



# TURNING THE BARRELS

The Official Newsletter of the World Professional Chuckwagon Association

**VOLUME 6 ISSUE 55**  
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**SPONSOR A GROUP TARP**

**PAGE 2**

Have you always wanted to sponsor a favourite chuckwagon driver but didn't think you could afford it? This is your chance.

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**CALGARY STAMPEDE TARP AUCTION**

**PAGE 3**

This year's Calgary Stampede Tarp Auction saw the ninth highest bid totals in the event's 39-year history.

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**INDIVIDUAL DRIVER SPONSORS AND BIDS**

**PAGE 6**

Find out who sponsored what drivers, and which WPCA and CPCA drivers will compete at the 2017 Calgary Stampede.

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**ONE FROM THE ARCHIVES**

Kelly Sutherland holding his championship bronze from the 1975 Calgary Stampede.



Official Truck of the WPCA



# Support Racing Action: Sponsor a Group Tarp

HAVE YOU EVER felt the ground shaking as the chuckwagons raced by the stands? You can't beat that kind of sporting event excitement. Or can you?

What if you could see your name on one of the wagon tarps?

What if you could go behind the scenes and visit the barns with your kids, family or friends?

What if you could stand in the infield with your driver when he is awarded the show championship?

Well, you can! For years, business groups and fans have pooled their money together to sponsor a tarp and experience the sport they love, up close and personal.

## You Can Too!

1. Get a group of friends, family members or business colleagues together.
2. Pool your money together and share in the investment.
3. Pick a unique name or theme for your team and tarp.
4. Bid on your favourite driver (or drivers) at the WPCA Tarp Auction on April 6.
5. Experience the excitement!

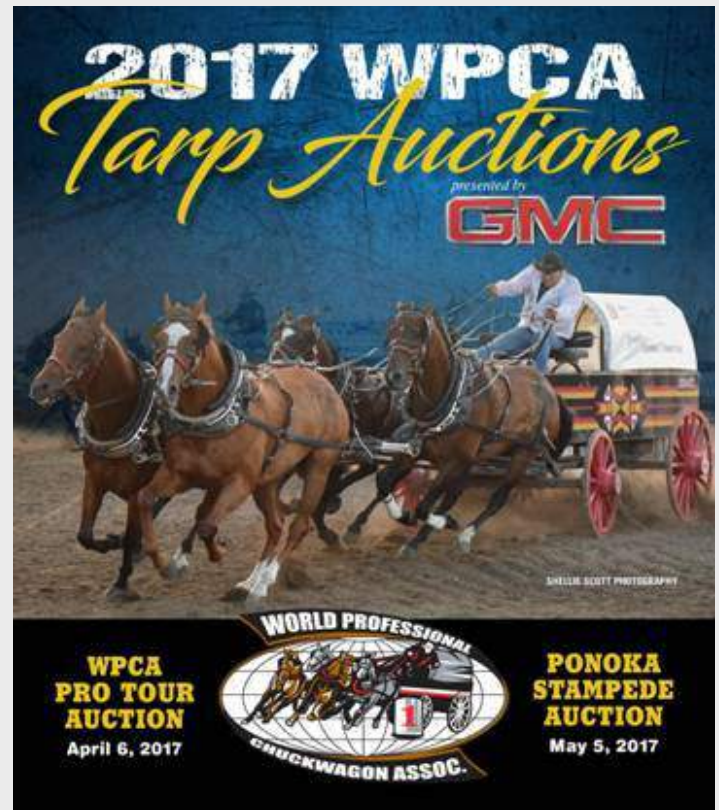
## Group Ideas

Some of the unique examples of groups that have sponsored a chuckwagon include the Half Mile of Fusion (a group of welders), the Friends of the Children's Wish Foundation (a group of companies raising awareness), Cuts for Kids (a group of hair stylists raising money for kids) and the Spirit of Bonnyville (a group of businesses within a community).

People have even sponsored a driver's tarp in memory of a loved one who was a devoted chuckwagon fan.

## An Affordable Solution

For less than \$75 a day per person, a group of 20 friends can experience a personalized version of the chuckwagon racing action. That's less than what you would pay just to attend many other professional sports event.



## Contact Us Today

Visit the News section of the WPCA website and click on the "Be Part Of The 2017 ACTION!" story. Click on the Tarp Sponsor Package link in that story for more information.

Next, contact the WPCA on Facebook. You can also get in touch by emailing **Bryan Hebson**, the Director of Marketing for the WPCA, at [bryan.hebson@wpca.com](mailto:bryan.hebson@wpca.com).

