



2024 SPONSORSHIP OPPORTUNITIES

# OUR MISSION

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



The Heart O' Texas Fair & Rodeo, held at the Extraco Events Center in Waco, is a 501(c)(3) charitable organization. We operate year-round alongside our more than 500 active volunteers. Our Organization awards over \$350,000 in Youth Scholarships every year to students from all over Texas. We are committed to educating our Youth, and being an active member of our Community.



# EVENT STATISTICS

Attendance: 217,828

Scholarships: \$364,000 Awarded to Texas Students in 2023

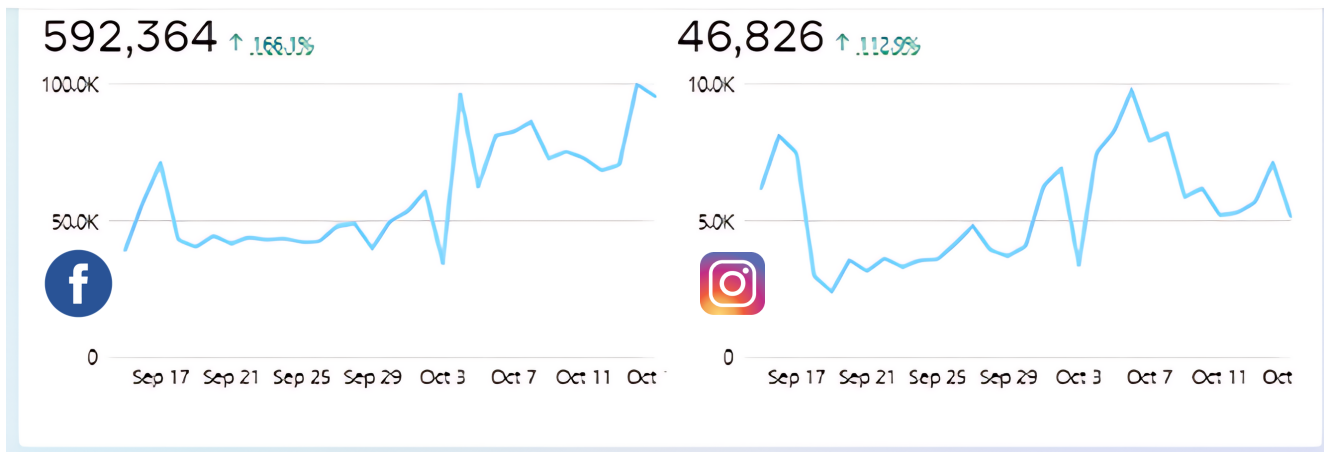
Numbers:

- Over 8,500 Livestock Show Entries
- 8 Nights of PRCA Rodeo
- 7 Nights of Live Music - both Regional and National Artists
- Attendees traveled the furthest from Germany to attend our event (over 50)

Social Media Reach:



- Over 50,000 Followers
- Proven reach of over 600,000 Views during the month of October



# 2024 OPPORTUNITIES

OPPORTUNITY	NO. AVAIL	DESCRIPTION
<p><b>DIAMOND LEVEL: \$100,000 +</b></p>	<p>1</p>	<p>Overall Presenting Sponsor for the Heart O' Texas Fair &amp; Rodeo. Eleven (11) event days with your name attached. Signage with your logo on main ground floor of the Arena and your organization name attached to any and all advertising associated with the event, including on the website and all social media. Name and/or logo placement used in conjunction with all event Advertising including but not limited to:</p> <ul style="list-style-type: none"> <li>• Nine (9) different commercials to be played across three (3) Regional TV Stations during peak times from September 1 – October 13 (or last day of Fair)</li> <li>• Two Thousand Five Hundred (2,500) :30 second commercials to be aired across Partner Network during peak times</li> <li>• A minimum of three (3) Ad spins a day across Eleven (11) regional Radio Stations</li> <li>• Profile Picture for all HOTFR Social Media Channels</li> <li>• All Staff and Volunteer Apparel (15 Staff Members / 500+ Volunteers)</li> <li>• On all Sponsor Credential Boxes (200+)</li> <li>• On Artist Line-Up Announcements</li> <li>• Name used in conjunction anywhere the full Heart O' Texas Fair and Rodeo logo is used. (print, digital, and apparel)</li> </ul>
<p><b>PLATINUM LEVEL: \$50,000 - \$99,999</b></p>	<p>5</p>	<p>Presenting Sponsor/Naming Rights of one of the 5 Areas of the Fair and Rodeo (Rodeo, Livestock Show, Music Stage, Shopping Pavilion, Midway/Carnival) Name included in all News, Radio, and Digital Advertising for that Area. Signage in all aspects of that Area. Sponsorship packages for Platinum Sponsors are customized to meet the marketing objectives of each sponsor. Benefits include:</p> <ul style="list-style-type: none"> <li>• Presenting recognition for an Area at the Heart O' Texas Fair &amp; Rodeo. Example: Midway Powered by Oncor</li> <li>• Promotional recognition (logo placement when available) on all references by the Fair of the named Area. Including: <ul style="list-style-type: none"> <li>○ HOT Fair &amp; Rodeo Website</li> <li>○ Visitor's App/Map</li> <li>○ Social media mentions/tag</li> <li>○ Email features</li> </ul> </li> <li>• Daily mentions by Announcers during the Fair recognizing Presenting Sponsors.</li> <li>• Logo placement on all local news ads promoting the Fair as related to sponsored Area.</li> <li>• Sponsor recognition with logo placement on the Fair's website.</li> <li>• Sponsor recognition with logo placement on App/Map</li> <li>• Premium Admission Ticket Package (up to 250 GA tickets) for distribution to employees, partners or for use in company promotions.</li> <li>• Dedicated online sales channel for discounted employee tickets.</li> <li>• Access to commercial exhibit space for activation throughout the dates of the Fair.</li> </ul>

