

# 20 HEART O' TEXAS HOT 24 FAIR & RODEO

presented by H-E-B



## PRE-SALE CAMPAIGN COMMITTEEMAN GUIDE

HOTFAIR.COM

# **SCHOLARSHIPS ARE THE HEART OF OUR ORGANIZATION**

**Our mission is to produce events for education, entertainment, and agricultural experiences at our premier multi-use facility while giving back through youth scholarships and having a positive economic impact to Central Texas.**

**To date, the Heart O' Texas Fair & Rodeo has awarded over \$4 million to deserving youth in Texas.**



**2024 Heart O' Texas Fair & Rodeo Pre-Sale Campaign ORDER FORM**  
Please complete entire form & turn in top sheet and payment to the Fair Office

Name/Business Name:	Contact Person:
Mailing Address:	City: State: ZIP:
Email Address:	Telephone#:
Payment Type: Cash Check#	Credit Card#:
Signature:	Exp. Date: CVV# (on back of card):

Committeeman: I will pick up my order and deliver it \_\_\_\_\_ Please mail my order \_\_\_\_\_

Sold by:				Qty.	Price	Total					Qty.	Price	Total
<b>The Luck of the Draw Fundraiser &amp; Continuing Education</b>							<b>HEARTS Contest</b>						
Entry w/o Reverse Raffle Ticket	X	\$125	=				HEARTS Patron	X	\$2,500	=			
Entry w/ Reverse Raffle Ticket	X	\$250	=				HEARTS Sustainer	X	\$1,500	=			
Gold VIP Table	X	\$1,000	=				HEARTS Contributor	X	\$1,000	=			
Platinum VIP Table	X	\$1,500	=				<b>Running With The Bulls</b>						
Raffle Underwriter	X	\$1,000	=				Title Sponsor	X	\$7,500	=			
Casino Table Underwriter	X	\$1,000	=				Start Line & Finish Line Sponsor	X	\$2,500	=			
Game Underwriter	X	\$1,000	=				Hydration Station	X	\$1,000	=			
Food Underwriter	X	\$1,000	=				First Aid Station Sponsor	X	\$1,000	=			
Entertainment Underwriter	X	\$2,000	=				Inflatable Bull Sponsor	X	\$750	=			
Event Underwriter	X	\$3,000	=				Pacer Vehicle Sponsor	X	\$1,000	=			
Scholarship Contributor	X	\$250	=				Apparel Sponsor	X	\$500	=			
Sponsor a Student	X	\$1,000	=				Breakfast Sponsor	X	\$500	=			
Gold Star Sponsor	X	\$2,000	=				<b>Spurs &amp; Spikes Golf Tournament</b>						
Diamond Sponsor	X	\$3,600	=				Hole Sponsor	X	\$200	=			
<b>One HOT Cook Off</b>							Interactive Hole Sponsor						
Cook Off Spot	X	\$300	=				Tournament Team	X	\$500	=			
Bronze Cook Off Sponsor	X	\$250	=				List each player:						
Silver Cook Off Sponsor	X	\$500	=				Cooler Bag Sponsor	X	\$650	=			
Gold Cook Off Sponsor	X	\$1,000	=				Koozie Sponsor	X	\$650	=			
Presenting Sponsor	X	\$5,000	=				Golf Cart Sponsor	X	\$750	=			
<b>Digital Rodeo Program Ads</b>							Golf Towel Sponsor						
Design Fee	X	\$75	=				Presenting Sponsor	X	\$4,000	=			
¼ Page Ad	X	\$150	=				<b>Rodeo Packages</b>						
½ Page Ad	X	\$300	=				Ropin' Rodeo Giveaway	X	\$400	=			
Full Page Ad	X	\$600	=				Silver Rodeo Hospitality Sponsor	X	\$500	=			
<b>Admission Tickets, Passes &amp; Memberships</b>							Gold Rodeo Hospitality Sponsor						
Gate Admission to the Fair	X	\$10	=				Rodeo LED Screen	X	\$1,500	=			
One HOT Rodeo or Mexican Rodeo Individual Reserved Balcony Ticket Preferred Night:	X	\$20	=				Platinum Rodeo Hospitality Sponsor	X	\$2,000	=			
							Souvenir Rodeo Cup Sponsor	X	\$3,250	=			
							Rodeo Advertising Package	X	\$3,500	=			
<b>One HOT Rodeo Ticket Package</b>							<b>Livestock Show Packages</b>						
One HOT Rodeo Ticket Package	X	\$250	=				Class Contributor	X	\$250	=			
Mexican Rodeo Indiv. Box Seat Ticket	X	\$30	=				Scrolling Livestream Advertisement	X	\$250/\$1,000	=			
Mexican Rodeo Ticket Package	X	\$65	=				Buckle Contributor	X	\$500	=			
Season Pass	X	\$75	=				T-Shirt Sponsor	X	\$750	=			
Family Pack	X	\$100	=				Barn Signage	X	\$1,000	=			
Fun Pass	X	\$85	=				Breed Scholarship	X	\$1,000	=			
One Day Carnival Armband	X	\$30	=				<b>Calf Scramble Packages</b>						
Donate Tickets to the Fair	X	\$10	=				Silver Donor Preferred Night:	X	\$500	=			
GA Tickets (Qty. 151-300)	X	\$9	=				Gold Donor Preferred Night:	X	\$750	=			
GA Tickets (Qty. 301+)	X	\$8	=				Hard Luck Scramble Donor Preferred Night:	X	\$1,250	=			
BPC Annual Membership	X	\$300	=				Platinum Donor Preferred Night:	X	\$1,500	=			
Gold BPC Annual Membership	X	\$500	=				Calf Scramble Team	X	\$2,500	=			
Platinum BPC Annual Membership	X	\$1,000	=				<b>Brick the BASE</b>						
Lifetime BPC Annual Membership	X	\$5,000	=				Engraved Brick	X	\$500	=			
<b>Partner Packages</b>							<b>South 40 Gun Raffle</b>						
Rodeo Express – Golf Cart Signage	X	\$600	=				Raffle Ticket #	X	\$100	=			
Fair Package	X	\$825	=				<b>Vaqueritos Mas Chulos Contest</b>						
Faith and Family Day Breakfast Sponsor	X	\$1,200	=				Padrino (Contest Sponsor)	X	\$1,500	=			
Fair Koozie Giveaway	X	\$1,500	=				Patrocinador (Contest Supporter)	X	\$1,000	=			
Fair Package Plus	X	\$3,000	=				Amigo (Contest Friend)	X	\$500	=			
Barnyard Pen Partner	X	\$750	=				<b>Jalapeno Eating Contest</b>						
<b>Kids Zone Packages</b>							Contest Sponsor						
Participant Goodie Bag Underwriter	X	\$350	=				<b>Notes:</b>						
Kids Zone Signage	X	\$750	=										
T-Shirt Giveaway Sponsor	X	\$1,500	=										
<b>Academic Rodeo Packages</b>													
Contestant Snack Sponsor	X	\$250	=										
Contestant T-Shirt Sponsor	X	\$500	=				<b>Total Amount:</b> _____						
Contestant Goody Bag Underwriter	X	\$500	=										

