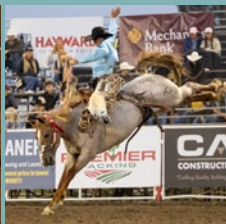


SPONSOR LEVEL



COST \$5,000

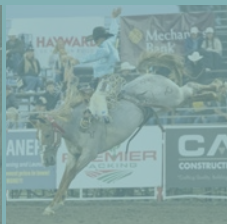
BENEFITS:

TICKETING

- 1 Four (4) 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 One (1) Sponsor Parking Pass for each day of the Rodeo event. Sponsor Parking Pass good for parking in Lot Z.
- 3 Six (6) General Admission tickets to the South Grandstands for each day of the Rodeo event.

See Reverse →

SPONSOR LEVEL



SIGNAGE ELEMENTS

- 4 One (1) 4' by 8' Sponsor vinyl banner to be displayed on perimeter fencing during the Rodeo Event. Sponsor to produce the banner.

ADDED VALUE

- 5 One framed Rodeo Commemorative Poster.
- 6 Sponsor name listing on the Sponsor Roster page of the California Rodeo website.
- 7 Sponsor name listing on the Sponsor Roster banners displayed in the Sponsor Hospitality Tent and on the Big Screen(s).
- 7 Sponsor name listing on the Sponsor Roster page in the Souvenir Program.
- 9 An invitation to the Sponsor Pick Up Party, held approximately three (3) weeks prior to the Rodeo event.
- 10 Sponsor name announced during the Rodeo Event.

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

MAJOR SPONSOR



COST \$7,000

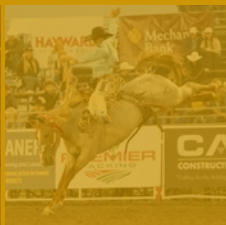
BENEFITS:

TICKETING

- 1 Six (6) 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 One (1) Sponsor Parking Pass for each day of the Rodeo event. Sponsor Parking Pass good for parking in Lot Z.
- 3 Ten (10) General Admission tickets to the South Grandstands for each day of the Rodeo event.

See Reverse →

MAJOR SPONSOR



SIGNAGE & ADVERTISING

- 4 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.
- 5 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

- 6 One framed Rodeo Commemorative Poster.
- 7 Sponsor name listing and link on the Sponsor Roster page of the California Rodeo website.
- 7 Sponsor name listing on the Sponsor Roster banners displayed in the Sponsor Hospitality Tent and on the Big Screen(s).
- 9 Sponsor name listing on the Sponsor Roster page in the Souvenir Program.
- 10 An invitation to the Sponsor Pick Up Party, held approximately three (3) weeks prior to the Rodeo event.
- 11 Sponsor name announced during the Rodeo Event.

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

CHAMPION SPONSOR



COST \$13,000

BENEFITS:

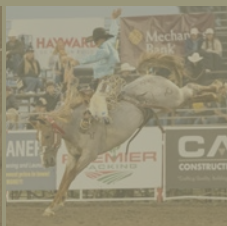
TICKETING

- 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 →

CHAMPION SPONSOR



SIGNAGE & ADVERTISING

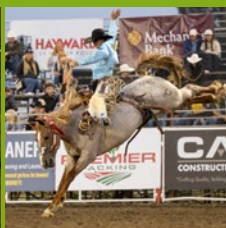
- 4 One (1) 4' x 6' Sponsor logo flag presented during the Rodeo Sponsor Flag presentations.
 - *Guaranteed one presentation per performance, possibly more. Sponsor to produce the flag.*
- 5 One (1) 4' by 8' Sponsor vinyl banner to be displayed on the back of the West Grandstands during the Rodeo Event. 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.