We will answer your questions and provide some direction on how you can set up a pooled group for the show of your choice on the 2017 WPCA Pro Tour presented by GMC. We can also put you in touch with other chuckwagon fans who want to be part of the excitement but didn't think they could afford it on their own.

Be a part of the heritage sport of chuckwagon racing today!



## Calgary Stampede Tarp Auction



WPCA driver Obrey Motowylo (right) talks with his friend Darcy Lupul.

THE 2017 CHUCKWAGON season officially kicked off with an opening event: the Calgary Stampede GMC Rangeland Derby Chuckwagon Canvas Auction.

This kick-off event gives drivers and their families a chance to get together and catch up with each other. It's also a chance for drivers to meet potential sponsors before the auction and then either renew relationships with longtime or former sponsors or meet new sponsors after the auction.

For the past 39 years, this auction has set the economic tone of the season for the drivers. There was a fair bit of apprehension this year among the drivers before the auction. Plenty of rumours were floating around about sponsors pulling out of the Stampede.

There were also ongoing worries about the economy not making enough of a comeback in the oil and gas sector, which has long been the area key sponsorships come from.

It looks like the Calgary economy is on the rebound, however, and the 2017 Calgary Stampede GMC Rangeland Derby Chuckwagon Canvas Auction can be seen as a success. It had the ninth highest total in the 39-year history of the event, bringing in over \$2.4 million.



CPCA driver Ray Mitsuing chats with WPCA driver Troy Dorchester.



WPCA drivers Jason Glass and Mark Sutherland.

A total of \$1,985,000 was bid on the 29 drivers who will compete on the 2017 WPCA Pro Tour, with \$437,500 bid on the remaining seven drivers who will compete on the CPCA circuit in 2017.

Stampede spokesperson **Kristina Barnes** said the number of bidders who had preregistered for the auction was close to last year's total of about 180. In response to the ongoing economic turmoil, last year was the first time the Stampede stepped in to help sponsors form teams to bid for tarps on one

## Calgary Stampede Tarp Auction



*From left to right:* Kirk Sutherland, first up at the auction, with Calgary Stampede Queen Meagan Peters; Rick Fraser with Stampede Princess Brittany Lloyd; Jason Glass with Stampede Princess Lizzie Ryman.

of the 36 participating chuckwagons. Teams of bidders then took turns putting their tarps on a chuckwagon over the 10 days of racing. Fans have long been accustomed to seeing the same tarp all 10 days, and in fact seeing the same tarp with the same driver over a period of years. As you can see from the successful bidder list, this combining of funds to secure a winning bid now seems to be the most common method.

Another fairly new scenario is that of a driver buying themselves and then selling the tarp rights on a nightly basis. That can be a risk if a driver can't sell the nightly rights for as much as he paid. That is probably why only **Kelly Sutherland** and **Jason Glass** chose this method to maximize their earnings. As two of the most popular and recognizable

names at the Stampede, these repeat champions are confident they can meet and exceed the price they paid.

A big perk of sponsorship, of course, is access to the chuckwagon barns and infield grandstand facilities, which allow the winning bidders to host clients and rub shoulders with the biggest names in the sport during the 10 days of the Calgary Stampede.

A total of \$2,422,500 was bid on the 36 participating wagons. It was the seventh consecutive year that the Calgary auction crossed over the \$2 million mark. Twelve-time GMC Rangeland Derby champion Kelly Sutherland, who will be making his final appearance at the big show, received the high



Sue Fraser, Angie Motowylo and Bonnie Walters.



Layne, Richelle, Darcy and Jill Flad.



# Calgary Stampede Tarp Auction



*From left to right: Mark Sutherland with Calgary Stampede Indian Princess Savanna Sparvier; Chad Harden with Stampede Queen Meagan Peters; Evan Salmond with Stampede Queen Meagan Peters.*



*From left to right: Logan Gorst with Calgary Stampede Indian Princess Savanna Sparvier; Troy Dorchester with Stampede Indian Princess Savanna Sparvier; Kelly Sutherland with Stampede Queen Meagan Peters.*

bid of \$110,000, which is \$10,000 down from 2017's top bid of \$120,000 for **Kurt Bensmiller**. The median bid on all 36 wagons was \$66,250, up \$11,250 from the median bid of \$55,000 in 2016. The low bid this year was \$40,000, which is also up \$2,500 from the low bid of 2016. It's good to see those numbers go up.

The next chuckwagon tarp auction will be on April 6 at the Grey Eagle Resort & Casino. That event will see tarps auctioned off for the rest of the WPCA Pro Tour, with the exception of Ponoka. The auction for the Ponoka Stampede will be on May 5 at the Stagecoach Saloon in Ponoka. Watch for upcoming auction results on the WPCA's website.