# **THE LUCK OF THE DRAW SCHOLARSHIP FUNDRAISER**

*September 7, 2024*

*Doors open at 6 p.m.*

In 2023, the Heart O' Texas Fair & Rodeo awarded \$363,000 in scholarships and to date, more than \$4 million has been committed to the youth of Central Texas! The Luck of the Draw Fundraiser is a key component in underwriting these scholarships. The Scholarship Fundraiser includes casino games, a reverse ticket draw, entertainment by Asleep at the Wheel and more. We utilize a cashless system where attendees register their debit or credit card when they arrive to make transactions fast, easy and secure at the casino, games, auctions, wine and alcohol pull and other activities. You must be 21 years of age to attend. **All orders must be received on or before August 9<sup>th</sup>.**

## **Entry Without Reverse Raffle Ticket - \$125**

- Each ticket holder receives one (1) steak dinner, drinks and entertainment

## **Entry With Reverse Raffle Ticket - \$250**

- Two (2) steak dinners, drinks, entertainment and \$500 in casino cash
- One (1) ticket to the Reverse Raffle with insurance
  - A total of 500 tickets will be sold
  - First ticket drawn wins \$250
  - 499<sup>th</sup> ticket wins \$1,000 in VISA gift cards
  - Last ticket drawn wins \$10,000 in VISA gift cards
  - If the two finalists choose to split the grand prize, the \$1,000 in VISA gift cards for the 499<sup>th</sup> ticket is forfeited.
  - All tickets include insurance; your ticket number is in the hopper twice for 2 chances to win!

## **Gold VIP Table - \$1,000**

- One (1) VIP table at the event (seats 8)
- Eight (8) steak dinners, drinks, entertainment and \$2,000 in casino cash
- Name and/or logo on the VIP table sign
- Does not include Reverse Raffle ticket

## **Platinum VIP Table - \$1,500**

- One (1) VIP table at the event (seats 8)
- Eight (8) steak dinners, drinks, entertainment and \$4,000 in casino cash
- Four (4) Reverse Raffle tickets with insurance
- Name and/or logo on the VIP table sign

## **Raffle Underwriter - \$1,000 (Limit 1)**

- Name and/or logo in conjunction with the Raffle
- Name and/or logo in the event program
- One (1) sign in the Raffle area
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Logo exposure on the Rodeo LED Screen before and after each rodeo performance in October
- Ten (10) Last Chance raffle tickets
- Four (4) steak dinners, drinks, entertainment and \$2,000 in casino cash



### **Casino Table Underwriter - \$1,000**

- Name and/or logo at a casino table
- Name and/or logo in the event program
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Logo exposure on the Rodeo LED Screen before and after each rodeo performance in October
- Ten (10) Last Chance raffle tickets
- Four (4) steak dinners, drinks, entertainment and \$2,000 in casino cash

### **Game Underwriter - \$1,000**

- Name and/or logo in game area
- Name and/or logo in the event program
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Logo exposure on the Rodeo LED Screen before and after each rodeo performance in October
- Ten (10) Last Chance raffle tickets
- Four (4) steak dinners, drinks, entertainment and \$2,000 in casino cash

### **Food Underwriter - \$1,000**

- Name and/or logo in the event program
- One (1) sign at the event
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Logo exposure on the Rodeo LED Screen before and after each rodeo performance in October
- Ten (10) Last Chance raffle tickets
- Four (4) steak dinners, drinks, entertainment and \$2,000 in casino cash

### **Entertainment Underwriter - \$2,000**

- Name and/or logo in the event program
- One (1) sign on the stage
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Logo exposure on the Rodeo LED Screen before and after each rodeo performance in October
- Name and/or logo on the Extraco Events Center marquees from September 1 thru October 31, 2024
  - *Located on Bosque Blvd. and Lake Air Dr.*
- Ten (10) Last Chance raffle tickets
- Four (4) steak dinners, drinks, entertainment and \$4,000 in casino cash

### ***Event Underwriter - \$3,000 (Limit 4)***

- Name and/or logo in the event program
- Four (4) signs at the event
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Logo exposure on the Rodeo LED Screen before and after each rodeo performance in October
- Name and/or logo on the Extraco Events Center marquees from September 1 thru October 31, 2024
  - *Located on Bosque Blvd. and Lake Air Dr.*
- Platinum VIP Table (seats 8)
  - Eight (8) steak dinners, drinks, entertainment and \$8,000 in casino cash
  - Four (4) Reverse Raffle tickets with insurance (if tickets are available at time of purchase)
  - Name and/or logo on the VIP table sign

## **CONTINUING EDUCATION**

### ***Scholarship Contributor - \$250***

- Recognized as a 2024 Scholarship Contributor

### ***Sponsor a Student - \$1,000***

- **Orders must be received on or before Wednesday, August 14<sup>th</sup>**
- Recognized as a 2024 Scholarship Underwriter
- Two (2) invitations to the Annual Scholarship Awards Banquet (Spring/Summer 2025)
- Name listed as a scholarship underwriter in the 2024 Official Digital Rodeo Program

### ***Gold Star Sponsor - \$2,000***

- **Orders must be received on or before Wednesday, August 14<sup>th</sup>**
- Recognized as a 2024 Scholarship Underwriter
- One (1) half-page color ad in the Official Digital Rodeo Program
  - **All orders and artwork for ads must be received on or before Wednesday, August 14<sup>th</sup>**
  - *Digital Rodeo Programs are accessible via QR Code for Rodeo attendees.*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Two (2) invitations to the Annual Scholarship Awards Banquet (Spring/Summer 2025)
- Name listed as a scholarship underwriter in the 2024 Official Digital Rodeo Program

### ***Diamond Sponsor - \$3,600***

- **Orders must be received on or before Wednesday, August 14<sup>th</sup>**
- Recognized as a 2024 Scholarship Underwriter
- Two (2) invitations to the Annual Scholarship Awards Banquet (Spring/Summer 2025)
- Scholarship given on your behalf at the annual scholarship banquet
- Opportunity to meet your student at the annual scholarship banquet
- Name listed as a scholarship underwriter on the 2024 Coliseum TV Screens
- Eight (8) reserved balcony seats to each performance of One HOT Rodeo
- Eight (8) general admission tickets to the One HOT Rodeo performance on October 11<sup>th</sup>

# **One HOT Cook Off**

*September 20-22, 2024*

One HOT Cook Off, presented by the South 40 Committee, will feature four categories of competition this year as well as a Junior Cook Off. **Sponsorship orders must be received on or before August 9<sup>th</sup>; cook-off spots will be accepted until September 6<sup>th</sup>.**

## ***Cook Off Spot - \$300***

- One (1) 30' x 30' spot with water and 20-amp electrical service
- One (1) entry into the chicken, rib, brisket and drink contests
- Optional equipment for reservation at an additional cost: tables/chairs, RV spots, sewer, tents and port-a-potties. All reservations for optional equipment need to be made at hotfair.com

## ***Bronze Cook Off Sponsor - \$250***

- Name and/or logo listed on the Sponsor Board
- Five (5) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

