

Big Week Kick Off Concert
SPONSORSHIP PACKAGES

**KEITH
URBAN**

**FRIDAY
JULY 12
2024**
GATES OPEN AT 5PM

Presented by



**HAVE
QUESTIONS?**



Contact Victoria Carlisle
831 775 3109
vcarlisle@carodeo.com

SPONSORSHIP PACKAGES

DIAMOND ALBUM SPONSOR- \$15,000

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.
- 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 two 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.
- Sponsor logo on event banners
 - California Rodeo to produce event banners.

PLATINUM ALBUM SPONSOR - \$10,000

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.
- 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.
- Sponsor logo on event banners
 - California Rodeo to produce event banners.

GOLD ALBUM SPONSOR - \$5,000

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.
- 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.
- Sponsor logo on event banners
 - California Rodeo to produce event banners.

BIG WEEK KICK OFF CONCERT



07.12.2024

KEITH URBAN

SPONSORSHIP PACKAGES

ALL SPONSORSHIP PACKAGES INCLUDE:



- **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. Additional tickets subject to additional convenience and services fees.

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