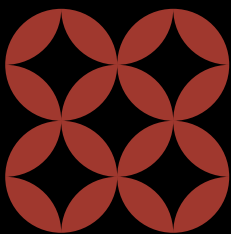




Sponsorship Opportunities

Mother's Day Weekend 2026



Thank you for your interest in supporting Hell's Half Acre Rodeo. This package outlines sponsorship opportunities for our events throughout Mother's Day Weekend 2025. Your support helps us preserve Blackfeet culture and create opportunities for future generations.



hellshalfacerodeo.com



twopowerslandcollective.com

About Us

On behalf of Hell's Half Acre Rodeo, a Blackfeet rodeo organization, we invite you to join us in supporting the Mother's Day Rodeo and our efforts to honor and uplift the Indian Cowboy, celebrate traditional Blackfeet culture, and strengthen our community.

The Mother's Day Rodeo, taking place May 8th-10th, 2026, at the Hell's Half Acre Rodeo Arena in Two Medicine, MT, is more than just a rodeo—it is a cultural gathering that brings together the past, present, and future of our people. Our goal is to support the growth of the Indian Cowboy and connect youth to their heritage through rodeo, horsemanship, and cultural practices. At the heart of this effort is Two Powers Land Collective, our partner and beneficiary of all event proceeds. Two Powers Land Collective is an Indigenous, 501(c)(3) nonprofit organization dedicated to

providing therapeutic horsemanship and preserving traditional horse culture for Blackfeet youth. Through its Land-based healing programs, youth engage in both equine-assisted services and cultural teachings, helping them connect with the Blackfeet way of life, fostering healing, and building resilience.

A key highlight of this year's rodeo season is the Adaptive Rodeo in partnership with Rascal Rodeo, designed for individuals with developmental and intellectual disabilities. This inclusive event offers an opportunity for participants of all abilities to compete in a safe, supportive, and celebratory environment. Additionally, the Free Youth Rodeo provides a platform for Blackfeet youth to engage in rodeo, connect with their heritage, and experience the pride of competition.

* Our History



Hell's Half Acre Rodeo began in 1939 by the Mad Plume family, starting with a few chutes built by Richard and Agnes Mad Plume's sons—Edward "Shorty", Frank, and Lawrence "Hi-Sue". Their mother, Agnes (ChewingBlackBones) Mad Plume, owned many horses, so her boys worked together to break them. One day, Shorty and Frank had a disagreement and decided to settle it with a bet. They would each ride two horses, and whoever stayed on the longest would be the winner. The story varies on who won but from that bet, Hell's Half was born.

Since its beginnings, Hell's Half Acre has been a place where everyone is welcome. It became known as a spot for cowboys to relax, share a cold beer, and, occasionally, have a rumble. It was a gathering place for families and friends, where "rough around the edges" was embraced. The concept was simple: if you had a bucking horse, you could always find eager cowboys—especially Indian cowboys—ready to ride.

In 2023, Hell's Half Acre and the Mad Plume family experienced a fresh start when the Mother's Day Rodeo returned after over 21 years. The event marked the revival of a beloved tradition, and in 2024, we saw our biggest year yet. But we're not stopping there. Beyond the Mother's Day Rodeo, we've expanded our calendar with more events, including the Adaptive Rodeo, Free Youth Rodeo, and the Wyatt Mad Plume Memorial Saddle Bronc Invitational.



Mother's Day Weekend

2026

Sponsorship Packages



*
\$1,000

Platinum Sponsorship Package

Includes all Gold benefits plus a Hell's Half Acre Western Shirt, and premium recognition throughout the event. Platinum sponsors will also have an opportunity to share more information about their business during the rodeo.

*
\$750

Gold Sponsorship Package

Includes a dedicated arena banner, website/social media/program recognition, vouchers for the Mother's Day Rodeo, free admission, and announcements throughout the event.

*
\$500

Silver Sponsorship Package

Includes all Bronze benefits plus vouchers for use at the Mother's Day Rodeo and announcements at the event.

*
\$250

Bronze Sponsorship Package

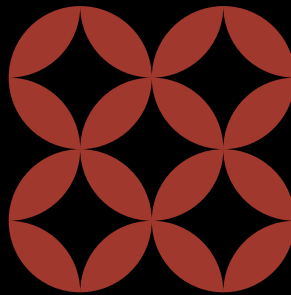
Includes a shared arena banner, website/social media/program recognition, free admission to the Mother's Day Rodeo.

Buckle Sponsorship

Mother's Day Rodeo **\$350**

Youth Rodeo **\$125**

Rascal Rodeo **\$110**



Saddle Sponsorship

\$500

Chute Sponsor

\$500

Star Quilt

\$300



Schedule of Events

May 8, 2026

9:00 AM-Rascal Rodeo-All Ages Adaptive Rodeo

6:00 PM-Sikapiyohkitoopi Bronc Battle: Cowboys & Indians

May 9, 2026

12:00 PM-Mio' Ohkitoopi Youth Rodeo

May 10, 2026

12:00 PM-Mother's Day Rodeo



Adaptive Rodeo on the Blackfeet Nation, giving individuals with developmental and intellectual disabilities the chance to participate in a safe and inclusive rodeo experience.