## ***Silver Cook Off Sponsor - \$500***

- Name and/or logo listed on the Sponsor Board
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

## ***Gold Cook Off Sponsor - \$1,000***

- Name and/or logo listed on the Sponsor Board
- Twenty (20) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

## ***Presenting Sponsor - \$5,000 (Limit 1)***

- Recognized as the Presenting Sponsor of the One HOT Cook Off
- Name and/or logo placement on Extraco Events Center marquee from September 1 – October 31, 2024
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Website recognition and sponsor mentions in all media promotions regarding the Cook Off
- Cook Off awards will be co-branded with company name and/or logo
- Four (4) Box seats to all eight (8) performances of One HOT Rodeo
- Two (2) VIP badges
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) VIP parking passes
- One (1) 30' x 30' Cook Off spot with water and electricity
  - One (1) entry into the chicken, rib, brisket and drink contests



# **DIGITAL RODEO PROGRAM ADS**

**All orders and artwork for digital ads must be received on or before Wednesday, August 14<sup>th</sup>.**

**If your ad is not received by Wednesday, August 14<sup>th</sup>, the purchaser forfeits the opportunity to place an ad in the Digital Rodeo Program and no money will be refunded.**

Digital Rodeo Programs are accessible via QR code for Rodeo attendees during the eight nights of the One HOT Rodeo.

- Submit artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)
- A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.
- If a digital rodeo ad is sold, please remember to provide the **due date** and **email address** for submittal to the purchaser. The sale is not complete until the ad is received.

*Sample Not to Scale*

## **Full Page**

**Actual Size: 7.25" x 9.75"**

**Full Color Ad: \$600**

### **1/4 Page**

**Actual Size: 3.625" x 4.875"**

**Full Color Ad: \$150**

### **1/4 Page**

**Actual Size: 3.625" x 4.875"**

**Full Color Ad: \$150**

### **1/2 Page**

**Actual Size: 7.25" x 4.75"**

**Full Color Ad: \$300**



# **ADMISSION TICKETS, PASSES & MEMBERSHIPS**

## **Tickets**

### ***Gate Admission to the Fair - \$10***

- Regular price is \$15; a savings of \$5 per ticket
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Ages 3 and older*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Does not include parking*
  - *Not valid for Tuesday Carnival Armband offer*

### ***One HOT Rodeo or Mexican Rodeo Spectacular Individual Reserved Balcony Ticket - \$20***

- Ticket price day of is \$25; a savings of \$5 per ticket
- Reserved balcony ticket for one (1) selected performance of One HOT Rodeo (October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>) or Mexican Rodeo Spectacular (October 13<sup>th</sup>)
  - ***Must select performance date on the order form***
  - *Best seat available to be assigned*
  - *Includes Fair gate admission*
  - *Does not include parking*
  - *Not valid any other day*

### ***One HOT Rodeo Ticket Package - \$250***

- Purchased individually day of show for a total value of \$350; a savings of \$100
- Two (2) reserved balcony tickets to each performance of One HOT Rodeo (October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>)
  - *Best seat available to be assigned*
  - *Includes Fair gate admission*
  - *Does not include parking*
  - *Does not include admission to Mexican Rodeo Spectacular*
- Two (2) general admission tickets to the One HOT Rodeo performance on October 8<sup>th</sup>
  - *Includes Fair gate admission*
  - *Does not include parking*

### ***Mexican Rodeo Spectacular Individual Box Seat Ticket - \$30***

- One (1) reserved box seat during the Mexican Rodeo Spectacular (Sunday, October 13<sup>th</sup>)
  - *Best seat available to be assigned*
  - *Includes Fair gate admission*
  - *Does not include parking*
  - *Not valid any other day*

### ***Mexican Rodeo Spectacular Ticket Package - \$65***

- Purchased individually day of show for a total value of \$100; a savings of \$35
- Four (4) reserved balcony tickets to the Mexican Rodeo Spectacular (Sunday, October 13<sup>th</sup>)
  - *Best available seat to be assigned*
  - *Includes Fair gate admission*
  - *Does not include parking*
  - *Not valid any other day*

### ***Season Pass - \$75***

- This pre-sale season pass includes Fair parking. Total value of \$330; a savings of \$255 per pass
  - *Season Pass includes Fair gate admission each day (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
  - *One (1) season parking pass*
    - *Good for the Fair year (October 2024 - September 2025)*

**(Admission Tickets, Passes & Memberships – Continued on Next Page)**

### ***Family Pack - \$100***

- Regular price is \$120; a savings of \$20 per pack
  - *Family Pack includes four (4) Fair gate admission tickets, one (1) one-day parking ticket and two (2) carnival armbands. Valid for one-time use only.*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*

### **Carnival Specials**

#### ***Fun Pass - \$85***

- Fun Pass includes Fair gate admission and an Armband for carnival rides each day for one (1) person
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Fair gate admission is limited to once per day*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Does not include parking*

#### ***One Day Carnival Armband - \$30***

- Regular price is \$40 each; a savings of \$10 per Armband; excluding daily promotions
  - *Good any day*
  - *Does not include Fair gate admission*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Does not include parking*
  - *Valid for one-time use only*

### **Business Appreciation Bulk Ticket Sales**

#### ***Donate Tickets to the Fair - \$10***

- Regular price is \$15; a savings of \$5 per ticket
- Fair gate admission tickets will be donated on your behalf to one (1) of the following organizations:
  - *Boys & Girls Club, Friends For Life, and/or Veteran Affairs, as designated by the Heart O' Texas Fair & Rodeo*
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
  - *Does not include parking*

Let your clients and employees know how much they mean to your business by treating them to a night of fun and entertainment at the Heart O' Texas Fair & Rodeo. Showing appreciation for your clients and employees can set you apart from your competitors, increase loyalty, improve retention, inspire sales and build relationships that last a lifetime.

#### ***151 – 300 Gate Admission Tickets to the Fair - \$9***

- Regular price is \$15 each; a savings of \$6 per ticket
  - ***Must purchase 151 – 300 Fair gate admission tickets to receive this offer***
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
  - *Does not include parking*

#### ***301+ Gate Admission Tickets to the Fair - \$8***

- Regular price is \$15 each; a savings of \$7 per ticket
  - ***Must purchase 301+ Fair gate admission tickets to receive this offer***
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
  - *Does not include parking*

## **Back Porch Club Memberships**

The Back Porch Club gives its members an opportunity to experience a first-class social setting in a unique location. Enjoy outstanding catered meals and a cash bar in the private club with magnificent views of the action in the Extraco Coliseum, or have fun under the stars on the Extraco Coliseum's rooftop patio. The Back Porch Club is only open to members and their invited guests during the Heart O' Texas Fair & Rodeo. **NOTE:** a ticket is required by members and their guests to attend the One HOT Rodeo.

