

SPONSOR LEVEL



COST \$4,500

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.
- 2 One (1) Sponsor parking pass for each day of the Rodeo event.
- 3 Eight (8) 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).
- 8 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.

MAJOR SPONSOR



COST \$6,500

BENEFITS:

TICKETING

- 1 Six (6) 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.
- 2 Two (2) Sponsor parking passes for each day of the Rodeo event.
- 3 Twelve (12) General Admission tickets to the South Grandstands for each day of the Rodeo event.

See Reverse →

MAJOR SPONSOR



SIGNAGE & ADVERTISING

- 4 One (1) 4' by 8' Sponsor vinyl banner to be displayed on the back of the West Grandstands during the Rodeo Event. Sponsor to produce the banner.
- 5 Option for Sponsor named Track Event OR Location Naming Right for more exposure.

- Track Events OR Location Naming rights are available on a first come, first served basis. Subject to availability.

ADDED VALUE

- 6 One framed Rodeo Commemorative Poster.
- 7 Sponsor name listing and link on the Sponsor Roster page of the California Rodeo website.
- 8 Sponsor name listing on the Sponsor Roster banners displayed in the Sponsor Hospitality Tent and on the Big Screen(s).
- 9 Sponsor name listing on the Sponsor Roster page in the Souvenir Program.
- 10 An invitation to the Sponsor Pick Up Party, held approximately three (3) weeks prior to the Rodeo event.
- 11 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.

CHAMPION SPONSOR



COST \$12,000

BENEFITS:

TICKETING

- 1 Eight (8) 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.

- 2 Two (2) Sponsor parking passes for each day of the Rodeo event.
- 3 Sixteen (16) General Admission tickets to the South Grandstands for each day of the Rodeo event.
- 4 Option to purchase one (1) Hayward Pavilion Sponsor box for one (1) year.

- Hayward Pavilion Sponsor boxes are only available to Champion, Gold Champion, Grand Champion and All-Around Grand Champion Sponsors and are available on a first come, first served basis.

**Note: In-kind Sponsors will be required to pay an additional fee of \$1,000 to have the arena sign displayed and the sponsor flag presented.*

See Reverse →

CHAMPION SPONSOR



SIGNAGE & ADVERTISING

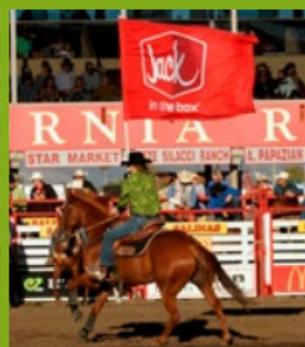
- 5 One (1) Sponsor logo arena sign displayed in the Jim Bardin Arena during the Rodeo event. Rodeo Association to produce the sign.
- 6 One (1) 4' x 6' Sponsor logo flag presented during the Rodeo Sponsor Flag presentations.
 - *Guaranteed one presentation per performance, possibly more.*
 - *Sponsor to produce the flag.*
- 7 One (1) 4' by 8' Sponsor vinyl banner to be displayed on the back of the West Grandstands during the Rodeo Event. Sponsor to produce the banner.
- 8 Option for Sponsor named Track Event OR Location Naming Right for more exposure.
 - *Track Events OR Location Naming rights are available on a first come, first served basis. Subject to availability.*

ADDED VALUE

- 9 One framed Rodeo Commemorative Poster.
- 10 Sponsor logo and link on the Rodeo's homepage (scrolling logos) and on the Sponsor Roster page on the California Rodeo's website.
- 11 Sponsor logo displayed on the Big Screen(s) during the Rodeo pre-show loop.
- 12 Sponsor name listing on the Sponsor Roster banners displayed in the Sponsor Hospitality Tent.
- 13 An invitation to the Sponsor Pick Up Party, held approximately three (3) weeks prior to the Rodeo event.
- 14 Public address recognition as a Champion Sponsor during the Rodeo event. Subject to approval.

The Sponsor committee is open to working with Sponsors individually to customize each package to better suit the needs of your business.

GOLD CHAMPION SPONSOR



COST \$18,000

BENEFITS:

TICKETING

- 1 Fourteen (14) 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.
- 2 Three (3) Sponsor parking passes for each day of the Rodeo event.
- 3 Twenty-four (24) General Admission tickets to the South Grandstands for each day of the Rodeo event.
- 4 Option to purchase one (1) Hayward Pavilion Sponsor box for one (1) year.
 - Hayward Pavilion Sponsor boxes are only available to Champion, Gold Champion, Grand Champion and All-Around Grand Champion Sponsors and are available on a first come, first served basis.

