

# CHAMPION SPONSOR



COST \$13,000

BENEFITS:

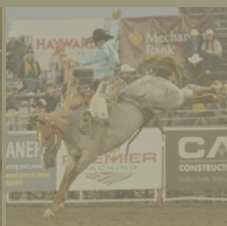
TICKETING

- 1 Eight (8) Sponsor VIP tickets for each day of the Rodeo event. Each ticket is good for one (1) admission into the Salinas Sports Complex and designated Sponsor VIP areas: Sponsor Hospitality Tent, Sponsor VIP Seating Area and the ATS Transportation VIP Bar.
  - Extra Sponsor VIP tickets may be purchased for \$300 each. Limited availability, per your sponsorship package.
  - Seating is available on a first come, first served basis. No reserved seating
- 2 Two (2) Sponsor Parking Pass for each day of the Rodeo event. Sponsor Parking Pass good for parking in Lot Y.
- 3 Fourteen (14) General Admission tickets to the South Grandstands for each day of the Rodeo event.

*\*Note: In-kind Sponsors will be required to pay an additional fee of \$1,000 to have the arena sign displayed and the sponsor flag presented.*

See Reverse →

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## SIGNAGE & ADVERTISING

- 4 One (1) 4' x 6' Sponsor logo flag presented during the Rodeo Sponsor Flag presentations.
  - *Guaranteed one presentation per performance, possibly more. Sponsor to produce the flag.*
- 5 One (1) 4' by 8' Sponsor vinyl banner to be displayed on the back of the West Grandstands during the Rodeo Event. Sponsor to produce the banner.
- 6 Option for an additional \$1,000 investment, Sponsor logo arena sign displayed in the Jim Bardin Arena during the Rodeo event. Rodeo Association to produce the sign.
- 7 Option for Sponsor named Track Event OR Location Naming Right for more exposure.
  - *Track Events OR Location Naming rights are available on a first come, first served basis. Subject to availability.*

## ADDED VALUE

- 8 One framed Rodeo Commemorative Poster.
- 9 Sponsor logo and link on the Rodeo's homepage (scrolling logos) and on the Sponsor Roster page on the California Rodeo's website.
- 10 Sponsor logo displayed on the Big Screen(s) during the Rodeo pre-show loop.
- 11 Sponsor name listing on the Sponsor Roster banners displayed in the Sponsor Hospitality Tent.
- 12 An invitation to the Sponsor Pick Up Party, held approximately three (3) weeks prior to the Rodeo event.
- 13 Public address recognition as a Champion Sponsor during the Rodeo event. Subject to approval.

*The Sponsor committee is open to working with Sponsors individually to customize each package to better suit the needs of your business.*