### ***Back Porch Club Annual Membership - \$300***

- One (1) Member Badge
- One (1) Guest of Member Badge
- One (1) VIP parking pass
- Option to buy one-day guest passes for \$25 each to the Back Porch Club (*limit 5*), contact Erin James - [erin@hotfair.com](mailto:erin@hotfair.com) for more information
- Does not include dinner or drinks in the Back Porch Club

### ***Gold Back Porch Club Annual Membership - \$500***

- One (1) Member Badge
- One (1) Guest of Member Badge
- One (1) VIP parking pass
- Fifteen (15) one-day guest passes (Valid for October 2024)
  - *Option to buy additional one-day guest passes for \$25 each to the Back Porch Club, contact Erin James - [erin@hotfair.com](mailto:erin@hotfair.com) for more information*
  - *Member must be present to claim one-day guest passes*
- Does not include dinner or drinks in the Back Porch Club

### ***Platinum Back Porch Club Annual Membership - \$1,000***

- One (1) Member Badge
- One (1) Guest of Member Badge
- One (1) VIP parking pass
- Ten (10) one-day guest passes for each night of rodeo (Valid for Oct. 2024)
  - *This is a total of eighty (80) one-day guest passes*
  - *To claim your one-day guest passes, contact Erin James - [erin@hotfair.com](mailto:erin@hotfair.com) for more information*
  - *Member must be present to claim one-day guest passes*
- Five (5) drink tickets (Valid for Oct. 2024)
- Does not include dinner or drinks in the Back Porch Club

### ***Individual Lifetime Back Porch Club Membership - \$5,000***

- One (1) Member Badge
- One (1) Guest of Member Badge
- One (1) VIP parking pass
- Ten (10) one-day guest passes for each night of rodeo (Valid for Oct. 2024)
  - *This is a total of eighty (80) one-day guest passes*
  - *To claim your one-day guest passes, contact Erin James - [erin@hotfair.com](mailto:erin@hotfair.com) for more information*
  - *Member must be present to claim one-day guest passes*
- Does not include dinner or drinks in the Back Porch Club

## ***Important Rules/Expectations of Membership:***

- Admission
  - ALL Back Porch Club Member Badges, Guest of Member Badges, and one-day Guest Passes will grant you gate admission and access to the Back Porch Club during the Heart O' Texas Fair & Rodeo. However, they do NOT grant you a balcony seat in the rodeo or access to the rodeo other than through the Back Porch Club.
  - (1) A volunteer badge or rodeo ticket does NOT give you access to the Back Porch Club. Only the following will give you access to the Back Porch Club (no exceptions):
    - (a) Back Porch Club Member Badge
    - (b) Back Porch Club Guest of Member Badge
    - (c) Back Porch Club One Day Guest Pass
    - (d) Party Deck Badge
    - (e) Night at the Rodeo Badge
    - (f) Chairman's Box Pass
- Guests
  - A one-day Guest Pass or a Guest of Member Badge is required nightly for all guests in the Back Porch Club. MEMBER MUST BE PRESENT.
  - Additional Back Porch Club One-day Guest Passes can be purchased by emailing Erin James [erin@hotfair.com](mailto:erin@hotfair.com).
  - May ONLY be purchased by the Back Porch Club Member. (Must be requested 24 hours before expected use.)
  - A one-day Guest Pass, Guest of Member Badge, or Member Badge are required in order to make a dinner reservation. Meals must be reserved by the member in advance.
  - Dinner reservations are an additional cost.
- Dinner Reservations
  - Back Porch Club memberships DO NOT INCLUDE meals/drinks in the club.
  - All meals and drinks will be reserved and paid for in addition to membership.
  - All dinner reservations must be made a minimum of 48 hours in advance by the Back Porch Club Member before you plan to attend, no exceptions.
  - We have a limited seating capacity due to space constraints. All dinner reservations are first come first served, no exceptions.
  - Reservations can be made online at [www.hotfair.com/BPC](http://www.hotfair.com/BPC).
  - Prices for meals may vary.

## **PARTNER PACKAGES**

### **Rodeo Express - Golf Cart Signage - \$600 (Limit 6)**

- Sign placement on one (1) Rodeo Express Golf Cart
  - *Transporting a portion of more than 218,000 guests during the 2024 Heart O' Texas Fair & Rodeo*
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

### **Fair Package - \$825**

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 218,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Two (2) 3' x 3' signs in the Extraco Coliseum Concourse
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony tickets to the final performance of the One HOT Rodeo on Saturday, October 12<sup>th</sup>
  - *Best seat available to be assigned*
  - *Includes Fair gate admission*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

### **Faith and Family Day Breakfast Sponsor - \$1,200**

- Recognized as the official Breakfast Sponsor on the Faith and Family Days (Oct. 6<sup>th</sup> & 13<sup>th</sup>)
  - *Breakfast provided to all church service attendees*
- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 218,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Four (4) reserved balcony tickets to the final performance of the One HOT Rodeo on Saturday, October 12<sup>th</sup>
  - *Best seat available to be assigned*
  - *Includes Fair gate admission*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

**(Partner Packages – Continued on Next Page)**

### **Fair Koozie Giveaway - \$1,500 (Limit 10)**

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 218,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Recognized as an Official Koozie Provider
  - *Logo exposure on five-hundred (500) koozies distributed free at the beer tents/areas*
  - *Koozies co-branded with provider's logo and the Heart O' Texas Fair & Rodeo logo*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

### **Fair Package Plus - \$3,000**

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 218,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2024*
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony tickets per Rodeo performance
  - *October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
- Four (4) general admission tickets to the One HOT Rodeo performance on October 8<sup>th</sup>
- Forty (40) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Four (4) season parking passes
  - *Good for a Fair year (October 2024 - September 2025)*

### **Barnyard Packages**

Come experience a collection of different livestock breeds as you take a stroll around the HEB Buddy Barnyard. Located in the heart of the fairgrounds, fairgoers will be able to see and learn about breeds of cattle, pigs, sheep, goats, horses and chickens. And if you time it right, you could witness new life coming into the world as you pass by several pens of expecting mothers in the Livestock Birthing Center. Also, newborn livestock will be on display alongside their mothers.

### **Barnyard Pen Partner - \$750**

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 218,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Two (2) 3' x 3' signs in the Petting Zoo
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony tickets to the final performance of the One HOT Rodeo on Saturday, October 12<sup>th</sup>
  - *Best seat available to be assigned*
  - *Includes Fair gate admission*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

## **Kids Zone Packages**

The Cavender's Kids Zone at the Heart O' Texas Fair & Rodeo is home to a number of fun activities for kids and spectators alike. A fan favorite every year is the Mutton Bustin' Rally, where young cowboys and cowgirls compete to see who can ride a sheep the longest. Make plans to stop by and see one of the daily performances or catch one of the many interactive shows also located in the Kids Zone.

### ***Kids Zone Participant Goodie Bag Underwriter - \$350***

- Name and/or logo placement on Kids Zone contestant goodie bags
  - *Approximately four hundred fifty (450) distributed*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*
- Opportunity to place one (1) item in Kids Zone contestant goodie bags
  - *Approximately four hundred fifty (450) distributed*

### ***Kids Zone Signage - \$750***

- Two (2) 3' x 3' signs in the Kids Zone Area
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*
- Opportunity to place one (1) item in Kids Zone contestant goodie bags
  - *Approximately four hundred fifty (450) distributed*

### ***Kids Zone T-Shirt Give Away Sponsor - \$1,500 (Limit 1)***

- Logo on the back of 100 t-shirts that are thrown into the crowd at the Cavender's Kids Zone Arena during the Mutton Bustin' Rallies
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*
- Opportunity to place one (1) item in Kids Zone contestant goodie bags
  - *Approximately four hundred fifty (450) distributed*

## **ACADEMIC RODEO**

The Heart O' Texas Academic Rodeo is the chance for 1<sup>st</sup> through 6<sup>th</sup> grade students to show off their Math, Spelling, and Social Studies knowledge. Students can compete in three events: the Math Bee, the Spelling Bee, or the Social Studies Bee. Winners will take home cash, awards, and bragging rights.

