



Tough Stump Rodeo 2026 – Schedule Overview

Monday, 1 June - *Vendor Arrival & Setup (Vendors Only)*

Equipment staging, network testing, and operational prep.

Tuesday, 2 June - *Welcome Social & Introductions*

Networking social and participant introductions.

Overview of Rodeo objectives, schedule and guidelines.

Wednesday, 3 June - *UCO Demonstrations*

Vendor-led capability briefs and live demonstrations.

Hands-on exposure to new technologies.

Thursday, 4 June – *Lanes (Operational Long-Range Scenarios)*

Field-based problem sets simulating real-world conditions.

Integration of vendor solutions into rugged mission profiles.

Friday, 5 June - *Vendor Day (Vendors Only)*

Wrap-up, recovery, and after-action discussions.

Equipment pack-out.



TOUGH STUMP RODEO 2026

1-5 June, 2026

rodeo@toughstump.com



Description:

The TOUGH STUMP RODEO (TSR) unfolds in the rugged, mountainous backcountry of Montana, where participants must rely on ATAK to pass and view critical data in an environment entirely devoid of cell coverage.

Hosted at the scenic Upper Canyon Outfitters (UCO), attendees immerse themselves in a dynamic mix of individual and team-based, vendor-led demonstrations - each showcasing cutting-edge technologies and real-world applications.

Throughout the event, participants tackle a series of unique, complex scenarios designed to push the limits of innovation. Vendors deploy ADHOC MANET/MESH radio networks, ensuring seamless real-time data streaming across the challenging terrain. Because in the real world, the environment doesn't play nice - and that's exactly how we like it.

At its core, TSR thrives on collaboration—a "bar napkin problem-solving" atmosphere where customers and vendors work shoulder-to-shoulder to drive innovation, share ideas, and overcome obstacles together.

Unable to attend in person? No problem. TSR also offers a global remote viewing experience, enabling hundreds to tune in, witness, and engage with the action-packed scenarios and demonstrations from anywhere in the world.



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“Presenting” Lead Sponsorship (\$35,000)

only one per rodeo will be accepted

- 10 Attendance Passes to Tough Stump Rodeo
- Input on one individual lane scenario design
- 10-minute Presentation at Social
- 2-minute commercial or presentation on opening day
- First selection on table location
- Acknowledgment as “Presenting Sponsor” on personalized Event Badges
- Custom Marketing content – dedicated post before and after highlighting their product
- Media package to include company highlight reel and personnel interview up to 5 minutes
- Logo LARGE on TST’s Backdrop Banner for Upper Canyon outdoor space
- Logo LARGE included on pre and post event social media
- Tagged on all TST-generated Rodeo social media posts
- TSR event swag package to include t-shirt, hat and rain poncho
- Lunch at UCO for two event days

“Platinum” Sponsorship (\$20,000)

- 6 Attendance Passes to Tough Stump Rodeo
- Acknowledgment as a “Sponsor” on personalized Event Badges
- Welcome Dinner “Sponsored by”
- 5-minute Presentation at Social
- Custom Marketing content – dedicated post before and after highlighting their product
- Logo LARGE on TST’s Backdrop Banner for Upper Canyon outdoor space
- Logo LARGE included on pre and post event social media
- Tagged on all TST-generated Rodeo social media posts
- TSR event swag package to include t-shirt, hat and sweatshirt
- Lunch at UCO for two event days



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“Gold” Sponsor (\$15,000)

- 4 Attendance Passes to Tough Stump Rodeo
- Acknowledgment as a “Sponsor” on personalized Event Badges
- Logo MEDIUM on TST’s Backdrop Banner for Upper Canyon outdoor space
- Logo MEDIUM included on pre and post event social media
- Custom Marketing content; dedicated post after event highlighting product performance
- Tagged on all TST-generated Rodeo social media posts
- TSR event swag package to include t-shirt and hat
- Lunch at UCO for two event days

“Silver” Sponsor (\$10,000)

- 4 Attendance Passes to Tough Stump Rodeo
- Acknowledgment as a “Sponsor” on personalized Event Badges
- Logo SMALL on TST’s Backdrop Banner for Upper Canyon outdoor space
- Logo SMALL included on pre and post event social media
- Tagged on all TST-generated Rodeo social media posts
- TSR event swag package to include t-shirt and hat
- Lunch at UCO for two event days

“Friends of Tough Stump” (\$5,000)

- 2 Attendance Passes to Tough Stump Rodeo
- Acknowledgment as a “Sponsor” on personalized Event Badges
- Tagged on all TST-generated Rodeo Social Media post
- TSR event swag package to include t-shirt and hat
- Lunch at UCO for two event days