

# SPONSOR LEVEL



COST \$4,500

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.
- 2 One (1) Sponsor Parking Pass for each day of the Rodeo event. Sponsor Parking Pass good for parking in Lot A.
- 3 Eight (8) 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).
- 8 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 \$6,500

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.
- 2 One (1) Sponsor Parking Pass for each day of the Rodeo event. Sponsor Parking Pass good for parking in Lot A.
- 3 Twelve (12) 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.
- 8 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 \$12,000

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.*

- 2 Two (2) Sponsor Parking Passes for each day of the Rodeo event. Sponsor Parking Pass good for parking in the Yellow Hats Lot.

- 3 Sixteen (16) 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 →

# CHAMPION SPONSOR



## SIGNAGE & ADVERTISING

- 5 One (1) Sponsor logo arena sign displayed in the Jim Bardin Arena during the Rodeo event. Rodeo Association to produce the sign.
- 6 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.*
- 7 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.
- 8 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

- 9 One framed Rodeo Commemorative Poster.
- 10 Sponsor logo and link on the Rodeo's homepage (scrolling logos) and on the Sponsor Roster page on the California Rodeo's website.
- 11 Sponsor logo displayed on the Big Screen(s) during the Rodeo pre-show loop.
- 12 Sponsor name listing on the Sponsor Roster banners displayed in the Sponsor Hospitality Tent.
- 13 An invitation to the Sponsor Pick Up Party, held approximately three (3) weeks prior to the Rodeo event.
- 14 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 \$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. Sponsor Parking Pass good for parking in the Yellow Hats Lot.
- 3 Twenty-four (24) Reserved Grandstand tickets to the West 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.*



# GRAND CHAMPION SPONSOR



COST \$28,000

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.
- 3 Four (4) Sponsor Parking Passes for each day of the Rodeo event. Sponsor Parking Pass good for parking in the Yellow Hats Lot.
- 4 Thirty-two (32) Reserved Grandstand tickets to the West 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 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 →

# 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.*
- 8 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.*

# PROFESSIONAL BULL RIDING SPONSOR OPPORTUNITIES



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

### SIGNAGE ELEMENTS

- 1 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
- 2 Sponsor name displayed on one (1) chute gate during the event.
- 3 Two (2) 4' x 8' Sponsor-supplied banners displayed at the PBR event.
  - PBR/Rodeo Association not responsible for stolen banners. Banners must have grommets.
- 4 Sponsor logo displayed on the Big Screen(s) during the PBR event.
- 5 Sponsor logo and listing as **Presenting Sponsor** of PBR event with link to Sponsor website on carodeo.com.
- 6 Public address recognition as **Presenting Sponsor** of the PBR event.
- 7 Listing in press release distributed to media announcing PBR Sponsors.

### TICKETING

- 8 Eighteen (18) Box Seats for the PBR event.
- 9 Eighteen (18) VIP tickets to Sponsor Pre-Party for PBR event.
- 10 Four (4) Sponsor Parking Passes for the PBR event.
- 11 Twenty (20) Lower Grandstand tickets in the West Grandstands section for PBR 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 PBR event.
- 2 One (1) 4' x 8' Sponsor-supplied banner displayed at the PBR event.  
*- PBR/Rodeo Association not responsible for stolen banners.  
Banners must have grommets.*
- 3 Sponsor logo displayed on the Big Screen(s) during the PBR event.
- 4 Sponsor logo and listing as **Chute Sponsor** of PBR event with link to Sponsor website on carodeo.com.
- 5 Public address recognition as a **Chute Sponsor** of the PBR event.
- 6 Listing in press release distributed to media announcing PBR Sponsors.
- 7 Twelve (12) Box Seats for the PBR event.
- 8 Twelve (12) VIP tickets to Sponsor Pre-Party for PBR event.
- 9 Three (3) Sponsor Parking Passes for the PBR event.
- 10 Eight (8) Upper Grandstand tickets in the West Grandstands section for PBR 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 PBR event.  
*- PBR/Rodeo Association not responsible for stolen banners.  
Banners must have grommets.*
- 2 Sponsor logo displayed on the Big Screen(s) during the PBR event.
- 3 Sponsor logo and listing as **Buck off Sponsor** of PBR event with link to Sponsor website on carodeo.com.
- 4 Public address recognition as a **Buck off Sponsor** of the PBR event.
- 5 Listing in press release distributed to media announcing PBR Sponsors.
- 6 Twelve (12) Box Seats for PBR event.
- 7 Twelve (12) VIP tickets to Sponsor Pre-Party for PBR event.
- 8 Two (2) Sponsor Parking Passes for the PBR 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 PBR event.  
*- PBR/Rodeo Association not responsible for stolen banners.  
Banners must have grommets.*
- 2 Sponsor logo displayed on the Big Screen(s) during the PBR event.
- 3 Sponsor logo and listing as **Hung Up Sponsor** of PBR event with link to Sponsor website on carodeo.com.
- 4 Public address recognition as a **Hung Up Sponsor** of the PBR event.
- 5 Listing in press release distributed to media announcing PBR Sponsors.
- 6 Six (6) Box Seats for PBR event.
- 7 Six (6) VIP tickets to Sponsors Pre-Party for PBR event.
- 8 One (1) Sponsor Parking Pass for the PBR 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.*