### ***Contestant Snack Sponsor - \$250***

- Recognized as a Snack Sponsor of the Academic Rodeo
- Name and/or logo on snack table signage
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

### ***Academic Rodeo T-Shirt Sponsor - \$500***

- Name on the back of contestant t-shirts
  - *One line of text; thirty-five (35) character maximum including spaces*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*

### ***Academic Rodeo Contestant Goody Bag Underwriter - \$500***

- Name and/or logo placement on Academic Rodeo contestant goodie bags
  - *Approximately four hundred fifty (450) distributed*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Opportunity to place one (1) item in Kids Zone contestant goodie bags
  - *Approximately four hundred fifty (450) distributed*



## HEARTS CONTEST

The HEARTS contest, comprised of heritage, arts and technical skills, is designed to encourage youth participation in artistic, cultural, and technical endeavors and provide scholarship opportunities for students. Entries in the contest doubled in 2023 and even more exhibitors are expected to participate in 2024, with the re-vamped fashion design contest and newly-added functional academics (special needs) division. The art, photography, and graphic design contests will continue as before. Support the artistic and technical skills of Texas youth with a sponsorship package!

### ***HEARTS Patron - \$2,500 (Limit 1)***

- Recognized as the Official Presenting Sponsor of the HEARTS contest
  - Includes recognition at the Awards Ceremony and Showcase
  - Opportunity to present awards on October 6<sup>th</sup> at 5pm on the Hometown Stage
- Name and/or logo on ArtWalk signage, BASE TVs and website
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 218,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- One (1) full-page, color digital ad in the Official Rodeo Program
  - *All orders and artwork for ads must be received on or before **Wednesday, August 14<sup>th</sup>***
  - *Rodeo programs are distributed free to Rodeo attendees via QR Code*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Two (2) season passes
  - *Season Pass includes Fair gate admission each day (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for the Fair year (October 2024 – September 2025)*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

**(HEARTS Contest – Continued on Next Page)**

### **HEARTS Sustainer - \$1,500 (Limit 2)**

- Recognized at the Awards Ceremony and Showcase
- Name and/or logo on ArtWalk signage, BASE TVs and website
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 218,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Name and/or logo on website
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) half-page, color digital ad in the Official Rodeo Program
  - *All orders and artwork for ads must be received on or before **Wednesday, August 14<sup>th</sup>***
  - *Rodeo programs are distributed free to Rodeo attendees via QR Code*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Two (2) season passes
  - *Season Pass includes Fair gate admission each day (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for the Fair year (October 2024 – September 2025)*

### **HEARTS Contributor - \$1,000 (Limit 4)**

- Recognized at the Awards Ceremony and Showcase
- Name and/or logo on ArtWalk signage, BASE TVs and website
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 218,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Name and/or logo on website
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Two (2) season passes
  - *Season Pass includes Fair gate admission each day (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for the Fair year (October 2024 – September 2025)*

# **RUNNING WITH THE BULLS 5K & 1 MILE RACE**

*Saturday, October 5, 2024*

*Mile Run starts at 8:00 am followed by the 5K*

## ***Title Sponsor - \$7,500 (Limit 1)***

- Name and/or logo placement on the official Running with the Bulls logo displayed on front of race t-shirt
- Announcer mentions in conjunction with Awards Ceremony
- Opportunity to present awards
- Three (3) 8' x 3' signs throughout the race course
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Announcer mentions throughout the duration of the race
- Thirty (30) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*

## ***Start Line and Finish Line Sponsor - \$2,500 (Limit 1)***

- Official sponsor of the start line and finish line markers
- Name and/or logo on Tier 1 of race shirt
- Business link and logo on race website page at hotfair.com
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*

## ***Hydration Station - \$1,000 (Limit 1)***

- Official Sponsor of the Hydration Station tent halfway through the 5K race
  - *Waters and tent setup to be provided by sponsor*
  - *300 Bottles of Water Required*
- Name and/or logo on Tier 1 of race shirt
- Business link and logo on race website page at hotfair.com
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*

**(Running With The Bulls – Continued on Next Page)**

### **First Aid Station Sponsor - \$1,000 (Limit 1)**

- Official Sponsor of the First Aid Station tent
  - *First aid supplies and tent setup to be provided by sponsor*
- Name and/or logo on Tier 1 of race shirt
- Business link and logo on race website page at hotfair.com
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*

### **Inflatable Bull Sponsor - \$750 (Limit 4)**

- Name and/or logo is branded on an inflatable bull at the start/finish line
- Name and/or logo on Tier 1 of race shirt
- Business link and logo on race website page at hotfair.com
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*

### **Pacer Vehicle Sponsor - \$1,000 (Limit 1)**

- Sponsor provides the official pacer vehicle that directs runners on the course
- Name and/or logo is displayed on pacer vehicle
- Name and/or logo on Tier 1 of race shirt
- Business link and logo on race website page at hotfair.com
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*

### **Apparel Sponsor - \$500**

- Recognized as an Official Apparel Sponsor of Running with the Bulls
- Name on Tier 2 of race shirt
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*

### **Breakfast Sponsor – \$500 or In-Kind Donations for the following:**

- Milk, Chocolate Milk, Orange Juice, Apple Juice, Water
- Breakfast item
- Name on Tier 2 of race shirt
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*



An Affiliate of HOT Fair & Rodeo

# **SPURS & SPIKES GOLF TOURNAMENT**

**October 7, 2024**

**Starting at 12:00 pm at Cottonwood Creek Golf Course**

## **Hole Sponsor - \$200 (Limit 15)**

- Name and/or logo on Sponsor Board
- One (1) sign at the designated tee box
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

## **Interactive Hole Sponsor - \$350 (Limit 18)**

- Name and/or logo on Sponsor Board
- One (1) sign at the designated hole
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Interaction with players during tournament at the designated tee box
  - *Sponsor is required to have water/drinks and snacks available for distribution to players*

## **Spurs & Spikes Golf Tournament Team - \$500 (Limit 18)**

- Four (4) man scramble, plus rodeo celebrity if available

## **Cooler Bag Sponsor - \$650 (Limit 3)**

- Name and/or logo on the cooler bag to be given out to the contestants
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) Hole Sponsorship with Signage
- Name and/or logo on the Sponsor Board
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*

## **Koozie Sponsor - \$650 (Limit 1)**

- Name and/or logo on the koozies to be given out to the contestants
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) Hole Sponsorship with Signage
- Name and/or logo on the Sponsor Board
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*