GOLD CHAMPION SPONSOR



COST \$19,000

BENEFITS:

TICKETING

- 1 Fourteen (14) 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
- 1 Three (3) Sponsor Parking Pass for each day of the Rodeo event. Sponsor Parking Pass good for parking in Lot Y.
- 3 Twenty-two (22) General Admission tickets to the South Grandstands for each day of the Rodeo event.
- 4 Option to purchase one (1) Hayward Pavilion Sponsor box for one (1) year.
 - Hayward Pavilion Sponsor boxes are only available to Gold Champion, Grand Champion, and All-Around Grand Champion Sponsors and are available at a first come, first served basis.

**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 →

GOLD CHAMPION SPONSOR



SIGNAGE & ADVERTISING

- 5 Option for Sponsor named PRCA Arena & Buckle Donor Event Sponsorship OR Location Naming Right for more exposure.
- Available on a first come, first served basis.
- 6 Digital scrolling ad on the Tickets page of the California Rodeo's website.
- 7 One (1) Sponsor logo arena sign displayed in the Jim Bardin Arena during the Rodeo event. Rodeo Association to produce the sign.
- 7 One (1) 4' x 6' Sponsor logo flag presented during the Rodeo Sponsor Flag presentations.
- Guaranteed one presentation, possibility more. Sponsor to produce the flag.
- 9 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.

ADDED VALUE

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

GRAND CHAMPION SPONSOR



COST \$29,000

BENEFITS:

TICKETING

- 1 One (1) Reserved Table for eight (8) guests in the Sponsor Hospitality Tent for two (2) hours when the Sponsor Hospitality Tent opens.
- 2 Twenty (20) 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
- 3 Four (4) Sponsor Parking Pass for each day of the Rodeo event. Sponsor Parking Pass good for parking in Lot Y.
- 4 Thirty (30) General Admission tickets to the South Grandstands for each day of the Rodeo event.
- 5 Option to purchase one (1) Hayward Pavilion Sponsor box for one (1) year.
 - Hayward Pavilion Sponsor boxes are only available to Gold Champion, Grand Champion, and All-Around Grand Champion Sponsors and are available at a first come, first served basis.

**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 →

GRAND CHAMPION SPONSOR



SIGNAGE & ADVERTISING

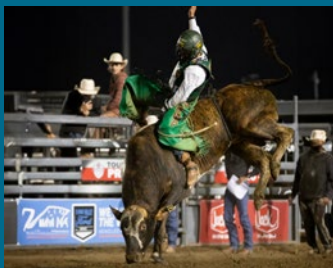
- 6 One (1) 15 to 30 second Sponsor provided commercial to play preshow and one during the Rodeo performance on the Big Screen(s).
- 7 Option for Sponsor named PRCA Arena & Buckle Donor Event Sponsorship OR Location Naming right for more exposure.
- Available on a first come, first served basis.
- 7 Digital scrolling ad on the Tickets page of the California Rodeo's website.
- 9 One (1) 2' x 8' Sponsor logo chute gate sign displayed on the bucking chutes during the Rodeo event.
- 10 One (1) Sponsor logo arena sign displayed in the Jim Bardin Arena during the Rodeo event. Rodeo Association to produce the sign.
- Arena sign placed in premium locations for maximum exposure.
- 11 One (1) 4' x 6' Sponsor logo flag presented at Grand Entry and during the Rodeo Sponsor Flag presentations.
- Guaranteed two presentations, possibility more. Sponsor to produce the flag.
- 12 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.

ADDED VALUE

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

BIG WEEK BULL RIDING SPONSOR OPPORTUNITIES



PRESENTING SPONSOR OR LOCATION NAMING RIGHT SPONSOR COST \$10,000 BENEFITS:

SIGNAGE ELEMENTS

- ❶ Sponsor recognized as Presenting Sponsor or Location Naming Right Sponsor.
 - Only one (1) Presenting Sponsor available. Inquire with the Sponsorship Committee
 - Multiple opportunities available for various Naming Rights. Inquire with the Sponsorship Committee
- ❷ Sponsor name displayed on one (1) chute gate during the event.
- ❸ Two (2) 4' x 8' Sponsor-supplied banners displayed at the event.
 - Rodeo Association not responsible for stolen banners. Banners must have grommets.
- ❹ Sponsor logo displayed on the Big Screen(s) during the event.
- ❺ Sponsor logo and listing as **Presenting Sponsor** of the event with link to Sponsor website on carodeo.com.
- ❻ Public address recognition as **Presenting Sponsor** of the event.
- ❼ Listing in press release distributed to media announcing Sponsors.

