

**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities (2018)**

**The Gold Buckle (Exclusive – One only) $8,000**

* **NAME & LOGO ON POSTERS & T-SHIRT SLEEVES**
* **NAME & LOGO ON ROAD BANNERS**
* **LOGO FLAG PRESENTED BY MOUNTED RIDER IN GRAND ENTRY**
* **LOGO FLAG PRESENTED BY MOUNTED RIDER IN THE RODEO PARADE**
* **BANNERS AT ENTRY GATES**
* **TWO BANNERS IN ARENA**
* **FULL PAGE AD BACK COVER OF PROGRAM**
* **NAMED AS PRESENTING SPONSOR IN ALL RADIO AND PRINT ADS**
* **COMPANY NAME ANNOUNCED 5+ TIMES PER SHOW**
* **BANNER DISPLAYED FOR SEASON**
* **FEATURED ON** [**WWW.PVRODEO.COM**](http://WWW.PVRODEO.COM)
* **FEATURED ON FACEBOOK AND TWITTER**
* **FEATURED IN OUR MONTHLY MEMBER NEWS LETTER**
* **FEATURED AT THE RODEO KICK OFF MIXER**
* **20 COMPLIMENTARY RODEO TICKETS**
* **4** **TICKETS TO THE SPONSOR APPRECIATION TENT**



**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities (2018)**

**The Silver Spur $3,000.00**

* **NAME AND LOGO ON POSTERS**
* **LOGO FLAG PRESENTED BY MOUNTED RIDER IN GRAND ENTRY**
* **LOGO FLAG PRESENTED BY MOUNTED RIDER IN THE RODEO PARADE**
* **TWO BANNERS IN ARENA**
* **1/2 PAGE AD IN PROGRAM**
* **NAMED AS MAJOR SPONSOR IN ALL RADIO AND PRINT ADS**
* **COMPANY NAME ANNOUNCED 3+ TIMES PER SHOW**
* **FEATURED ON WWW.PVRODEO.COM**
* **FEATURED ON FACEBOOK AND TWITTER**
* **FEATURED IN OUR MONTHLY MEMBER NEWS LETTER**
* **FEATURED AT THE RODEO KICK OFF MIXER**
* **12 COMPLIMENTARY TICKETS**
* **4 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities**

**STAGE SPONSOR (exclusive – one only) $3,000.00**

* **BACKDROP GRAPHICS COVERS BACK WALL OF STAGE \***
* **NAME BANNER USED AS STAGE TITLE**
* **LOGO FLAG PRESENTED BY MOUNTED RIDER IN GRAND ENTRY**
* **LOGO FLAG PRESENTED BY MOUNTED RIDER IN RODEO PARADE**
* **COMPANY NAME ANNOUNCED 3+ TIMES PER SHOW**
* **1/2 PAGE AD IN PROGRAM**
* **FEATURED ON** [**WWW.PVRODEO.COM**](http://WWW.PVRODEO.COM)
* **FEATURED ON FACEBOOK AND TWITTER**
* **12 COMPLIMENTARY TICKETS**
* **NAME BANNER DISPLAYED FOR SEASON**
* **4 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities**

**TICKET SPONSOR (exclusive – one only) $1,100.00 SOLD**

* **COMPANY LOGO AND ADVERTISING PRINTED ON TICKETS**
* **¼ PAGE AD IN PROGRAM**
* **FEATURED ON** [**WWW.PVRODEO.COM**](http://WWW.PVRODEO.COM)
* **FEATURED ON FACEBOOK AND TWITTER**
* **FEATURED IN THE MONTHLY MEMBER NEWSLETTER**
* **ANNOUNCEMENT 2+ TIMES PER SHOW**
* **8 COMPLIMENTARY TICKETS**
* **4 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities**

**The Bucking Chute (Only 5) $850.00**

* **COMPANY BANNER MOUNTED ON CHUTE GATE- \***
* **YOUR COMPANY ANNOUNCED EVERY TIME THE GATE OPENS**
* **FEATURED ON** [**WWW.PVRODEO.COM**](http://WWW.PVRODEO.COM)
* **FEATURED ON FACEBOOK AND TWITTER**
* **FEATURED IN THE MONTHLY MEMBER NEWSLETTER**
* **BUSINESS CARD AD IN THE PROGRAM**
* **6 COMPLIMENTARY TICKETS**
* **4 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities**

**The Flag (only 8) $500.00**

**EVENT FLAG SPONSOR**

* **LOGO FLAG PRESENTED BY MOUNTED RIDER IN GRAND ENTRY**
* **LOGO FLAG PRESENTED BY MOUNTED RIDER PRIOR TO AN EVENT**
* **COMPANY NAME ANNOUNCED AS RIDER CIRCLES ARENA.**
* **FEATURED ON WWW.PVRODEO.COM**
* **FEATURED ON FACEBOOK AND TWITTER**
* **FEATURED IN THE MONTHLY MEMBER NEWSLETTER**
* **FLAG ON DISPLAY PRIOR TO RODEO**
* **4 COMPLIMENTARY TICKETS**
* **2 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Queen Sponsorship Opportunities (2018)**

**The Black Hat $400.00**

**ARENA BANNER SPONSOR**

* + **2 BANNERS DISPLAYED INSIDE ARENA FENCE OR ON ARENA SEATING RAILS**
  + **OPTIONAL: Summer Series $100.00 Additional**
  + **Banner also Displayed at 4 GYMKHANAS, 4 BARREL RACES plus THE MULE SHOW**
  + **LOGO ON POSTERS AND FLYERS FOR MULE SHOW**
  + **(Sponsor pays for 2 banners 8’ L X 24” H)**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities (2018)**