**(Spurs and Spikes Golf Tournament – Continued on Next Page)**

**Golf Cart Sponsor - \$750 (Limit 1)**

- Name and/or logo on Sponsor Board
- One (1) sign on the head golf cart of each team
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) hole sponsorship
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*

**Golf Towel Sponsor - \$1,000 (Limit 1)**

- Recognized as the Golf Towel Sponsor of the Spurs & Spikes Golf Tournament
  - *Logo exposure on all golf towels given to players*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo on Sponsor Board
- Opportunity to enter one (1) team in the golf tournament
  - *Must notify Erin James - [erin@hotfair.com](mailto:erin@hotfair.com) by September 1<sup>st</sup>*
- One (1) hole sponsorship
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*

**Presenting Sponsor - \$4,000 (Limit 1)**

- Recognized as the Official Presenting Sponsor of the Spurs & Spikes Golf Tournament
  - *Name/logo used in conjunction with the Spurs & Spikes Golf Tournament logo*
  - *Brand exposure includes, but not limited to: event advertising, t-shirts, signage, etc.*
- Name and/or logo on Sponsor Board
- Two (2) 8' x 3' signs at the Event
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo on the Extraco Events Center marquees from September 1 thru October 31, 2024
  - *Located on Bosque Blvd. and Lake Air Dr.*
- Opportunity to have one (1) team in the golf tournament
  - *Four (4) man scramble, plus rodeo celebrity if available*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for a Fair year (October 2024 - September 2025)*



An Affiliate of HOT Fair & Rodeo

## **RODEO PACKAGES**

The One HOT Rodeo is a PRCA sanctioned rodeo that takes place during the Heart O' Texas Fair & Rodeo. During each performance, you'll be able to see top PRCA contestants compete in each of the eight events for their share in cash and prizes. Fairgoers can enjoy a reserved balcony seat every night for \$20 if purchased in advance and \$25 day of. If a patron is already on the grounds with their Fair general admission ticket, they can upgrade to a reserved balcony seat for only \$10 at the coliseum box office on the fairgrounds. Rodeo performances are October 4<sup>th</sup>-6<sup>th</sup> and Oct. 9<sup>th</sup>-12<sup>th</sup>.

### ***Ropin' Rodeo Giveaway - \$400, plus a \$100 Gift Card provided by business***

- Rodeo Announcer mention
- Listing on the Digital Rodeo Day Sheet
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo, Mexican Rodeo Spectacular, or parking*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) reserved balcony seats per Rodeo performance
  - *October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Best seat available to be assigned*
- Two (2) general admission tickets to the One HOT Rodeo performance on October 8<sup>th</sup>

Provided by business:

- \$100 gift card to be given away during one (1) of the eight (8) Rodeo performances
  - *Gift card to be delivered to Fair Office (4601 Bosque Blvd. Waco, Texas 76710) on or before Friday, September 6<sup>th</sup>*

### ***Silver Rodeo Hospitality Sponsor - \$500***

- Name exposure on the Contestant Hospitality Sponsor sign in the Contestant Hospitality tent
- Name exposure on the Contestant Hospitality listing on the Rodeo LED Screen prior to and after the Rodeo
- Four (4) reserved balcony tickets to the final performance of the One HOT Rodeo on Saturday, October 12<sup>th</sup>
  - *Best seat available to be assigned*
  - *Includes Fair gate admission*

### ***Gold Rodeo Hospitality Sponsor - \$1,000***

- Name exposure on the Contestant Hospitality Sponsor sign in the Contestant Hospitality tent
- Name exposure on the Contestant Hospitality listing on the Rodeo LED Screen prior to and after the Rodeo
- Two (2) reserved balcony seats per Rodeo performance
  - *October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>)*
  - *Best seat available to be assigned*
- Two (2) general admission tickets to the One HOT Rodeo performance on October 8<sup>th</sup>

**(Rodeo Packages – Continued on Next Page)**

### **Rodeo LED Screen - \$1,500 (Limited Availability)**

- Logo exposure on the Rodeo LED Screen prior to and after the Rodeo
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) half-page, color digital ad in the Official Rodeo Program
  - *All orders and artwork for ads must be received on or before **Wednesday, August 14<sup>th</sup>**.*
  - *Rodeo Programs are distributed free to Rodeo attendees via QR Code.*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Thirty (30) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo, Mexican Rodeo Spectacular, or parking*
  - *Not valid for Tuesday Carnival Armband offer*
- Four (4) reserved balcony seats per Rodeo performance
  - *October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>)*
  - *Best seat available to be assigned*
- Four (4) general admission tickets to the One HOT Rodeo performance on October 8<sup>th</sup>

### **Platinum Rodeo Hospitality Sponsor - \$2,000**

- Logo exposure on the Contestant Hospitality Sponsor sign in the Contestant Hospitality tent
- Logo exposure on the Rodeo LED Screen prior to and after the Rodeo
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony seats per Rodeo performance
  - *October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>)*
  - *Best seat available to be assigned*
- Four (4) general admission tickets to the One HOT Rodeo performance on October 8<sup>th</sup>
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Four (4) Exclusive Access Passes to the Contest Hospitality area to mingle with rodeo contestants



### ***Souvenir Rodeo Cup Sponsor - \$3,250 (Limit 4)***

- Package valued at \$4,000; a savings of \$750
- Recognized as an Official Sponsor
- Recognized as an Official Souvenir Rodeo Cup Sponsor
  - *Logo included on Souvenir Rodeo Cups*
  - *More than 750 Souvenir Rodeo Cups to be provided by the Heart O' Texas Fair & Rodeo*
  - *Cups distributed free to rodeo attendees with the purchase of a large beverage*
- Logo placement in conjunction with Souvenir Rodeo Cup Signage
  - *One (1) sign at each of the four (4) concession stand areas*
- One (1) sign in the Coliseum (Balcony level)
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2024*
- Two (2) reserved balcony seats per Rodeo performance
  - *October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Best seat available to be assigned*
- Two (2) general admission tickets to the One HOT Rodeo performance on October 8<sup>th</sup>
- Twenty (20) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Ten (10) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

### ***Rodeo Advertising Package - \$3,500 (Limited Availability)***

- One (1) sign in the Coliseum (Balcony level)
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2024*
  - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) full-page, color digital ad in the Official Rodeo Program
  - *All orders and artwork for ads must be received on or before **Wednesday, August 14<sup>th</sup>***
  - *Rodeo Programs are distributed free to Rodeo attendees via QR Code*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony seats per Rodeo performance
  - *October 4<sup>th</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Best seat available to be assigned*
- Four (4) general admission tickets to the One HOT Rodeo performance on October 8<sup>th</sup>
- Twenty (20) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Ten (10) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

# **LIVESTOCK SHOW PACKAGES**

*September 25 – October 13*

The Heart O' Texas Livestock Show, presented by Bar None Country Store, draws an audience of owners, breeders, future business and agricultural leaders, and animal enthusiasts from across the state. In 2023, the Show experienced record numbers with **8,684** entries and **2,100** exhibitors. The show provides FFA and 4-H members the opportunity to exhibit their livestock projects with the chance to earn scholarship dollars. Top placing individuals are awarded a scholarship through the Heart O' Texas Fair & Rodeo Continuing Education Program. Your continued financial support of this program is a worthwhile investment in this group of hard working, well-deserving, and dedicated Texas youth.