TICKETING

- ❽ Eighteen (18) Box Seats for the event.
- ❾ Eighteen (18) VIP tickets to Sponsor Pre-Party for the event.
- ❿ Four (4) Sponsor Parking Passes for the event.
- ⓫ Twenty (20) Lower Grandstand tickets in the West Grandstands section for the event.

Extra Pre-Party tickets may be purchased if available. Inquire with committee for price.

CHUTE GATE SPONSOR

COST \$5,000

BENEFITS:

- 1 Sponsor name displayed on one (1) chute gate during the event.
- 2 One (1) 4' x 8' Sponsor-supplied banner displayed at the event.
*- Rodeo Association not responsible for stolen banners.
Banners must have grommets.*
- 3 Sponsor logo displayed on the Big Screen(s) during the event.
- 4 Sponsor logo and listing as **Chute Sponsor** of the event with link to Sponsor website on carodeo.com.
- 5 Public address recognition as a **Chute Sponsor** of the event.
- 6 Listing in press release distributed to media announcing sponsors.
- 7 Twelve (12) Box Seats for the event.
- 7 Twelve (12) VIP tickets to Sponsor Pre-Party for the event.
- 9 Three (3) Sponsor Parking Passes for the event.
- 10 Eight (8) Upper Grandstand tickets in the West Grandstands section for the event.

Extra Pre-Party tickets may be purchased if available. Inquire with committee for price.

BUCK OFF SPONSOR

COST \$3,500

BENEFITS:

- 1 One (1) 4' x 8' Sponsor-supplied banner displayed at the event.
*- Rodeo Association not responsible for stolen banners.
Banners must have grommets.*
- 2 Sponsor logo displayed on the Big Screen(s) during the event.
- 3 Sponsor logo and listing as **Buck off Sponsor** of the event with link to Sponsor website on carodeo.com.
- 4 Public address recognition as a **Buck off Sponsor** of the event.
- 5 Listing in press release distributed to media announcing Sponsors.
- 6 Twelve (12) Box Seats for the event.
- 7 Twelve (12) VIP tickets to Sponsor Pre-Party for the event.
- 7 Two (2) Sponsor Parking Passes for the event.

Extra Pre-Party tickets may be purchased if available. Inquire with committee for price.

HUNG UP SPONSOR

COST \$2,000

BENEFITS:

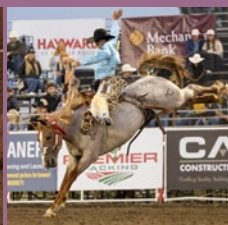
- 1 One (1) 4' x 8' Sponsor-supplied banner displayed at the event.
*- Rodeo Association not responsible for stolen banners.
Banners must have grommets.*
- 2 Sponsor logo displayed on the Big Screen(s) during the event.
- 3 Sponsor logo and listing as **Hung Up Sponsor** of the event with link to Sponsor website on carodeo.com.
- 4 Public address recognition as a **Hung Up Sponsor** of the event.
- 5 Listing in press release distributed to media announcing Sponsors.
- 6 Six (6) Box Seats for the event.
- 7 Six (6) VIP tickets to Sponsors Pre-Party for the event.
- 7 One (1) Sponsor Parking Pass for the event.

*Extra Pre-Party tickets may be purchased if available.
Inquire with committee for price.*

ALL CALIFORNIA RODEO SPONSORS ARE ELIGIBLE FOR A "HUNG UP" SPONSORSHIP PACKAGE AT A DISCOUNTED RATE.

- Please inquire with the Sponsorship committee for further details and pricing.

