

MAJOR SPONSOR



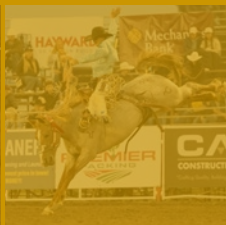
COST \$7,000

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 \$350 each. Limited availability, per your sponsorship package.
 - Seating is available on a first come, first served basis. No reserved seating
- 2 One (1) Sponsor Parking Pass for each day of the Rodeo event. Sponsor Parking Pass good for parking in Lot Z.
- 3 Ten (10) General Admission tickets to the South Grandstands for each day of the Rodeo event.

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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.
- 7 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.