

2026–27 PARTNERSHIP PACKAGE

JESSI MELENKA

NOT BUILT TO BACK DOWN.

Raised on hard work. Forged through adversity. Tough as nails and chasing a legacy bigger than herself.

Ranch bronc rider | Barrel racer | Top 3, Canadian National Team, 2026 rookie season

Meet Jessi

At just 19, Jessi Melenka is a ranch bronc rider and barrel racer from the East Kootenays who earned a top three spot on the Canadian National Team in her first season on broncs.

She competes in the Women's Ranch Bronc Association and the men's open division, and stock contractors in the United States have personally invited her back to ride. The first bronc she ever got on, a horse named Joe King, put her in the dirt. She asked for the same horse on her return ride, covered him for the full eight seconds, and took home the Most Grit award.

Outside the arena, Jessi is a College of the Rockies Business Management graduate who is pursuing her Bachelor of Business Administration and working toward her Juris Doctor. She is a mixed martial arts coach, a former judo medallist, and a past 4-H president who still judges, coaches and runs clinics for local youth. She works full time with horses, picks up serving shifts, and pays her own way down the road.



At home in the East Kootenays.

> "This season isn't just about winning. It's about continuing to grow, building connections in the rodeo industry, and proving that setbacks don't get to decide your future."



64 points at Cochrane, 2026 Canadian Finals.



Canadian Finals, 2026.

2026 ROOKIE SEASON RESULTS

Jessi finished her first ranch bronc season 8th in the Canadian standings and 4th in the Canadian Finals average, and she currently sits in the top 20 in the world.

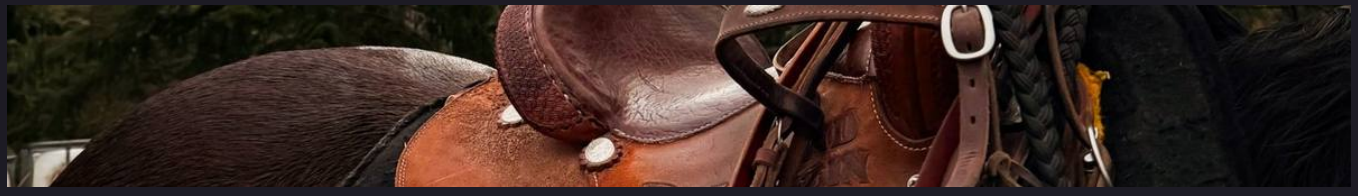
TOP 3	TOP 20	8TH	4TH
Canadian National Team	World standings	Canadian standings	Canadian Finals average

RANCH BRONC, 2026	RESULT
Canadian National Team	Top 3 member
World standings	Top 20
Canadian standings	8th
Canadian Finals, average	4th
Canadian Finals, round 1	2nd
Chestermere County Fair	2nd
Caroline Bighorn Stampede	2nd
Brash Rodeo (Montana, men's open)	2nd
Yellowhead Ag Society	4th
Otero County Fair, average (New Mexico)	6th
Cochrane Lions Rodeo	7th
Most Grit award	Winner

Barrel racing and rodeo events: three time ABRA qualifier, 4th at the KBRA Finals (2D), and top eight finishes at the Calgary Stampede in barrels, pole bending and goat tying.

4-H and community: past club president, grand champion heifer, top 15 national young cattleman in Canada, regional public speaking winner, and now a regional judge, clinic leader, and show and sale organizer.

Combat sports: three time BC Open judo gold medallist, BC Games bronze medallist, and current Muay Thai athlete.



WHERE SHE RIDES NEXT

Jessi represents Canada at international events one to five times a month.

WHEN	WHERE	WHAT
Late December 2026	Watford City, North Dakota	Bronc riding school and two rodeos
New Year's 2027	North Dakota	Canadian National Team, World Finals Team Event
February 2027	North Dakota	Canadian National Team event
2027 season	Alberta, Montana, North Dakota, Colorado, New Mexico, Texas, California and Quebec, plus Maui, Hawaii in October	WRBC events, Brash Rodeo men's open and international invitations. Full schedule to be released.
Year round	East Kootenays and Alberta	Barrel racing jackpots with Hansel, 4-H clinics and judging

To hold her place on the team, Jessi has to keep competing consistently. Partner support is what makes that possible.



Behind the chutes at the 2026 Canadian Finals.



Every season starts on a road like this one.

WHY PARTNER WITH JESSI

A partnership with Jessi puts your business in front of rodeo, ranching, trades and 4-H families across the East Kootenays, Alberta and the United States, all the way to Maui.

