page of website
 - Recognition on event signage
 - Attendee list provided post-event

Drill Crew Registrant Sponsor

\$5,000

- Your sponsorship will provide one entry into the HDD Rodeo competition for a Drill Crew of your choice
- 3 General Admission Tickets (for crew)
- Sponsors will receive two Additional General Admission Tickets

Championship / Buckle Sponsor

\$5,000 (Sold Out)

- 3 General Admission Tickets
- Company logo / Company credit on HDD Rodeo promotions.
- Quarter-Page Advertisement in the HDD Rodeo On-site Program.
- Sponsor to provide Belt Buckles for 1st through 3rd place (9). Buckle must include "HDD Rodeo 2026" and place.

Howdy / Registration Sponsor

\$3,000 (2 max/1 available)

- Sponsor will have a designated area (Table-top) near the registration area for independent attendee giveaways / greetings.
- Table-Top Banner welcoming attendees and drill crews.
- 2 General Admission Tickets

Lanyard Sponsor

\$4,000 (Sold Out)

- Sponsor to provide Lanyards for Seminar / Drill Crew Attendees (Estimated Qty 300).
- 2 General Admission Tickets
- Quarter Page Advertisement in the HDD Rodeo On-site Program.

Equipment Field Sponsor

\$2,500

- Company logo / Company credit on HDD Rodeo Promotions.
- Sponsor to provide Field Support Equipment
- 5 General Admission Tickets
- Equipment used and displayed on the competition field.

Noteworthy Sponsor (Seminar Attendees & Drill Crews)

\$2,500 (1 max)

- Company logo / Company credit on HDD Rodeo promotions related to the Seminar Day
- 2 General Admission Tickets
- Provide Notebooks for all Seminar Attendees (Estimated Qty 300).

Workforce Development / Student Sponsor

\$2,500

- Exclusive reception with students, Dec. 2nd
- Money goes towards supporting students at the event

Safety Sponsor

\$1,500 (1 available)

- Opportunity to provide logo'd safety apparel (hard hats, vests for drill crews
- 2 General Admission Tickets

Event/Awards Stage Sponsor

\$2,500 (4 max)

Take center stage at the HDD Rodeo with prominent branding on the main stage during both the BBQ and Awards Presentation

- Branding on the stage
- 2 minutes stage time during BBQ event, Dec. 3rd
- Recognition by the band during BBQ event, Dec. 3rd



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Seminar Lunch Sponsor (Dec. 2)

\$5,000 (Sold Out)

- Company logo on Promotions related to the Seminar Day.
- Company Sticker on Lunch boxes
- 2 General Admission Tickets
- Signage near registration and tabletop tents during lunch
- List of Seminar Attendees / Drill Crews.

Opening Night Reception Sponsor (Dec. 2)

\$2,500 (2 max)

- Recognized as Opening Night Reception Sponsor on signage at bars
- Signature cocktail named after your company and logo displayed on cocktail menu.
- Opportunity to provide branded cocktail napkins and/or coasters at bar. *Sponsor is responsible for the production and shipment of promotional items.*

BBQ Night Drink Ticket Sponsor (Dec. 3)

\$4,000 (2 max/1 available)

- Company Logo displayed on Drink Tickets (2 per attendee).
- Signage displayed with Company logo at the event.
- Sponsor may provide branded koozies at the event.
- 2 General Admission Tickets

BBQ Sponsor (Dec. 3)

\$3,000 (2 max)

- Recognized as BBQ Sponsor on signage at BBQ stations.
- Opportunity to provide branded custom logo promotional items at tables. *Sponsor is responsible for the production and shipment of promotional items.*

Outdoor Coffee Lounge Sponsor

\$3,500 (1 available)

- Exclusive sponsorship of the Outdoor Coffee Lounge, a dedicated space featuring coffee, seating, and live competition viewing.
- Prominent signage displayed throughout the lounge area
- Option to provide compostable cups for the coffee (estimated 600)

H2O Sponsor

\$2,000 (1 available)

- Provide custom labeled water bottles for the seminar and competition field. Estimated 500 bottles.



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Road to the Rodeo is a six-month digital series from *Trenchless Technology* that educates HDD contractors with expert tips and field advice while building excitement around the 2026 HDD Rodeo competition, workshops, special events, crews and more.

Your brand can have a voice throughout the series through sponsored content opportunities designed to showcase your expertise and keep you visible with HDD contractors all the way to Perry, GA!

Sponsored Content Opportunities

Skills Tip Series Sponsor

\$2,000

Deliver actionable tips and best practices to HDD contractors and reinforce your company's commitment to HDD education and performance. Post will open with: "This week's HDD Skills Tip is brought to you by [Sponsor]."

- Specs: headline, byline, 650 words max, 1 image or video, logo

What to Consider Checklist Sponsor

\$2,000

Align your brand with a valuable, easy-to-reference resource that contractors can save, share and revisit throughout the planning process.

- Specs: headline, byline, 650 words max, 1 image or video, logo

Lessons from the Field Sponsor

\$2,000

Showcase your expertise through a compelling educational feature that examines real-world HDD challenges, explores root causes and highlights strategies to prevent similar issues.

- Specs: headline, byline, 650 words max, 1 image or video, logo

Let us know if you have other sponsored content ideas!

All sponsored content will be featured as part of *Trenchless Technology's Road to the Rodeo* campaign and promoted across the following digital channels:

- **Road to the Rodeo** webpage on TrenchlessTechnology.com (July - December 2026)
- One feature in the Road to the Rodeo / HDD newsletter (11,500 subscribers)
- One social media post on Trenchless Technology's social channels (15,000 followers)
- PLUS, featured in the 2026/2027 HDD Guide, digital version

Road to the Rodeo Newsletter + Website Advertising

\$1,500

- Your 300x250 banner or advertorial in all 6 **Road to the Rodeo** Newsletters (July - Dec., 2026)
- Your 300x250 banner featured on the **Road to the Rodeo** website (July - Dec., 2026)

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