

## **WILLISTON HEROES RODEO**

### **SPONSOR PACKAGES**

#### **Headline Sponsor Package**

**\$2500**

\*The Headline Sponsor is the main sponsor of the rodeo. Their name is attached to every aspect of the rodeo, including but not limited to: all radio ads, newspaper ads & articles, posters, flyers, chain emails, and all social media posts that will be posted daily leading up to the weekend of the rodeo (Snapchat, Facebook, Instagram, etc.). We will allow you to put multiple banners or signs around the rodeo grounds (parking areas, ticket gates and other highly visible locations).

\*You may provide us with information about your business or product that you would like to have promoted throughout the rodeo by the radio announcer. For example, you can include things such as your business name, contact info, location, and services and/or products that are available.

\*Product placement and giveaway- Placement: An area will be provided where you can set up a tent and/or table for "meet and greet" with potential clients. You may also use this area for things such as handing out information about your product or company and displaying items for sale, etc. Giveaway: You may supply items such as T-shirts, caps, cozies, or other products with your company information that will be given away to spectators. For example, the rodeo clown will toss items into the crowd throughout the rodeo while promoting your business.

\*Your company will receive up to 30 free admission tickets per night. This includes VIP seating, if available.

#### **Event Sponsor**

**\$750**

\*The Event Sponsor will have their business name attached to the desired event and will be promoted alongside that specific event. For example, the rodeo announcer will mention your business every time your event is mentioned. Also, throughout the rodeo, your business will be promoted by our rodeo announcer and clown. Your banner will also be placed in the rodeo arena in an area that is highly visible to spectators and contestants. Your business name will be attached to all fliers, posters, and social media posts (Instagram, Facebook, Snapchat, etc.).

Please note: To have your name on the flyers and posters, your sponsor money must be in by the print date.

\*If you choose to sponsor the Women's Barrel Racing event, you have the option to pay an extra \$300 dollars to have custom barrel wraps made for your business to be displayed on the barrels each night during the barrel racing event. These will be your barrel wraps to keep after the rodeo is over.

\*Your company will receive up to 10 free admission tickets per night per event. For example, sponsor 2 events, receive 20 tickets per night.

#### **Chute Sponsor Package**

**\$500**

\*As a Chute Sponsor, your banner will be placed above the chute that you are sponsoring, and every time that chute is used throughout the rodeo, your business name and information will be

promoted. We will also promote your business throughout the rodeo. You will also receive social media ads and promotions from the time you purchase the sponsorship up until the weekend of the rodeo. Your business name will be placed on our flyers and posters (Please note that payment must be received on or before the print deadline).

\*Your company will receive 5 free admission tickets per night.

**Rodeo Clown or Announcer Sponsor Package** **\$500**

**Bullfighter and Tractor Sponsor Package** **\$300**

\*The sponsor for the Bullfighter event will be able to place a banner inside the arena to be visible by contestants and spectators for the rodeo. The sponsor will receive mentions from the announcer throughout the event.

\*The Tractor Sponsor will attach his banner or sign to the tractor. The tractor will be used throughout the event to drag the arena at certain times during the rodeo. The tractor sponsorship will be mentioned throughout these times by the rodeo announcer.

\*The sponsor will receive 3 free admission tickets per night.

**Banner Sponsor Package** **\$300 (\$150 if you supply banner)**

As a Banner Sponsor, your banner will be placed in the rodeo arena or outside the arena, whichever you may choose, to be visible by spectators and contestants. Along with having your banner placed in a visible area, you will also receive mentions to your banner and business by the rodeo announcer throughout the rodeo. We offer 2 price ranges with this package:

Option 1: We provide a banner for you, made to your specifications, which you will keep after the event. \$300

Option 2: You provide a banner that you already own to be placed in or around the arena. \$150

Either package will receive 3 free admission tickets per night.

**Kids Play Area or Family Festival Sponsor Package** **\$500**

\*As a sponsor for the Kids Play Area or Family Festival, your banner and/or posters will be displayed outside the arena in the vendor and festival areas. Your business name will be mentioned by the Rodeo Clown and Announcer when reminding guests of the festival on Day 2 of the rodeo. Additional costs apply if we supply the banner or posters. Please ask for quote.

\*Either sponsor will receive 3 free admission tickets per night.

**Contact: Doug Cartwright @ (386) 854-1583 or Rebecca Williamson @ (407) 733-2873**

**Note that your participation as a sponsor contributes to helping our veterans receive housing, counseling, job training, and job placement! Thank you for your help!**

## HERO RODEO SPONSOR APPLICATION

BUSINESS NAME: \_\_\_\_\_

YOUR NAME: \_\_\_\_\_

BUSINESS ADDRESS: \_\_\_\_\_ STREET  
 \_\_\_\_\_ CITY/STATE/ZIP

PHONE: ( \_\_\_\_\_ ) \_\_\_\_\_

EMAIL: \_\_\_\_\_

Please mark your choices

\_\_\_\_\_ **Headline sponsorship** ..... \$2500

\_\_\_\_\_ **Event sponsorship** ..... \$ 750 each

<input type="checkbox"/> <b>Team Roping</b>	<input type="checkbox"/> <b>Women's Barrel Racing</b>	<input type="checkbox"/> <b>Kids Calf Scramble</b>
<input type="checkbox"/> <b>Tie Down Calf Roping</b>	<input type="checkbox"/> <b>Junior Kids Barrel Racing</b>	<input type="checkbox"/> <b>Bull Riding</b>
<input type="checkbox"/> <b>Women's Break Away Roping</b>	<input type="checkbox"/> <b>Mutton Busting</b>	

\_\_\_\_\_ **Chute sponsorship** ..... \$ 500 each

<input type="checkbox"/> <b>#1 Roping Chute SOLD</b>	<input type="checkbox"/> <b>#3 Bucking Chute</b>	<input type="checkbox"/> <b>#5 Bucking Chute</b>	<input type="checkbox"/> <b>#7 Bucking Chute</b>
<input type="checkbox"/> <b>#2 Bucking Chute</b>	<input type="checkbox"/> <b>#4 Bucking Chute</b>	<input type="checkbox"/> <b>#6 Bucking Chute</b>	<input type="checkbox"/> <b>Left blank intentionally</b>

\_\_\_\_\_ **Rodeo Clown sponsorship** ..... \$ 500

\_\_\_\_\_ **Announcer sponsorship** ..... \$ 500

\_\_\_\_\_ **Tractor sponsorship** ..... \$ 300

\_\_\_\_\_ **Bullfighter sponsorship (2 available)** ..... \$ 300

\_\_\_\_\_ **Banner sponsorship** ..... \$ 300 or \$ 150

\_\_\_\_\_ **Kids Play Area sponsorship** ..... \$ 500

\_\_\_\_\_ **Family Festival sponsorship** ..... \$ 500

**Total Due:** \_\_\_\_\_ **Paid by** \_\_\_\_\_ **Check (Payable to VRS)**

\_\_\_\_\_ **Credit Card Type:** \_\_\_\_\_ **Visa** \_\_\_\_\_ **MasterCard** \_\_\_\_\_ **American Express**

**Name on Card:** \_\_\_\_\_

**Card Number:** \_\_\_\_\_ **Exp Date** \_\_\_\_/\_\_\_\_ **Sec Code** \_\_\_\_\_

**Signature:** \_\_\_\_\_