## **♥ Interesting Facts about the Heart O' Texas Livestock Show**

- More than 7,000 livestock projects came through the Extraco Show Pavilion during the 2023 Heart O' Texas Livestock Show; an increase of 11% over 2022
- Heart O' Texas Livestock Show participants range in age from 8 – 18.
- 62% of Texas counties were represented at the 2023 Heart O' Texas Livestock Show

## **Partnership Packages**

### ***Class Contributor - \$250***

- Name listed on Livestock Show Supporter Board
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

### ***Scrolling Livestream Advertisement - \$250 per specie or \$1,000 all species (a \$250 discount)***

- Name listed on Livestock Show Supporter Board
- Name and/or logo scrolling on the livestream
  - *Over 45,000 views during the 2023 Heart O' Texas Livestock Show*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

### ***Buckle Contributor - \$500***

- Name listed on Livestock Show Supporter Board
- One (1) Buckle awarded on behalf of your business
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

### **T-Shirt Sponsor - \$750**

- Name listed on Livestock Show Supporter Board
- Name on approximately 2,500 Livestock exhibitor t-shirts
  - *One line of text; thirty-five (35) character maximum including spaces*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*

### **Barn Signage - \$1,000**

- Recognition as an Official Supporter of the Livestock Show
- Two (2) 8' x 3' signs in the Extraco Show Pavilion
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name listed on Livestock Show Supporter Board
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each Ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

### **Scholarship Underwriters**

Show support for the youth involved in 4-H and FFA organizations. These students travel from across the state of Texas to exhibit their projects in Waco during the Heart O' Texas Livestock Show in hopes of receiving blue ribbons, big banners and large scholarships. These organizations lay the foundation for long-term success by helping members develop career, leadership and life skills. Throughout the 18 days of the Livestock Show, over \$100,000 in scholarships will be awarded. Don't miss the chance to have your business underwrite these scholarships – and let these deserving youth know you support them.

### **Breed Scholarship - \$1,000**

- Recognized as Division and Reserve Division Champion Scholarship Donor
  - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation
- Thank you note from student awarded scholarship
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season pass
  - *Season pass includes Fair gate admission each day (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for a Fair year (October 2024 - September 2025)*



## CALF SCRAMBLE PACKAGES

The Calf Scramble, presented by Brazos Masonry, Inc., takes place each night of the One HOT Rodeo. In the Calf Scramble, 20 determined 4-H and FFA members compete with one another to coax, catch and halter one of ten calves across the winner's line within an allotted period of time. The successful scramblers receive a certificate to aid in the purchase of a heifer, lamb, goat or pig to be raised and shown at the Heart O' Texas Livestock Show the following year. The Calf Scramble program gives away over \$74,000 in purchase certificates and over \$8,000 in scholarships annually.

### ♥ Interesting Facts about the Heart O' Texas Calf Scramble Program

- There are approximately 100 Calf Scramble participants during the five performances.
- Calf Scramble participants range in age from 12 – 17.
- Participants come from counties all over the great state of Texas including, but not limited to:
  - Bell, Bosque, Coryell, Falls, Hill and McLennan

### ***Silver Donor - \$500***

- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Two (2) reserved balcony rodeo tickets
  - *Includes Fair gate admission on designated night*
  - *Must select performance date on the order form: October 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Best seat available to be assigned*
- Listed on Digital Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
  - ***Please include complete contact information on order form***
- Listed on the Calf Scramble Donor Board
  - *Located inside Calf Scramble Participation Room*

### ***Gold Donor - \$750***

- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) reserved balcony rodeo tickets
  - *Includes Fair gate admission on designated night*
  - *Must select performance date on the order form: October 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Best seat available to be assigned*
- One (1) one-day parking ticket
- Listed on Digital Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
  - ***Please include complete contact information on order form***
- Listed on the Calf Scramble Donor Board
  - *Located inside Calf Scramble Participation Room*

**Hard-Luck Scramble Donor - \$1,250 (Limit 2 per night – total of 10 available)**

- Opportunity to select and meet individual scrambler on selected night
  - *Must select performance date on the order form: October 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Nights awarded on a first-come, first-served basis*
- Recognized as a Donor upon selection of Hard-Luck Scrambler
- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo
- Four (4) reserved balcony seats to the One HOT Rodeo
  - *Includes Fair gate admission on designated night*
  - *Must select performance date on the order form: October 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Best seat available to be assigned*
  - *Nights awarded on a first-come, first-served basis*
- One (1) one-day parking ticket
  - *Ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*
- Listed on Digital Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
  - ***Please include complete contact information on order form***
- Listed on the Calf Scramble Donor Board
  - *Located inside the Calf Scramble Participation Room*

**Platinum Donor - \$1,500 (Limit 10 per night – total of 50 available)**

- Dinner for four (4) prior to the Rodeo in the Back Porch Club on selected night
  - *Must select performance date on the order form: October 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Nights awarded on a first-come, first-served basis*
- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo
- Four (4) reserved balcony rodeo tickets
  - *Includes Fair gate admission on designated night*
  - *Must select performance date on the order form: October 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Best seat available to be assigned*
  - *Nights awarded on a first-come, first-served basis*
- One (1) one-day parking ticket
  - *Ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*
- Recognized on Digital Rodeo Day Sheet as Platinum Donor on selected night
- Receive thank you letter(s) from designated scrambler
  - ***Please include complete contact information on order form***
- Listed on the Calf Scramble Donor Board
  - *Located inside Calf Scramble Participation Room*

**Calf Scramble Team - \$2,500 (Limit 17)**

Calf Scramblers will be assigned a team. Every team member that catches will receive a point for their team. The team with the most points at the end of the Heart O' Texas Fair & Rodeo will be named the winner.

- Name placement on team (contestant) t-shirts
- Nightly announcer mentions in conjunction with Calf Scramble
- Link and logo placement on Calf Scramble webpage
- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo
- Ten (10) reserved balcony seats to the One HOT Rodeo
  - *Includes Fair gate admission on designated night*
  - *Must select performance date on the order form: October 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup>*
  - *Best seat available to be assigned*
- Five (5) one-day parking tickets
  - *Ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*
- Listed on the Calf Scramble Donor Board
  - *Located inside the Calf Scramble Participation Room*

## Brick the BASE

Make your mark or honor a loved one through the purchase of an engraved brick at the BASE at Extraco Events Center. This opportunity allows the community to support scholarships at the Heart O' Texas Fair & Rodeo while also leaving a lasting mark on the grounds. The bricks surrounding the firepit on the front patio of the building will be used for this program.