**Muttin Bustin (only 1) $600.00**

* **COMPANY ANNOUNCED DURING THE EVENT EACH DAY**
* **LOGO FLAG PRESENTED BY MOUNTED RIDER PRIOR TO EVENT**
* **SPONSOR PRESENTS BUCKLE TO WINNER**
* **PHOTO OPPORTUNITY**
* **FEATURED ON** [**WWW.PVRODEO.COM**](http://WWW.PVRODEO.COM)
* **FEATURED OF FACEBOOK AND TWITTER**
* **FEATURED IN MONTHLY MEMBER NEWSLETTER**
* **4 COMPLIMENTARY TICKETS**
* **4 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities (2018)**

**Calf Scramble (Only 1) $200.00**

* + **COMPANY ANNOUNCED DURING THE EVENT EACH DAY**
  + **LOGO FLAG PRESENTED BY MOUNTED RIDER PRIOR TO EVENT (Sponsor provides flag)**
  + **SPONSOR PRESENTS AWARD**
  + **PHOTO OPPORTUNITY**
  + **FEATURED ON** [**WWW.PVRODEO.COM**](http://WWW.PVRODEO.COM)
  + **FFEATURED ON FACEBOOK AND TWITTER**
  + **FEATURED IN THE MONTHLY MEMBER NEWSLETTER**
  + **4 COMPLIMENTARY TICKETS**
  + **2 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Queen Sponsorship Opportunities (2018)**

**The Raw Hide $50 - $100**

* **8X10 FLYER MOUNTED ON A DOUBLE SIDED SANDWHICH BOARD AND PROMINENTLY DISLAYED AT VARIOUS LOCATIONS THROUGHOUT THE RODEO GROUNDS**
* **SPONSOR PROVIDES THE FLYERS**
* **$50 FOR THE RODEO WEEKEND, $100 FOR BOTH RODEO AND MULE SHOW**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities (2018)**

**Fast is Fun Barrel Sponsor (Only 3) $200 EA OR $600 FOR ALL**

* **COMPANY NAME AND LOGO ON BARREL SLEEVES**
* **BARRELS WILL BE FEATURED IN BARREL RACING AT THE RODEO AND AT THE DOC HALSTEAD MEMORIAL BARREL RACES PLUS THE MULE AND DONKEY SHOW.**
* **SPONSOR TO PROVIDE SLEEVES**
* **SPONSOR’S NAME WILL BE ANNOUNCED PRIOR TO BARREL RACING EVENTS**
* **FEATURED ON** [**WWW.PVRODEO.COM**](http://WWW.PVRODEO.COM)
* **FEATURED ON FACEBOOK AND TWITTER**
* **FEATURED IN THE MONTHLY MEMBER NEWSLETTER**
* **4 COMPLIMENTARY TICKETS**
* **2 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Queen Sponsorship Opportunities (2018)**

**PROGRAM ADVERTISING**

* **• Inside Front or Back Cover, color $ 800.00**
* **4 Tickets to the Sponsor VIP Tent at the Rodeo**
* **• Full Page AD $ 650.00**
* **2 Tickets to the Sponsor VIP Tent at the Rodeo**
* **• ½ PAGE AD $ 325.00**
* **• ¼ PAGE AD $ 165.00**
* **• Business card AD $ 65.00**
* **Print Ready Ads are required in .JPG, PDF or .GIF format or clear, scan-able print by:**

**Fri. 3/23**

* **Programs will be out to local businesses and ticket sales locations approximately 1 month prior to the Rodeo**

**We sincerely hope that you will see the great value in sponsoring The Penn Valley Community Rodeo this year and every year thereafter!**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities (2018)**

**Arena Tractor Sponsor (Only 1) $600**

* **COMPANY NAME AND LOGO ON A BILLBOARD ON THE ARENA TRACTOR USED TO PREPARE THE ARENA AND TO DRAG ARENA PRIOR TO EVENTS AS NEEDED**
* **TRACTOR WILL BE ON DISPLAY IN THE VENDOR AREA WHEN NOT IN USE**
* **SPONSOR WILL BE PROVIDED A VENDOR SPACE ALSO**
* **4 COMPLIMENTARY TICKETS**
* **2 TICKETS TO THE SPONSOR APPRECIATION TENT**

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**61st Anniversary Penn Valley Rodeo Sponsorship Opportunities (2018)**

**Children’s Rodeo Coloring Contest Sponsor (Only 1) $200**

* **SPONSORS NAME AND LOGO ON THE COLORING SHEETS DELIVERED TO LOCAL SCHOOLS PRIOR TO THE RODEO.**
* **COMPLETED ART WILL BE POSTED AT THE RODEO GROUNDS DURING THE RODEO**
* **PHOTO OPPORTUNITY WITH CONTEST WINNERS**
* **FEATURED ON** [**WWW.PVRODEO.COM**](http://WWW.PVRODEO.COM)
* **FEATURED ON FACEBOOK AND TWITTER**
* **FEATURED IN THE MONTHLY MEMBER NEWSLETTER**
* **2 COMPLIMENTARY TICKETS**
* **2 TICKETS TO THE SPONSOR APPRECIATION TENT**