Athletes will receive a commemorative buckle, hat or crown, and T-shirt. Sponsorships will help support awards and event costs while creating an empowering opportunity for riders of all abilities.



Rascal Rodeo

Abilities > Disabilities



Youth Rodeo

The Mio' Ohkitopi - Rides Hard Youth Rodeo honors the memory of Payton Lane Weatherwax-Buckland and celebrates the strength and spirit of Indian cowboys. With Novice and Advanced divisions, the event welcomes riders of all skill levels to compete, learn, and grow in a supportive environment that uplifts young Indigenous riders.

Entry is free, and community support helps ensure every youth has the chance to ride and carry forward Payton's legacy to ride hard in all areas of life. 🐾



Mother's Day Rodeo



Held annually in Two Medicine, MT since the mid-50's, honors the strength and legacy of rodeo matriarchs—especially those who raised Indian cowboys. The event draws contestants and fans from across the West and features high-energy roughstock competition and the Mother of the Year Award.

With record attendance in recent years, sponsorships help support event logistics, awards, and prizes while celebrating a long-standing community tradition. 🐾

Featuring top bronc riders from across the nation. More than a competition, this event honors cowboy tradition while raising awareness for mental health and suicide prevention in the rodeo community. Come for the action and help support an important conversation. 🐾



White Rider Bronc Battle

Sponsorship Packages 2026

We deeply appreciate your support of Hell's Half Acre Rodeo and our mission to uplift the Indian Cowboy while preserving Blackfeet traditions. Your sponsorship makes our events possible and helps create lasting opportunities for our community. **To sponsor an event, please fill out the event form below and forward it to our emails below or give us a call!**

Thank you for being a part of this journey!



(406) 845-4647



Admin@hellshalfacrerodeo.com

Admin@twopowerslandcollective.com





Two Power Land Collective Inc.
319 Joe Show Rd. E
Browning, MT, 59417

Youth and Rascal Rodeo Sponsorship Form

Sponsor: _____ **Contact Name:** _____

Address: _____

Phone: _____ **Email:** _____

Please Select Desired Event:

() Rascal Rodeo () Mio'ohkitopi Youth Rodeo

Please Select Desired Sponsorship Level:

- () Bronze Level (\$250) () Youth Rodeo Buckle (\$125)
- () Silver Level (\$500) () Rascal Rodeo Buckle (\$110)
- () Gold Level (\$750)
- () Platinum Level (\$1,000)

Sponsorship Amount: _____ **Cash** ___ **Check** ___ **In-Kind (non-cash donation)** ___

Office Use Only:

Committee/Team Member: _____ **Phone:** _____

Please make check out to Two Powers Land Collective Inc., in the memo verify the donation category.

Two Powers Land Collective Inc. is a 501(c)(3) non-profit organization. Contributions to Two Powers Land Collective Inc. are tax-deductible to the extent permitted by law. No goods or services were provided in exchange for your generous donation. Thank you for your gift and commitment to the mission of Two Powers Land Collective to support and promote Indigenous excellence. We are so grateful for your support!

Lynn Mad Plume, MPH, PhD
Executive Director
Two Powers Land Collective Inc.

Name of Non-Profit Organization: Two Powers Land Collective Incorporated
Mailing Address: PO Box 856 Browning, MT 59417
EIN: 92-3646402





Hell's Half Acre Rodeo
319 Joe Show Rd. E
Browning, MT, 59417

Mother's Day Rodeo Sponsorship Form

Sponsor: _____ **Contact Name:** _____

Address: _____

Phone: _____ **Email:** _____

Please Select Desired Rodeo Event: _____

(if applicable-i.e barrel racing, team roping, etc.)

Please Select Sponsorship Level:

- Bronze Level (\$250) Buckle Sponsorship (\$350)
- Silver Level (\$500) Saddle Sponsorship (\$500)
- Gold Level (\$750) Chute Sponsorship (\$500)
- Platinum Level (\$1,000) Star Quilt Sponsorship (\$300)

Sponsorship Amount: _____ **Cash** ___ **Check** ___ **In-Kind (non-cash donation)** _____

Office Use Only:

Committee/Team Member: _____ **Phone:** _____

Please make check out to Hell's Half Acre, in the memo verify the sponsorship category.

The history of Hell's Half Acre is rich in both tradition and innovation. It all began with a bet between brothers Edward "Shorty", Frank, and Lawrence "Hi-Sue" Mad Plume, and from there, the rodeo was born. Since its early days, Hell's Half Acre has been a gathering place where cowboys—particularly Indian cowboys—could show off their skills on bucking horses, share a cold beer, and embrace the "rough around the edges" spirit that made our community unique. In 2023, we revived our Mother's Day Rodeo after a 21-year hiatus, drawing a huge turnout. In 2025, we saw our biggest year yet, and we're now expanding to new events like the Wyatt Mad Plume Saddle Bronc Invitational- "Sikapiyohkitoopi Bronc Battle: Cowboys and Indians." Thank you for your interest in sponsoring Hell's Half Acre Rodeo.

Please feel free to reach out to me directly at 406-845-4647.

Lynn Mad Plume, MPH, PhD
Event Director
Hell's Half Acre Rodeo