*From left to right: Troy Flad with Calgary Stampede Queen Meagan Peters; Dustin Gorst; Cody Ridsdale's first time appearing on the Calgary Stampede Tarp Auction stage, with Stampede Queen Meagan Peters.*

# Calgary Stampede Tarp Auction

Driver	Sponsor	Amount Bid
Kelly Sutherland	Friends of the King	\$110,000
Jason Glass	Friends of Glass Racing	\$95,000
Rick Fraser	Direct Horizontal Drilling	\$95,000
Kurt Bensmiller	West Industrial Ltd.	\$87,500
Kris Molle (CPCA)	visitlethbridge.com	\$87,500
Kirk Sutherland	Cam Clark Ford	\$82,500
Luke Tournier	Express Employment Professionals	\$82,500
Vern Nolin	Denton's	\$80,000
Mark Sutherland	The Cowboys Casino Posse	\$80,000
Chad Harden	MNP/Paul Brandt Buckspring Foundation	\$80,000
Jamie Laboucane (CPCA)	Rogers Communications	\$80,000
Layne MacGillivray	Graham Group Ltd./LaFarge Canada	\$77,500
Gary Gorst	Painted Pony Petroleum Ltd.	\$75,000
Mitch Sutherland	Ghostpine Environmental Services Ltd.	\$70,000
Logan Gorst	BD&P Put the Boots to Hunger	\$70,000
Troy Dorchester	CARSTAR Collision & Glass Service	\$70,000
Chance Bensmiller (CPCA)	Friends of the Mavericks	\$70,000
Chanse Vigen	The Mavericks Chuckwagon Team	\$67,500
Codey McCurrach	iON United	\$65,000
Colt Cosgrave	High River Autoplex & RV	\$65,000
Barry Hodgson (CPCA)	Roadtrek Motorhomes	\$65,000
Evan Salmond	Whealers Transport (2001) Ltd.	\$60,000
Doug Irvine	B&R Eckel's Transport Ltd.	\$60,000
Chad Fike	Simons	\$60,000
Jordie Fike	Horsepower Inc.	\$57,500
Cody Ridsdale	Dreamcatcher Log Homes	\$57,500
Roger Moore	Construction Group	\$55,000
John Walters	Shaw GMC Chevrolet Buick	\$50,000
Obrey Motowylo	Homes By Us/Eagle Builders	\$50,000
Mike Vigen	Driving Force/Elegant Tributes	\$50,000
Troy Flad	The Mavericks Chuckwagon Team	\$47,500
Dustin Gorst	Century Casino	\$45,000
Ray Mitsuing (CPCA)	Heart Lake Group	\$45,000
Dallas Dyck (CPCA)	Manteo Group/Friends of the Brakemen	\$45,000
Todd Baptiste (CPCA)	Manteo Group/Friends of the Brakemen	\$45,000
Darcy Flad	The Legends	\$40,000
<b>2017 Calgary Stampede Total Bid Amount</b>		<b>\$2,422,50</b>
<b>Average 2017 Calgary Stampede Bid</b>		<b>\$67,291.67</b>



# Calgary Stampede Tarp Auction



From left to right: Roger Moore and Calgary Stampede Indian Princess Savanna Sparvier; Dustin and Jaycee Gorst with Todd Thull of Century Casino; Mike Vigen and Stampede Indian Princess Savanna Sparvier.



Derek Martineau (Dreamcatcher) and Cody Ridsdale.



Jack Vanstone (The Legends) and Darcy Flad.



Rick Fraser, Mitch Sutherland, Chad Harden, Jason Glass, John Walters, Vern Nolin: 2016 Equine Award winners.



Randy Toone (Alta Gas), Gary and Janice Gorst, and Kate Gernat and Patrick Ward (Painted Pony Petroleum).

# Calgary Stampede Tarp Auction



*Left:* Tammy Kristiansen, Director of Partnerships & Administration for the WPCA, with Jamie Tiessen of the Chuckwagon Radio Network.



*Right:* WPCA driver John Walters had his tarp picked up by Shaw GMC Chevrolet Buick.



WPCA driver Gary Gorst.



*Left:* Ruby Ringuette from sponsor B&R Eckel's with Jimmi Lou Irvine.



*Right:* Tammy Kristiansen and wagon photographer Shellie Scott.

Photos in this issue supplied by the WPCA Archive and Ed Wittchen.

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## SPONSOR SUPPORT

The WPCA is pleased to partner with Precede Occupational Health & Safety for the 2017 season. Precede is your national "One Stop Shop" for Occupational Health Testing, Disability/WCB Management and Safety Training. Visit [www.precedeohs.com](http://www.precedeohs.com) and let their experience go to work for you.

