



44th Annual - Truckee Professional Rodeo

August 25 & 26, 2018

BECOME A SPONSOR:

Two thousand eighteen will mark the 44th running of the Truckee Professional Rodeo and it's solely thanks to sponsors and volunteers like you. We need you!

In 1981, historic McIver Arena was dedicated to the late James McIver for the sole purpose of supporting the interests of horses thru horsemanship and other activities. Since then, Truckee Parks and Rec. have taken over grounds management, but are now considering alternative uses for the property. The goal of the Truckee Rodeo Association and its volunteers, along with the Truckee Donner Horseman Association and folks like you, is to preserve not only the Truckee Rodeo, but also our western heritage, and this special way of life for future generations.

How can you help? Become part of this wonderful tradition while promoting your business! With sponsorship, we can help highlight your business through multiple online blasts, print ads, radio, banners, and live announcing at the Truckee Rodeo.

As a non-profit with 501(c)(3) status, your donations not only help the Truckee Rodeo thrive, but also help provide local scholarships, equine related help & the preservation of McIver Arena.

Please consider sponsoring the **TRUCKEE PROFESSIONAL RODEO** today. Sponsors contributing more than \$700 are invited to a sponsor only party at 5pm on Friday, August 24th. This special event includes food & drinks and allows sponsors to try their hand at a rodeo event.

Please find our exciting new sponsorship packages ranging from \$100 to \$5,500 attached.

Call Talya Martin with questions at 530-448-1101 or email at talya@talyamartin.com

2018 - Truckee Rodeo - Sponsorship Form

Event Title Sponsor: \$5,500 - Quantity 1

- \$5,500 Includes: Sponsor night activities for 12, two boxes above chutes including tickets for 8 per day, per box, 30 drink tickets, logo on sleeve of volunteer shirt, grand entry flag run, banner above chutes, arena banner, front entry banner, name on tickets, arena announcements, back cover of program

Volunteer Shirt Sponsor (back of shirt): \$3,500 - Quantity 1

- \$3,500 Includes: Name on back of volunteer shirts, sponsor night activities for 6, 1 box above chutes for 8 per day, 10 drink tickets, grand entry flag run, banner above chutes, arena banner, company announcements, ½ page in program

Ticket Sponsor: \$3,000 - Quantity 1

- \$3,000 Includes: Name on all tickets, sponsor night activities for 6, 1 box above chutes for 8 per day, 10 drink tickets, grand entry flag run, banner above chutes, arena banner, company announcements, ½ page in program

Beer Cup Sponsor: \$2,500 - Quantity 1

- \$2,500 Includes: Name on beer cups, sponsor night activities for 6, 1 box above chutes for 8 per day, 10 drink tickets, grand entry flag run, banner above chutes, arena banner, company announcements, ½ page in program

Bucking Chute Sponsor: \$1,750 - Quantity 7

- \$1,750 Includes: Sponsor night activities for 4, 1 box above chutes for 8 per day, 10 drink tickets, grand entry flag run, banner above chutes, arena banner, company announcements, ½ page in program

Rodeo Competition Sponsors (A Deck) - \$1,500 each Quantity 5

All Event Sponsorships Includes: Includes: Sponsor night activities for 4, 1 box above chutes for 8 per day, 10 drink tickets, banner above chutes, grand entry flag run, flag run before your sponsored event, arena banner, company announcements, ½ page in program

- \$1,500 Bull Riding Sponsor
- \$1,500 Saddle Bronc Sponsor
- \$1,500 Bareback Sponsor
- \$1,500 Steer Wrestling Sponsor
- \$1,500 Barrel Racing Sponsor

Rodeo Competition Sponsors (B Deck) - \$1,250 each Quantity 6

All Event Sponsorships Includes: Includes: Sponsor night activities for 5, 6 B Deck tickets per day, 12 drink tickets, grand entry flag run, flag run before sponsored event, arena banner, company announcements, ½ page in program

- \$1,250 Calf Roping Sponsor
- \$1,250 Team Roping Sponsor
- \$1,250 Bull Fighter Sponsor
- \$1,250 Queen Sponsor
- \$1,250 Clown Sponsor
- \$1,250 Announcer Sponsor



Bar Sponsor: \$1,000 - Quantity 1

\$1,000 **Includes:** Sponsor night activities for 4, 6 B deck tickets per day, grand entry flag run, arena banner, company announcements, 1/2 page in program

Mutton Bustin' Sponsor: \$750 - Quantity 2 (one per day)

\$750 **Includes:** Sponsor night activity for 4, 6 B deck tickets per day, grand entry flag run, arena banner, company announcements, 1/4 page in program

Boot Race Sponsor: \$700 - Quantity 2 (one per day)

\$700 **Includes:** Sponsor night activity for 4, 4 B deck tickets per day, grand entry flag run, arena banner, company announcements, 1/4 page in program

Arena Fence Banner Sponsor: \$350 - Quantity 25

\$350 **Includes:** Banner up entire weekend, 2 tickets for Saturday or Sunday, company announcement during barrel racing set-up

Day Sheet Sponsor: \$200 or \$300 - Quantity 8 per day (total 16)

Saturday Only \$200 Sunday Only \$200 Both Days \$300

Souvenir Rodeo Program Advertisement

(Circle B&W of Color) B&W Color

- Full Page \$400 \$600 Artwork w/in 7-3/8"W x 9-7/8"H; With bleeds-8-3/4 x 11-1/4"
- 1/2 Page \$250 \$350 Artwork w/in 7-3/8"W x 4-7/8"H; With bleeds-8-3/4 x 5-1/2"
- 1/4 Page \$150 \$250 Artwork w/in 3-1/2"W x 4-7/8"H; Vertical - 7"W x 2 1/2H
- 1/8 Page \$100 \$150 Artwork w/in 2-1/2"W x 2-3/8"H; (please include business card)

Add – Discounted General Admission and Drink Tickets for Sponsors Only:

<i>Item</i>	<i>Cost</i>	<i>Quantity</i>	<i>Total</i>
Adult General Admission Tickets:	\$14	x _____ =	_____
Children General Admission Tickets:	\$10	x _____ =	_____
Drink Tickets:	\$4	x _____ =	_____

Company: _____ Contact Name: _____

Street Address: _____ Email: _____

City _____ State: _____ Zip: _____ Phone #: _____

Please mail completed form and check made payable to **Truckee Rodeo** to: Truckee Rodeo P.O. Box 2424
Truckee, CA 96160 - **Questions**, call Talya Martin at 530-448-1101 or e/m talya@talyamartin.com.

DEADLINE: June 1st, 2018 - All Monies must be received Prior to July 10, 2018

