

The Sonny Sikes Pioneer Chute out Sponsorship Opportunities

Supporting collegiate rodeo cowboys and cowgirls
inaugural event



October 16-19, 2024

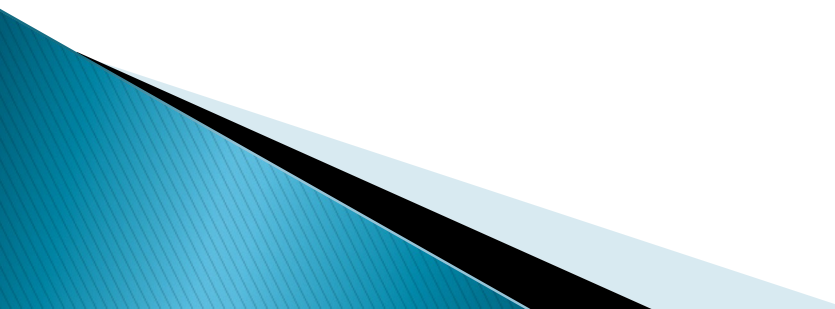
About US

Trinity Valley Exposition Fair & Rodeo is a time honored tradition supporting the youth of Liberty and Chambers county agriculture and western heritage since 1909. It is our goal to promote a family experience, advance agricultural knowledge and celebrate the western way of life. We hope to help build the youth of today for tomorrow's future by providing enrichment opportunities such as livestock, home economics and photography competitions, youth scholarships, livestock auctions and youth and collegiate rodeos just to name a few.

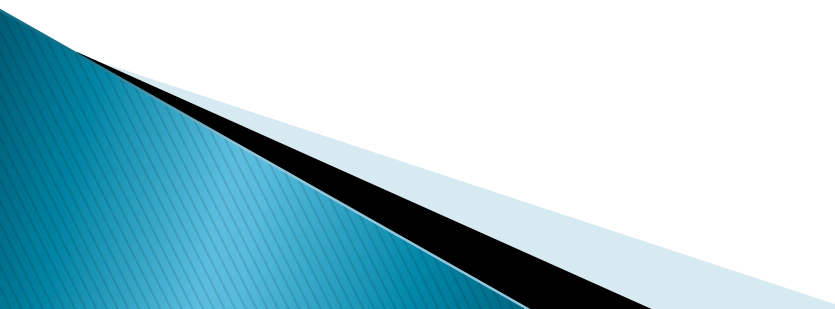
To continue this grand tradition, we ask you to consider an opportunity to sponsor and help enrich our programs. TVE is a 501-C (3) non-profit organization so that your donations are tax deductible. Sponsorship benefits the donor by guaranteeing a banner or banners to advertise your business or personal interests which will be displayed on the grounds during the event. There are several levels in which to participate. Sponsor packets vary with the level of sponsorship to include nightly rodeo tickets, parking passes and armbands to our private hospitality room exclusive to sponsors. The hospitality room offers nightly catered meals and open bar Wednesday through Saturday nights prior to the rodeo performances. Each meal is catered by a different Liberty or Chambers county business in our effort to support our local community. Benefits of the packet may be used by the sponsor or passed along as complimentary passes to whomever they choose.

We welcome you to join us in promoting the longest running event supporting the youth of Liberty and Chambers counties, and also the first of it's kind across the United States, National Collegiate Champion Shootout for our collegiate rodeo athletes. We commit to our community to present our best efforts to provide an amazing experience and exciting future. With great anticipation, we declare the 115th TVE Fair & Rodeo open for business.

