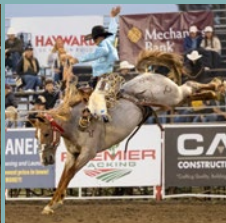


# SPONSOR LEVEL



COST \$5,000

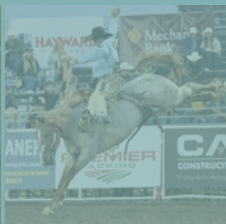
BENEFITS:

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.*