



# SPONSOR OPPORTUNITIES

The Fall Round Up Festival will be a family-friendly event featuring a carnival with rides, a pumpkin patch, games, shopping, plus live music and much more! We are hoping to draw 4,000-5,000 people throughout the event and are excited to bring another great community event to Salinas.



## HARVEST LEVEL SPONSOR WITH LOCATION NAMING RIGHT

- Sponsor to be recognized as a location/area sponsor with logo visible to patrons. Locations available at a first come, first served basis. CA Rodeo to produce signage.
- Areas available for naming rights:

**SOLD**  
CARNIVAL

ENTERTAINMENT STAGE

**SOLD**

KIDS ACTIVITY AREA

**SOLD**  
PUMPKIN PATCH

**SOLD**  
PUMPKIN SHUTTLE

- Placement of two (2) Sponsor provided banners at the Fall Round Up event.
- Sponsor logo or name listed on the Fall Round Up page of the California Rodeo website.
- Social Media Post with sponsor logo and recognition.
- Six (6) unlimited ride wristbands and six (6) admission passes. Unlimited ride wristbands and admission passes are good for any of the four (4) Fall Round Up event dates.



## FESTIVAL LEVEL SPONSOR

- Placement of two (2) Sponsor provided banners at the Fall Round Up event.
- Sponsor logo or name listed on the Fall Round Up page of the California Rodeo website.
- Social Media Post with sponsor logo and recognition.
- Four (4) unlimited ride wristbands and four (4) admission passes. Unlimited ride wristbands and admission passes are good for any of the four (4) Fall Round Up event dates.

**CONTACT VICTORIA TO SECURE YOUR SPONSORSHIP TODAY**

**Victoria Carlisle - California Rodeo Sponsor Manager**

P: 831-775-3109 C: 619-518-5039 E: [vcarlisle@carodeo.com](mailto:vcarlisle@carodeo.com)