



# HDD RODEO

Expo • Competition • Seminars

DECEMBER 2-4, 2026 | PERRY, GEORGIA

[hddrodeo.com](http://hddrodeo.com)

## 2026 SPONSOR PROSPECTUS





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**DECEMBER 2-4, 2026**  
**PERRY, GEORGIA**

hddrodeo.com

## Not Our First Rodeo



Year 1 Winners -  
Rice Tunneling & Boring, 1998

<p style="text-align: center;"><b>2026 Main Event Sponsorship Opportunities</b></p>	<p style="text-align: center;"><b>Longhorn Sponsor</b> \$20,000 (2 Available)</p>	<p style="text-align: center;"><b>Stampede Sponsor</b> \$15,000 (4 Available)</p>
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



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## Drill Crew Registrant Sponsor \$5,000

Your sponsorship will provide one entry into the HDD Rodeo competition for a Drill Crew of your choice.

Drill Crews will receive 3 General Admission Tickets.

Sponsors will receive two Additional General Admission Tickets.

You will be listed on HDD Rodeo promotional material as a Drill Crew Registrant Sponsor.

## 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 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.

## Drink Ticket Sponsor \$4,000 (2 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

## 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.

## H2O Sponsor \$2,000 (1 Available)

Provide custom labeled water bottles for the seminar and competition field. Estimated 300 bottles.

## Seminar Lunch Sponsor \$5,000 (1 Available)

Company logo / Company credit on HDD Rodeo Promotions related to the Seminar Day.

Company Sticker on Lunch boxes.

Company logo / Company credit on HDD Rodeo promotions related to the Seminar Day

2 General Admission Tickets

Signage near registration and tabletop tents during lunch.

List of Seminar Attendees / Drill Crews.

## Noteworthy Sponsor (Seminar Attendees & Drill Crews)

\$2,500 (1 Available)

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).

## Hot Beverage Sponsor \$3,500 (2 Available)

Sponsor recognition at the coffee/hot chocolate stands at the seminar and competition field.

Option to provide compostable cups for the coffee/hot chocolate stands (estimated 300 per sponsor)



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