

# GOLD CHAMPION SPONSOR



COST \$18,000

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.
- 2 Three (3) Sponsor parking passes for each day of the Rodeo event.
- 3 Twenty-four (24) 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 Champion, Gold Champion, Grand Champion and All-Around Grand Champion Sponsors and are available on 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.
- 8 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.*