### **Engraved Brick - \$500**

- Includes up to 3 lines of engraving, 16 characters per line including spaces
- Engraving message must be sent to Katy Fehler - [katy@hotfair.com](mailto:katy@hotfair.com)



## **SOUTH 40 GUN RAFFLE**

*Ticket Sales Deadline: August 16, 2024*

*Nightly Raffle: September 2 – Until All Packages Are Given Away*

The South 40 Committee will host their gun raffle again this year to raise money for the Heart O' Texas Fair & Rodeo scholarship program. Over 30 days, 28 guns and 2 pellet grills will be given away. A list of which guns are available, as well as a complete list of rules and regulations can be found at [hotfair.com](http://hotfair.com). You **must be at least 21 years of age** to purchase a raffle ticket. All raffle tickets, sold and unsold, must be turned in on or before August 16<sup>th</sup>.

### ***Gun Raffle Ticket - \$100 (1,000 Available)***

- Numbers will be drawn by the Pick Three Texas Lotto Monday-Saturday at 6 p.m.
- If an unsold ticket number is drawn, the gun or grill for that day will be moved to the end of the raffle and another ticket will be drawn

### ***Raffle Rules (also available at [hotfair.com](http://hotfair.com))***

1. Limit of 1,000 tickets sold for \$100 each.
2. One ticket per \$100 donation.
3. Cash, personal checks, or credit cards are accepted for the purchase of a ticket. Firearms will not be awarded until the check clears the bank. Returned checks are subject to an additional fee and disqualification from the raffle.
4. By obtaining a ticket, you attest that you are a law-abiding citizen of good moral character, may legally possess the firearm (the winner has the intention of using the firearm only in a legal and safe manner), and will or have already obtained instruction on the safe use and operation of the firearm.
5. A specific firearm or grill is assigned to each day of the drawing. The winner on a particular day will win the firearm or grill assigned to that day.
6. Winning tickets will be re-entered into the raffle. The same ticket can win more than once.
7. There is no limit to the number of tickets purchased per person.
8. All firearms won are subject to availability and the South 40 Committee reserves the right to substitute a firearm of equal or greater value.
9. Winners will be contacted by telephone.
10. Proceeds benefit the Heart O' Texas Fair & Rodeo Scholarship Fund.
11. You must be at least 21 years old and a legal resident of the United States of America to purchase a ticket. Winners must be at least 21 years old to take possession of a rifle, shotgun or handgun. Tickets will not be made out to anyone under the age of 21.
12. Winners will be contacted using the information provided by the purchaser on the ticket stub. Please print legibly. In the event that the winner cannot be contacted, it is the responsibility of the winner to contact the South 40 Committee to claim his/her prize. Prizes are non-transferable; the person designated on the ticket must claim the prize. **ALL PRIZES MUST BE CLAIMED AND TRANSFER COMPLETED WITHIN NINETY DAYS OF THE SCHEDULED DATE THE TICKET IS DRAWN.**
13. The raffle is void where prohibited.
14. All laws and regulations of the Federal Bureau of Alcohol, Tobacco, and Firearms (BATF) apply.
15. All firearm(s) transfers will be coordinated by the gun dealer and all Federal and State laws will apply, including the state laws for the legal residence of the winning ticket holder.
16. Winners may be required to verify that the ownership of the firearm is legal in their state, city or town, prior to taking possession of the firearm.
17. At no time will the South 40 Committee take possession of the firearm. All winners will receive their firearms directly from Ace Hardware.
18. South 40 Committee limits any and all liability to the purchase price of the ticket purchased.

**(Gun Raffle – Continued on Next Page)**



## **GUN RAFFLE LIST**

1. FN Highpower 9MM FDE
2. Browning Buckmark Pistol 22LR
3. Springfield Armory SA35 9MM
4. Beneli Nove 12 GA 28"
5. Savage Axis II XP 270WIN w/ Scope
6. Remington 700 300WIN MAG
7. HOWA 1500 Superlite 308 Win
8. Traeger IRONWOOD 855 Package
9. Stoeger Coach Gun 12 GA 5X5
10. Smith and Wesson 1854 Lever 44MAG
11. Savage 110 7mm PRC w/ Scope
12. Sig Sauer 1911 10MM Emperior Scorpion
13. Rossi R95 30-30 20"
14. Freedomorb Nance 9mm AR Style
15. Ruger American 243 WIN
16. Browning Silver 12GA 28"
17. Savage Axis II XP 350 Legend w/ Scope
18. Beretta A400 12GA Extreme Plus
19. Remington 700 7mm REMMAG
20. Stoeger P3000 Tactical 12GA Pump
21. Browning Buckmark Pistol 22LR
22. Savage 110 6.5 PRC w/ Scope
23. Traeger IRONWOOD 855 Package
24. Henry Axe 410 Lever/Short Shotgun
25. Benelli Nove 12 GA 28"
26. Stoeger Double Defence 12 GA 5X5
27. Remington 700 270 WIN
28. Springfield Armory SA35 9MM
29. Ruger American 308WIN
30. HOWA 1500 Superlite 308 WIN



# VAQUERITOS MAS CHULOS CONTEST

*October 13, 2024*

The fourth annual Vaqueritos Mas Chulos (Cutest Cowboy/Cowgirl) Contest, presented by the Esperanza Committee, is a pageant for children ages 4-7. Kiddos wear their best western attire and showcase their best attitudes! The cutest boy and girl will be crowned. Prize package includes sash, crown, and bouquet. All participants receive a goodie bag.

## **Padrino (Contest Sponsor) - \$1,500 (Limit 1)**

- Recognition at the Vaqueritos Mas Chulos Awards Ceremony
  - Opportunity to present award to cutest boy and girl
- Name and/or logo on the Fair Friends Board
- Name and/or logo on website
- Name and/or logo on the goodie bag and opportunity to place an item in the goodie bag
- One (1) half-page, color digital ad in the Official Rodeo Program
  - *All orders and artwork for ads must be received on or before **Wednesday, August 14<sup>th</sup>***
  - *Rodeo programs are distributed free to Rodeo attendees via QR Code*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James – [erin@hotfair.com](mailto:erin@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo*
- Two (2) season passes
  - *Season Pass includes Fair gate admission each day (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for the Fair year (October 2024 – September 2025)*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

## **Patrocinador (Contest Supporter) - \$1,000 (Limit 1)**

- Recognition at the Vaqueritos Mas Chulos Awards Ceremony
- Name and/or logo on the Fair Friends Board
- Name and/or logo on website
- Name and/or logo on goodie bag and opportunity to place an item in the goodie bag
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

## **Amigo (Contest Friend) - \$500 (Limit 4)**

- Recognition at the Vaqueritos Mas Chulos Awards Ceremony
- Name and/or logo on the Fair Friends Board
- Name and/or logo on website
- Opportunity to place an item in the goodie bag
- Four (4) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) one-day parking ticket
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*

# **JALAPENO EATING CONTEST**

*October 13, 2024*

## **Jalapeno Eating Contest Sponsor - \$500 (Limit 1)**

- Recognition at the Jalapeno Eating Contest Awards Ceremony
  - Opportunity to present award to winner
- Name and/or logo on the Fair Friends Board
- Name and/or logo on website
- Four (4) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> – 13<sup>th</sup>)*
  - *Does not include admission to the One HOT Rodeo or Mexican Rodeo Spectacular*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) one-day parking ticket
  - *Each ticket valid any day during the 2024 Fair & Rodeo (October 3<sup>rd</sup> – 13<sup>th</sup>)*