

# MAJOR



COST \$6,000 CASH

## BENEFITS:

- 1 Six (6) tickets to Sponsor Hospitality area with complimentary food & beverages each day of the Rodeo.  
*NOTE: Extra Sponsor Hospitality tickets may be purchased for \$250 each, if available. Extra Sponsor Hospitality tickets are available at a first come, first served basis. Sponsor Hospitality ticket/badge is your ticket into the Sponsor Seating area in Section 10 of the West Grandstands.*
- 2 Two (2) Sponsor parking passes each day of Rodeo.
- 3 Twelve (12) Reserved Grandstand tickets to the West Grandstands for each day of the Rodeo.
- 4 One (1) 4' x 8' Sponsor-supplied banner displayed on the back of the West Grandstands each day of the Rodeo.  
*NOTE: If Sponsor banner is NOT 4' x 8', it will be placed on the front fence. Rodeo not responsible for stolen banners. Banners must have grommets.*
- 5 Listing on Sponsor Roster page of California Rodeo website with a link to sponsor website. *NOTE: Web address must be provided by Sponsor.*

See Reverse →

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- 6 Option for Sponsor-named track event or location naming rights for more exposure. *NOTE: Track events or location naming rights are available on a first come, first served basis. Inquire with committee.*
- 7 Sponsor name listed on the Sponsor Board in the Directors Patio, in the Sponsor Hospitality Tent and on the Instant Replay Screen. *Note: The Instant Replay Screen Sponsor images will run pre-rodeo.*
- 8 An invitation for two (2) to attend the Sponsor Pick Up Party held three (3) weeks prior to the Rodeo.
- 9 Listing on the Sponsor Recognition page in the Rodeo Souvenir Program.
- 10 Public address recognition as a **Major Sponsor** during the Rodeo performance each day.
- 11 One framed Rodeo Souvenir Poster.

The Sponsor Committee of the California Rodeo is open to working with each Sponsor individually to customize this package to better suit the needs of your business. We strive to provide unique opportunities and maximum exposure for your company.