2024 RODEO SPONSORS



All Around Grand Champion Sponsors

- Carlon's Fire and Safety
- Coors
- Crown Royal
- Jack in the Box
- Wrangler

Grand Champion Sponsors

- American AgCredit
- Granite Construction
- KSBW 8 • NBC • ABC • Estrella TV
- Mag One Media
- Mission Linen & Uniform Supply
- RDO Equipment Co.
- Republic Services of Salinas
- Tanimura and Antle
- Taylor Farms
- Univision/Unimas

Gold Champion Sponsors

- Advanced Transportation Services
- Boot Barn
- Central Coast Sign & Design
- Church Brothers Farms
- East Bay Tire
- Holiday Inn Express & Suites
- IPM Specialist
- Kaiser Foundation Health Plan, Inc.
- Mechanics Bank
- Nutrien Ag Solutions
- Pacific Ag Rentals
- Pacific Valley Bank
- RAC3 Logistics
- Salinas Valley Health
- Star Market
- Vallarta Supermarkets
- Valley Farm Management

Champion Sponsors

- 92.7 KTOM FM
- AG Land Trust
- Alco Water Company
- Alfredo's Concrete 1 Inc.
- Alsop Pump - Muller Irrigation
- Associated Services
- AvidWater
- Best Buy
- Boyds Asphalt Services
- Bunker and Sons
- Cal Construction
- California Towing
- California Water Service
- CLA (CliftonLarsonAllen LLP)
- Coastal Tractor
- Coca Cola
- Comgro Soil Amendments, Inc
- D & M Traffic Services, Inc
- DaneCo Electric

- Dataflow Business Systems
- Don Chapin Company
- Drew Massa Transportation
- Driscoll's
- EFFECTV
- Empire Farm Labor Contractor/ Ay Caramba Real Mexican Food
- Enza Zaden
- Fresh Foods, Inc
- Golz Construction, Inc
- GreenGate Fresh
- Hayward Lumber Company
- Hitchcock Farms
- Iconix Waterworks
- Jefferson Farms
- Jenkinson Construction
- Jim & Sally Martins Family
- Justin Brands dba Justin Boots
- KION/Telemundo
- KLOK & KSES
- KWAV 96.9 FM
- La Preciosa 100.7 & 100.9
- McDonalds Raymond Costa
- Mia Fusion Cuisine/Pasta Mia
- MyCars.com
- Naturipe Berry Growers
- NorCal Mobile Mechanic
- Painting by Noe
- Precious Stone PR Inc
- Premier Packing
- Quinn Rentals
- Sabor Farms
- Salinas Valley Barb Wire
- Sam Ruiz Painting
- Save On Cleaners
- SILKE Communications
- Standard Event Rentals
- Sturdy Oil
- The Outdoor Market at the Rodeo/ El Mercado Popular
- United Rentals
- Valley Fabrication
- Vista Verde Labor
- Yanez Trucking

Major Sponsors

- 1NEN Logistics LLC
- 1st Capital Bank
- 95.5 BOB & 101.7 The Beach
- Oseguera Company, Inc.
- Ace High Designs
- Artistic HangUps
- Artistic Shower & Glass
- Ausonio Construction
- BASF | Nunhems
- Bengard Ranches
- Black Bear Diner
- Boutonnet Farms
- Braga Fresh
- Buena Vista 6 LLC