**Note: In-kind Sponsors will be required to pay an additional fee of \$1,000 to have the arena sign displayed and the sponsor flag presented.*

See Reverse →

GOLD CHAMPION SPONSOR



SIGNAGE & ADVERTISING

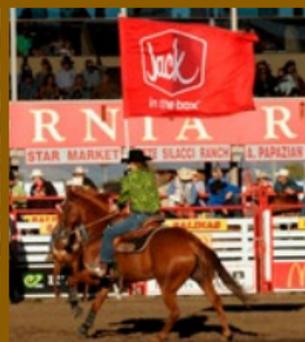
- 5 Option for Sponsor named PRCA Arena & Buckle Donor Event Sponsorship OR Location Naming Right for more exposure.
- Available on a first come, first served basis.
- 6 Digital scrolling ad on the Tickets page of the California Rodeo's website.
- 7 One (1) Sponsor logo arena sign displayed in the Jim Bardin Arena during the Rodeo event. Rodeo Association to produce the sign.
- 8 One (1) 4' x 6' Sponsor logo flag presented during the Rodeo Sponsor Flag presentations.
- Guaranteed one presentation, possibility more. Sponsor to produce the flag.
- 9 One (1) 4' by 8' Sponsor vinyl banner to be displayed on the back of the West Grandstands during the Rodeo Event. Sponsor to produce the banner.

ADDED VALUE

- 10 One framed Rodeo Commemorative Poster.
- 11 Sponsor logo and link on the Rodeo's homepage (scrolling logos) and on the Sponsor Roster page on the California Rodeo's website.
- 12 Sponsor logo displayed on the Big Screen(s) during the Rodeo pre-show loop.
- 13 Sponsor name listing on the Sponsor Roster banners displayed in the Sponsor Hospitality Tent.
- 14 An invitation to the Sponsor Pick Up Party, held approximately three (3) weeks prior to the Rodeo event.
- 15 Public address recognition as a Gold Champion Sponsor during the Rodeo event. Subject to approval.

The Sponsor committee is open to working with Sponsors individually to customize each package to better suit the needs of your business.

GRAND CHAMPION SPONSOR



COST \$28,000

BENEFITS:

TICKETING

- 1 One (1) Reserved Table for eight (8) guests in the Sponsor Hospitality Tent for two (2) hours when the Sponsor Hospitality Tent opens.
- 2 Twenty (20) 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.
- 3 Four (4) Sponsor parking passes for each day of the Rodeo event.
- 4 Thirty-two (32) General Admission tickets to the South Grandstands for each day of the Rodeo event.
- 5 Option to purchase one (1) Hayward Pavilion Sponsor box for one (1) year.
 - Hayward Pavilion Sponsor boxes are only available to Champion, Gold Champion, Grand Champion and All-Around Grand Champion Sponsors and are available on a first come, first served basis.

**Note: In-kind Sponsors will be required to pay an additional fee of \$1,000 to have the arena sign displayed and the sponsor flag presented.*

See Reverse →

GRAND CHAMPION SPONSOR



SIGNAGE & ADVERTISING

- 6 One (1) 15 to 30 second Sponsor provided commercial to play preshow and one during the Rodeo performance on the Big Screen(s).
- 7 Option for Sponsor named PRCA Arena & Buckle Donor Event Sponsorship OR Location Naming right for more exposure.
- Available on a first come, first served basis.
- 8 Digital scrolling ad on the Tickets page of the California Rodeo's website.
- 9 One (1) 2' x 8' Sponsor logo chute gate sign displayed on the bucking chutes during the Rodeo event.
- 10 One (1) Sponsor logo arena sign displayed in the Jim Bardin Arena during the Rodeo event. Rodeo Association to produce the sign.
- Arena sign placed in premium locations for maximum exposure.
- 11 One (1) 4' x 6' Sponsor logo flag presented at Grand Entry and during the Rodeo Sponsor Flag presentations.
- Guaranteed two presentations, possibility more. Sponsor to produce the flag.
- 12 One (1) 4' by 8' Sponsor vinyl banner to be displayed on the back of the West Grandstands during the Rodeo Event. Sponsor to produce the banner.

ADDED VALUE

- 13 One framed Rodeo Commemorative Poster.
- 14 Sponsor logo and link on the Rodeo's homepage (scrolling logos) and on the Sponsor Roster page on the California Rodeo's website.
- 15 Sponsor logo displayed on the Big Screen(s) during the Rodeo pre-show loop.
- 16 Sponsor name listing on the Sponsor Roster banners displayed in the Sponsor Hospitality Tent.
- 17 An invitation to the Sponsor Pick Up Party, held approximately three (3) weeks prior to the Rodeo event.
- 18 Public address recognition as a Grand Champion Sponsor during the Rodeo event. Subject to approval.

The Sponsor committee is open to working with Sponsors individually to customize each package to better suit the needs of your business.