- **A story people follow.** A 19 year old rookie who made the national team while riding in the men's open is the kind of story local media and rodeo fans share. Jessi is already booked for an on air interview with 2day FM.
- **Reach on both sides of the border.** Your brand travels with her across Canada and the United States, in the arena and on the road.
- **Real community roots.** Years of 4-H leadership mean Jessi is known and trusted by the farm and ranch families who are your customers.
- **A professional to work with.** Jessi is a business management graduate, speaks confidently in public, and has represented sponsors through 4-H for years.
- **A way in at every budget.** Season partnerships from $500, a night on the road from $150, and in kind or custom options, each confirmed in a simple one page agreement.

PROOF SO FAR

WHAT	RESULT
Rookie season	Top 3 member of the Canadian National Team
World standings	Top 20 in the world
Radio	Invited on air by 2day FM
Where your brand travels	British Columbia, Alberta, Montana, North Dakota, New Mexico and beyond
Invitations	Asked back by United States stock contractors to ride in the men's open



On camera for partner Cranbrook Toyota.



The horses come first, every single day.

PARTNERSHIP LEVELS

Partnership opportunities run from $500 to $5,000 CAD for the full 2027 season, with custom and in kind partnerships available.

	EIGHT SECOND PARTNER	CHUTE BOSS	ROUGH STOCK	HOMETOWN CREW
SEASON INVESTMENT (CAD)	**$5,000**	**$2,500**	**$1,000**	**$500**
Available	2 only	4	6	Open
Logo on competition gear	Vest and chaps, largest placement	Vest or chaps	Shirt sleeve	
Logo on truck and trailer	Large	Medium	Small	
Logo on sponsor banner and website	Top placement	Yes	Yes	Yes
Logo on team merch (hoodies, shirts, toques)	Yes	Yes	Yes	Yes
Category exclusivity	Yes	Yes		
Mentions in radio and media interviews	Every interview	Where possible		
In person appearances or speaking	2 per season	1 per season		
Signed photo and season wrap up report	Yes	Yes	Yes	Yes

Jessi shares her season on her own social media and is glad to recognize partners along the way, but social media posts are not a guaranteed part of any level. Payment can be made in full or in two instalments, and every partnership is confirmed with a short written agreement so both sides know exactly what is delivered and when.

SUPPORT AT ANY LEVEL

SPONSOR A STAY

FROM $150 A NIGHT

Every trip means long hauls and nights on the road. Sponsor one night's stay, or a few, and help keep Jessi rested and ready to ride.

Open to small businesses, families and fans. Every supporter receives a personal thank you from Jessi and a place on her season supporter list.



OTHER WAYS TO PARTNER

A full season is not the only option. These fit smaller budgets, businesses that would rather give product than cash, and partners who want something built around them.

Sponsor a Stay (from $150 a night). Sponsor a night on the road and help keep Jessi rested between rodeos. A great fit for individuals and small local businesses.

Road to North Dakota (single trip partner). Cover one trip, from $750. Your logo travels on her sponsor banner for that event, and you receive a signed photo and a short trip report when she is home. Available for late December, New Year's and February.

In kind partners. Products and services that keep Jessi and her horses on the road count at their full retail value toward any level. Useful categories:

- Fuel and travel
- Feed, hay and supplements
- Veterinary, farrier and equine bodywork
- Tack, protective gear and western wear
- Physiotherapy, training and gym access
- Trailer service and tires

Custom partnerships. Clinics for your customers or staff, a speaking engagement, a youth event in your name, or a 4-H tie in. Tell us what your business is trying to achieve, and we will build the package around it.

Automotive is the one category already spoken for, through Jessi's existing partnership with Cranbrook Toyota.

WHERE YOUR INVESTMENT GOES

Every dollar goes directly to getting Jessi and her horses to the next event.

COST	PER TRIP	PER SEASON
Fuel and travel	TBD	TBD
Accommodation and meals	TBD	TBD
Entry fees and association memberships	TBD	TBD
Schools and clinics	TBD	TBD
Horse care: feed, vet, farrier	TBD	TBD
Gear and protective equipment	TBD	TBD
Travel and medical insurance	TBD	TBD
Total	**TBD**	**TBD**

Next Steps

Jessi's 2027 season is already taking shape. Partners who confirm early will be on her gear from the very first ride.

1. Choose the level or option that fits you, from a $150 night on the road to a full season.
2. Call or email to talk it through. We are glad to adjust a package.
3. Sign a one page agreement and send your logo.
4. Watch your brand head down the road.

CURRENT SPONSORS

CRANBROOK TOYOTA

BLUE COLLAR & CO

JORDAN WAGNER MEDIA

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NOT BUILT TO BACK DOWN.

She's not just chasing eight seconds. She's building something that lasts.