

2009 Rodeo Nights Sponsorship Packet

GOLD LEVEL SPONSORSHIP

Major Sponsor

\$5,000 Contribution

- ❖ Your company name and logo displayed on all billboards and printed advertisements and sales materials
- ❖ Radio and TV mentions in all promotions as permitted by Television and Radio Partners
- ❖ Your company name will be announced multiple times prior to and during each rodeo performance
- ❖ Your company will be able to display banners/signs inside and outside of the rodeo arena (Note: Signs inside arena provided by SFBF and signs/banners outside provided by sponsor)
- ❖ Display space at event (Must reserve display space three weeks prior to the event)
- ❖ Your company will receive a FULL page ad in the 2009 Rodeo Nights Program AND your company ad will be used as part of our live prize giveaways!
- ❖ Your company will receive 30 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Special sponsorship of a rough stock event -
Choose from: bull riding, bareback riding & saddle bronc events
All awards given for your event will display your company name
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

PROGRAM LEVEL SPONSORSHIP

\$4,000 Contribution

- ❖ Your company logo will be exclusively displayed on the 2009 Rodeo Nights Event Program Cover
- ❖ Your company will receive the inside cover FULL page ad
- ❖ Your company name and logo displayed on all billboards and printed advertisements and sales materials
- ❖ Your company name will be announced multiple times prior to and during each rodeo performance
- ❖ Your company will be able to display banners/signs inside and outside of the rodeo arena (Note: Signs inside arena provided by SFBF and signs/banners outside provided by sponsor)
- ❖ Display space at event
- ❖ Your company will receive 20 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

CLUB LEVEL SPONSORSHIP

\$3,000 Contribution

- ❖ You will be the exclusive club sponsor of the event!
- ❖ Your club will receive a half page ad in the 2009 Rodeo Nights Program
- ❖ Your club may exclusively distribute promotional advertisements during the event
- ❖ Mentions by announcer throughout the event
- ❖ Your company name and logo displayed on sign inside of rodeo arena (signage provided by SFBF)
- ❖ Your company will receive 15 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Your company will be allowed to display signs outside of arena (signage provided by sponsor)

BLEACHER LEVEL SPONSORSHIP

\$3,000 Contribution

- ❖ Your company will receive two stadium style bleacher signs featuring your name and logo
- ❖ Your company will receive a half page ad in the 2009 Rodeo Nights Program
- ❖ Your company may display signs outside of arena (provided by sponsor)
- ❖ Your company will receive 15 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Your company will be announced as an event sponsor during the rodeo performance.
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

SILVER LEVEL SPONSORSHIP

\$2,500 Contribution

- ❖ Your company name and logo displayed on one of six bucking chutes (signage provided by SFBF)
- ❖ Special sponsor announcement every time a bull or horse comes out of your bucking chute
- ❖ Your company may display signage outside of the arena (provided by sponsor)
- ❖ Company name and logo associated with all printed event advertisements
- ❖ Your company will receive 10 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Your company will receive a half page ad in the 2009 Rodeo Nights Program
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

VIP LEVEL SPONSORSHIP

\$2,500 Contribution

- ❖ Exclusive sponsor of VIP tent area
- ❖ Exclusive signage displayed in VIP tent
- ❖ Your company may display signage outside of the arena (provided by sponsor)
- ❖ Company name and logo associated with all printed event advertisements
- ❖ Your company will receive 10 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Your company will receive a half page ad in the 2009 Rodeo Nights Program
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

QUEEN LEVEL SPONSORSHIP

\$2,500 Contribution

- ❖ Exclusive sponsor of Miss Rodeo USA 2009
- ❖ Your company name and logo displayed on sign inside of rodeo arena (signage provided by SFBF)
- ❖ Your company may display signage outside of the arena (provided by sponsor)
- ❖ Company name and logo associated with all printed event advertisements
- ❖ Your company will receive 10 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Your company will receive a half page ad in the 2009 Rodeo Nights Program
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

MONEY THE HARD WAY SPONSORSHIP

\$2,000 Contribution

- ❖ Exclusive sponsorship of the action packed crowd favorite - MONEY THE HARD WAY!
- ❖ Your company will be featured in a half page ad in the 2009 Rodeo Nights Program along with a picture from last year's event
- ❖ Each winner will receive a tee shirt with your company name/logo
- ❖ Your company will receive 8 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Your company name and logo displayed on sign inside of Rodeo arena (signage provided by SFBF)
- ❖ Your company will be allowed to display signs outside of arena (signage provided by sponsor)
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

EVENT LEVEL SPONSORSHIP

\$1,000 Contribution

- ❖ Your company will be the exclusive sponsor of one of five rodeo events: barrel racing, tie down roping, breakaway roping, steer wrestling and team roping
- ❖ Special sponsor announcement during your event
- ❖ Your company name/logo will appear on a sign inside of the arena (provided by SFBF)
- ❖ Your company may display signage outside of the arena (provided by sponsor)
- ❖ Your company will receive 5 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Business card advertisement in the 2009 Rodeo Nights Program
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

CLOWN LEVEL SPONSORSHIP

\$1,000 Contribution

- ❖ Your company will be the exclusive sponsor of the Rodeo Clown
- ❖ Special sponsor announcement during your event
- ❖ Your company name/logo will appear on a sign inside of the arena (provided by SFBF)
- ❖ Your company may display signage outside of the arena (provided by sponsor)
- ❖ Your company will receive 5 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Business card advertisement in the 2009 Rodeo Nights Program
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

JUDGE LEVEL SPONSORSHIP

\$600 Contribution

- ❖ Your company will be the exclusive sponsor of the Judges who are in the arena the entire Rodeo
- ❖ Your company logo will be on the judges shirts
- ❖ Your company name/logo will appear on a sign inside of the arena (provided by SFBF)
- ❖ Your company may display signage outside of the arena (provided by sponsor)
- ❖ Your company will receive 4 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Business card size ad in the 2009 Rodeo Nights Program
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event

ARENA LEVEL SPONSORSHIP

\$500 Contribution

- ❖ Your company name/logo will appear on a sign inside of the arena (provided by SFBF)
- ❖ Your company may display signage outside of the arena (provided by sponsor)
- ❖ Your company will receive 4 event tickets for the rodeo competition (good for either performance night)
- ❖ You will also receive VIP armbands for access into the VIP tent
- ❖ Business card size ad in the 2009 Rodeo Nights Program
- ❖ Invitation to annual Rodeo Nights Sponsor Appreciation Event