



# BIG WEEK KICK-OFF CONCERT



# MIRANDA LAMBERT

SATURDAY- JULY 11, 2026



# SPONSOR PACKAGES

CONTACT VICTORIA CARLISLE

CELL: 619-518-5039

OFFICE: 831-775-3109

EMAIL: [VCARLISLE@CARODEO.COM](mailto:VCARLISLE@CARODEO.COM)

# SPONSORSHIP PACKAGES



## DIAMOND ALBUM SPONSOR

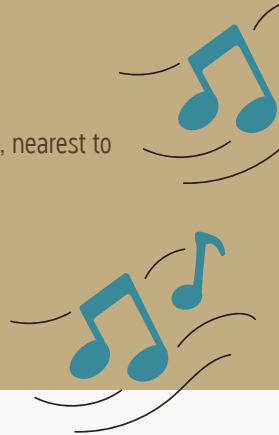
\$15,500

### TICKETING

- Twenty (20) Sponsor VIP tickets for complimentary food and beverage
  - Extra Sponsor VIP tickets can be purchased for \$350 each, limited availability per your sponsorship package
- Eight (8) Standing Floor tickets, each ticket is good for admission into the Salinas Sports Complex
- Four (4) Parking Passes

### SIGNAGE ELEMENTS

- Sponsor logo displayed on the Big Screen during the pre-show loop
- Agreed placement of two (2) Sponsor provided banners for day of the show
  - One (1) Sponsor provided banner displayed in one of the Sponsor VIP Tents for the day of the show, nearest to the stage area for maximum exposure
  - One (1) Sponsor provided banner displayed near the Salinas Sports Complex entrance gates
- Sponsor logo (w/link) and listing on the concert page of the California Rodeo website: [www.carodeo.com](http://www.carodeo.com)
- Sponsor logo on event banners
  - California Rodeo to produce event banners



## PLATINUM \$10,500 ALBUM SPONSOR

### TICKETING

- Fourteen (14) Sponsor VIP tickets for complimentary food and beverage
  - Extra Sponsor VIP tickets can be purchased for \$350 each, limited availability per your sponsorship package
- Six (6) Standing Floor tickets, each ticket is good for admission into the Salinas Sports Complex
- Three (3) Parking Passes

### SIGNAGE ELEMENTS

- Sponsor logo displayed on the Big Screen during the pre-show loop
- Agreed placement of two (2) Sponsor provided banners for day of the show
  - One (1) Sponsor provided banner displayed in one of the Sponsor VIP Tents for the day of the show
  - One (1) Sponsor provided banner displayed near the Salinas Sports Complex entrance gates
- Sponsor logo (w/link) and listing on the concert page of the California Rodeo website: [www.carodeo.com](http://www.carodeo.com)
- Sponsor logo on event banners
  - California Rodeo to produce event banners



## GOLD \$5,500 ALBUM SPONSOR

### TICKETING

- Six (6) Sponsor VIP tickets for complimentary food and beverage
  - Extra Sponsor VIP tickets can be purchased for \$350 each, limited availability per your sponsorship package
- Four (4) Standing Floor tickets, each ticket is good for admission into the Salinas Sports Complex
- Two (2) Parking Passes

### SIGNAGE ELEMENTS

- Sponsor logo displayed on the Big Screen during the pre-show loop
- Agreed placement of two (2) Sponsor provided banners for day of the show
  - One (1) Sponsor provided banner displayed in one of the Sponsor VIP Tents for the day of the show
  - One (1) Sponsor provided banner displayed near the Salinas Sports Complex entrance gates
- Sponsor logo (w/link) and listing on the concert page of the California Rodeo website: [www.carodeo.com](http://www.carodeo.com)
- Sponsor logo on event banners
  - California Rodeo to produce event banners

# BIG WEEK

# KICK-OFF CONCERT

SATURDAY- JULY 11, 2026  
SALINAS SPORTS COMPLEX



## ALL VIP TICKETS INCLUDE ACCESS TO

- One (1) admission into the Salinas Sports Complex (concert venue)
- Each Sponsor VIP Ticket is good for one (1) admission into the Sponsor VIP viewing area
  - NOT available to the general public
- EXCLUSIVE front stage Sponsor VIP area access w/ each Sponsor VIP Ticket
- All-you-can-eat entree service from 6 PM to 8:30 PM
- Complimentary alcohol & beverage service from 6 PM to 10:30 PM\*
- Private Restrooms



Additional Sponsor VIP Tent tickets are available at a first come, first served basis for \$350 each and are only available to sponsors. Subject to approval per your sponsorship package.

**\*Times are subject to change due to artist needs, sound checks, etc...**