Fun Facts

- ▶ Payout will increase from 100,000.00 in 2023 to 130,000.00. We are growing this event daily.
 - ▶ We are the second longest running fair and rodeo in history
 - ▶ Throughout our fair and rodeo we will see approximately 45000 people.
 - ▶ American qualifier
 - ▶ We have a 12,278 following on Facebook and 1,131 on Instagram with Tik Tok being added this year.
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Promos

- ▶ Multiple opportunities to promote your company such as PA announcements throughout the rodeo, in arena signage, poster with logo advertising event, social media posts on our end as well as sharing your posts on our page.
 - ▶ Big screen advertising on 2 screens, one inside arena and one outside.
 - ▶ Possible billboard logos for the event.
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Sponsorship Levels

Corporate Sponsorships

Available upon request

Legends

\$10,000.00 +

- ▶ Sponsor logo on event marketing
- ▶ Mentions by announcer during events
- ▶ Invitation to special sponsor dinner
- ▶ 2 sponsor banners- 1 road frontage, 1 arena
- ▶ 10 Hospitality armbands that allow holder into rodeo, VIP and sponsor hospitality area for each night of the rodeo
- ▶ 14 General admission tickets to each rodeo performance
- ▶ 2 parking passes in designated areas
- ▶ Active website link from TVE website to sponsor website if applicable.

Cattle Baron

\$7,500.00

- ▶ Sponsor logo on event marketing
- ▶ Mentions by announcer during events
- ▶ Invitation to special sponsor dinner
- ▶ 2 sponsor banners- in arena
- ▶ 8 Hospitality armbands that allow holder into rodeo, VIP and sponsor hospitality area for each night of the rodeo
- ▶ 12 General admission tickets to each rodeo performance
- ▶ 2 parking passes in designated areas
- ▶ Active website link from TVE website to sponsor website if applicable.

Rancher

\$5,000.00

- ▶ Sponsor logo on event marketing materials.
- ▶ Mentions by announcer during events
- ▶ Invitation to special sponsor dinner
- ▶ 2 sponsor banners -1 in arena, 1 in other pre determined areas
- ▶ 6 hospitality armbands that allow holder into rodeo, VIP and sponsor hospitality area for each night of the rodeo
- ▶ 10 general admission tickets to each rodeo performance
- ▶ 2 parking passes in designated areas
- ▶ Active website link from TVE website to sponsor website if applicable.

All marketing materials must be in by Sept.1 in order to utilize signage and logo /links

2024 Board of Directors

- ▶ **President**– Fred Lemond
- ▶ **Vice President Fair & Events**– Jennifer Parker
- ▶ **Vice President Grounds**– Carson Hill
- ▶ **Vice President Rodeo**– Cory Anderson
- ▶ **Vice President Livestock**– Stoney Burk
- ▶ **Vice President Special Events**– Meredith Stoesser
- ▶ **Grounds**– Bruce Lockhart
- ▶ **Livestock**– Cris Stephenson
- ▶ **Livestock**– Hilary Childers
- ▶ **Rodeo**– Coby Elliott
- ▶ **Special Events**– Brady Zieschang
- ▶ **Special Events**– Dan Johnston

**Working hard to support the
community, youth, agriculture and
western heritage since 1909**

2024 Sonny Sikes Pioneer Chute -out Sponsorship Form

YES! SIGN ME / MY COMPANY UP AS A SPONSOR

Thank you for your support of the TVE and the NIRA. Your sponsorship will enhance the 2024 TVE/NIRA Livestock Show and Rodeo.

Sponsor Level(s):

_____Legends (10,000.00+) _____Cattle Baron (\$7,500)

_____Rancher (\$5,000)

Sponsorship Amount: \$_____

_____Check Enclosed _____Please Invoice (provide email)

Sponsor Name: _____

Contact: _____

Address: _____

City / St/ Zip: _____

Phone: _____

E-mail_____

Your response is due by Sept. 1, 2024 to secure a sponsorship. All payments are due in full by Oct.1, 2024. Sponsorships must be paid in full to receive credentials and recognition.

Please complete and return this form to:

Trinity Valley Exposition

P.O. Box 9047 Liberty, TX 77575 www.tvefair.com

936-336-7455 info@tvefair.com

We hope you will join us.
We want to work with you to
find the perfect sponsorship
for you & your business.

Please contact Gina Worthy at
936-336-7455 or info@tvefair.com or
Gary Lott at 713-725-4320 to
discuss your options.