See Reverse →

2024 RODEO SPONSORS

- Butch & Vivien Lindley
- C & A Truck Brokerage
- C&N Tractors
- CalNonprofits Insurance Services
- Cardinale Moving and Storage, Inc.
- Christensen & Giannini
- Clinica de Salud del Valle de Salinas
- Coastal Grower
- Coastline Family Farms
- Custom Harvesting
- Denham Plastics/Bin Dr/Orbis
- Dobler & Sons, LLC
- EBX Logistics
- Elli's Great American Restaurant
- Enterprise Truck Rental/
Enterprise Fleet Management
- Fletes Pressure Wash
- Foothill Packing
- Fox 35
- Fresh Express
- Gold's Gym NorCal
- Green Valley Farm Supply
- Grower's Pub
- Henry Hibino Farms, LLC
- Johnson Associates
- JoyPers Shoes
- JRG Attorneys at Law
- KDON 102.5 FM
- KHIP The Hippo 104.3FM
- L.A. Hearne Company
- Loughtons Cabinets
- Maid in America
- Master Painting and Coating
- Montana Silversmiths
- Monterey Herald
- Monterey Regional Airport
- Monterey Signs
- Moresco Farms
- Nielsen Properties/Fowler Ranch
- Noland, Hamerly, Etienne & Hoss
- Northridge Mall
- Ocean Mist Farms
- Olive Valley Inc.
- Overhead Door Company of Salinas
- Pacific International Marketing
- Portobello's
- POWERTALK 1460 AM & KOCN 105.1
- PSTS INC.
- Rain for Rent
- Raley's/Nob Hill
- RC Farms
- RDOWater
- Relation Insurance Services
- River Fresh Farms
- SafetEquip
- Salinas Valley Sheds
- Salinas Valley Tire
- Scudder Roofing & Solar
- Sonja Giovanetti Consulting
- Soria Contracting and Solutions, Inc.
- Star Sanitation
- Supreme Labor Services, Inc.
- The Bachan Group
- The Barba Family
- The Sherwin Williams Company
- Toro Petroleum
- Tricord Tradeshow Services, Inc.
- U.S. Bank
- Valley Harvest LLC
- Valley Pallet
- Wheeler's Flooring
- AMW Express LLC
- AT&T
- Beecher Engineering, Inc.
- Bety's Boutique
- Bokay Nursery
- Cactus Ropes/
Cactus Gear & Cactus Saddlery
- Cal Coast Machinery
- California Giant Berry Farms
- California Safe Soil
- Chevron
- Chick-fil-A North Salinas
- Cisne Family
- CO2 KRAY AND KMJV
- Community Action Board of Santa
Cruz County Inc
- Cypress Berry Farms
- Dardini Logistics LLC
- D'Arrigo California/Andy Boy
- Dave Pedrazzi Family
- Dave's Hay Barn
- DeeDee Nucci-Reyna & Rich Radley
- Double S Ranch Land and
Cattle Company
- Express Market Inc.
- Elvi's Cleaning Service
- GRowers Container Co.
- HGC-Harman Group
- iTradeNetwork
- J.M. Equipment
- Joseph J. Massolo
- John Bramers
- Kings Den
- Kleinfeldt Family BBQ Inc.
- La Sirenita Tree Service
- Mansmith's Barbeque
- Massolo Brothers, Inc
- Merrill Family
- Monterey County Mosquito
Abatement District
- Monterra Construction
- Muzzi Family Farms
- Nature's Reward
- NC Construction Inc
- Northwestern Mutual
- Pezzini Berry Farms
- PJ Grafax
- Premier Valley Bank
- Quinn Company
- Rafter M Welding & Fabrication
- Reiter Affiliated Companies
- Relation Insurance Services,
formerly Pan American
- Rincon Farms
- Sakata Seed America
- Salinas Pump Company
- Salinas Valley Dental Care
- Sconberg Ranch
- Skillicorn Land & Cattle
- Silverstone Landscaping
- Simplot Growers Solutions
- Snow Seed & Supplies Inc.
- Steinbeck Country Equine
- Takii Seeds
- Tavares Transportation Inc.
- The Nunes Company
- The Salad Farm
- Tom Carriger Plumbing
- TopFlavor Farms
- TowBoatU.S. Santa Cruz
- Valley Express
- Valley Farms
- Valley Pacific Petroleum Services, Inc.
- Vegetable Growers Supply
- Wilbur Ellis
- Winsupply Monterey County

Sponsors

- 3 Star Lettuce
- Albert Alvarado Family
- Alliant Insurance Services, Inc.
- Alta-Cal Roofing