



**Thank you for your interest in the Redding Rodeo! 2024 was a record-breaking year for the Redding Rodeo and we are gearing up for even more fun in 2025 with the 77<sup>th</sup> Redding Rodeo on May 14 – 17, 2025.**

**Our sponsorship program is vital to the financial success of our community event. We pride ourselves in our community involvement which results considerable impact to local organizations and numerous non-profits as well as an estimated \$8 to \$10 million dollar economic impact to the City of Redding. We would love to have you join the Redding Rodeo Family as a sponsor.**

**Following you will find some of the sponsorship packages we have available. We are always happy to visit with you to customize a sponsorship that helps meet your marketing goals.**

**Don't hesitate to contact me with any questions.**

**Warmly,  
Ted Bambino – Sponsorship Chairman  
Redding Rodeo  
[sponsorships@reddingrodeo.com](mailto:sponsorships@reddingrodeo.com)  
530-228-8708**



# 77<sup>th</sup> Redding Rodeo

## May 14 - 17, 2025

### Available Sponsorship Opportunities

#### **Diamond Level Sponsor**

**Cost:** \$7,500

**Benefits:** As a Diamond level sponsor you will receive the following for all four performances of the Redding Rodeo.

- ✓ 30-second video sponsor-provided commercial to be played on the Scoreboard prior to the start of the rodeo each performance.
- ✓ 4' x 8' sign in the rodeo arena in a prominent location
- ✓ Flag with your logo displayed horseback in the arena
- ✓ Announcer recognition
- ✓ Sponsor Logo with link on Reddingrodeo.com
- ✓ 1/2 Page ad in the Redding Rodeo Program
- ✓ 10 Rodeo Flats tickets for each performance (40 tickets). Rodeo Flats Seating includes dinner and no-host bar.
- ✓ 10 General Admission tickets for each performance (40 tickets)

#### **Platinum Sponsor**

**Cost:** \$5,500

**Benefits:** As a Platinum level sponsor, you will receive the following for all four performances of the Redding Rodeo.

- ✓ Sponsor Flag will be displayed approximately ½ way thru each performance night.
- ✓ Announcer recognition during the rodeo
- ✓ 4' x 8' sign in the rodeo arena
- ✓ Logo with link on sponsor page on Reddingrodeo.com
- ✓ Logo displayed on the video board prior to the rodeo performance
- ✓ Listed as a sponsor in the Redding Rodeo Program
- ✓ 6 Rodeo Flats tickets for each performance (24 tickets). Rodeo Flats Seating includes dinner and no-host bar.
- ✓ 6 General Admission tickets for each performance (24 tickets)

#### **Gold Sponsor**

**Cost:** \$4,500

**Benefits:** As a Gold level sponsor, your company will receive the following for all four performances of the Redding Rodeo.

- ✓ 4' x 8' sign in the rodeo arena
- ✓ Logo with link on sponsor page on Reddingrodeo.com
- ✓ Logo will be displayed on the video board
- ✓ Listed as a sponsor in the Redding Rodeo Program
- ✓ 6 Rodeo Flats tickets for each performance (24 tickets). Rodeo Flats Seating includes dinner and no-host bar.
- ✓ 6 General Admission tickets for each performance (24 tickets)

Redding Rodeo Sponsorships • [sponsorships@reddingrodeo.com](mailto:sponsorships@reddingrodeo.com) • 530.241.5731

## **Silver Sponsor**

**Cost:** \$3,500

**Benefits:** As a Silver sponsor your company will receive the following for all four performances of the Redding Rodeo.

- ✓ 4' x 8' sign in the rodeo arena
- ✓ Logo with link on sponsor page on Reddingrodeo.com
- ✓ Listed as a sponsor in the Redding Rodeo Program
- ✓ 4 Rodeo Flats seats for all four performances of the Redding Rodeo (16 tickets)
- ✓ 4 General admission tickets for each performance (16 tickets)

## **SOLD OUT SPONSORSHIPS OPPORTUNITIES**

**Performance Sponsor - Sold Out**

**Rodeo Event Sponsor - Sold Out**

**Platform Sponsor - Sold Out**

**Chute Sponsor - Sold Out**

**Arena Signage - Sold Out**

## **Redding Rodeo Program**

The Redding Rodeo will publish a Commemorative Rodeo Program. Some sponsorships include an ad, but you can purchase an ad along with any sponsorship.

Full page ad 8 1/2 x 11 - .125" bleed - \$1000

1/2 page 8.5 x 5.5. - \$500

3/4 page ad - \$700

1/4 page ad 4.25 x 5.5. - \$350

Business card ad 3.5 x 2 -\$ 200

Other ad options: Inside front or back cover: \$1500

2 full facing pages: \$2200

2 full facing pages center: \$2500

Outside Back Cover: \$2500

## **Additional Tickets**

As a Redding Rodeo Sponsor you will be entitled to purchase extra tickets while supplies last. Redding Rodeo Reserves the right to limit these extra ticket sales. Further information will be included in your sponsor contract.

## **Details**

Upon selection of any of the above sponsor levels you will be sent a contract with detail about your sponsorship and presented with an invoice at that time. Sponsorship payments are due April 1<sup>st</sup>, 2025.