# 2024 OPPORTUNITIES CONT'D

OPPORTUNITY	NO. AVAIL	DESCRIPTION
<b>GOLD LEVEL:</b> <b>\$25,000 -</b> <b>\$49,999</b>	6	<p>Sponsorship packages for Gold Sponsors are customized to meet the marketing objectives of each sponsor. Benefits include:</p> <ul style="list-style-type: none"> <li>• Presenting Sponsor of one of the daily Attractions (or of a Parking Lot) for all eleven (11) days at the Fair. Various showtimes every day with large captive audience attendance. (Ex. Mutton Bustin brought to you by Coca Cola)</li> <li>• Sponsor recognition with name/logo placement at the Attraction and on the Fair's website.</li> <li>• Sponsor name attached to the Attraction on the App/Map.</li> <li>• Premium Admission Ticket Package (up to 100 GA tickets) for distribution to employees, partners or for use in company promotions.</li> <li>• Short-term activation opportunity. Access to commercial exhibit space</li> <li>• Promotional support of short-term activation:               <ul style="list-style-type: none"> <li>◦ Listing on Daily Schedule for each day of activation</li> </ul> </li> <li>• Sponsor Name/Logo used in ALL Advertising regarding the Attraction, including News, Radio, and Social Media.</li> </ul>
<b>SILVER LEVEL:</b> <b>\$10,000 -</b> <b>\$24,999</b>	15	<p>Sponsorship packages for Silver Sponsors are customized to meet the marketing objectives of each sponsor. Benefits include:</p> <ul style="list-style-type: none"> <li>• Presenting Sponsor of an Event within the Rodeo or Livestock Show. Various performances on select days with large captive audience attendance. (Ex. Bull Riding presented by Bobcat of Waco)               <ul style="list-style-type: none"> <li>◦ Your Name and Logo to be used on all advertising associated with the event, including the website, digital rodeo program, rodeo day sheets, and all social media. Your name will be announced multiple times over the loud speaker during the Event inside the Extraco Coliseum and/or Extraco Show Pavilion..</li> </ul> </li> <li>• Premium Admission Ticket Package (up to 50 GA tickets) for distribution to employees, partners or for use in company promotions.</li> <li>• 4 Back Porch Club Memberships good for all eight (8) days of PRCA Rodeo.</li> <li>• Short-term activation opportunity. Access to commercial exhibit space.</li> <li>• Promotional support of short-term activation includes listing on Daily Schedule for each day of activation.</li> </ul>
<b>BRONZE LEVEL:</b> <b>\$5,000 -</b> <b>\$9,999</b>	20	<p>Sponsorship packages for Bronze Sponsors are customized to meet the marketing objectives of each sponsor. Options at this level vary:</p> <ul style="list-style-type: none"> <li>• Possible Livestream Sponsor</li> <li>• Possible Commercials played on large LED Screens</li> <li>• Option to purchase a Backlit sign to be lit up during all events year round (Minimum 2 year commitment)</li> <li>• Possible Vendor Booth</li> <li>• Possible Giveaways at the Main Entrance</li> <li>• Sponsor will be listed on the website and the App</li> </ul>

# ADDITIONAL INFORMATION

All Sponsorship levels include signage at their area.. We can add tickets/parking/credentials to any package. All Sponsorships must be a win-win, so we will absolutely work with your budget and customize a package to fit your needs.

All Sponsorships are awarded based upon first come first served basis, however, Sponsors from the previous year will have first right of refusal. We reserve the right to decline a partnership if the organization does not fit our Mission or if there is an existing Exclusivity Agreement.

These options are specific to the Heart O' Texas Fair & Rodeo, but we also offer Sponsorship options for our other events throughout the year. Please contact us to get more information about becoming a partner.