

COWBOY UP IN KIOWA
P.O. Box 779 KIOWA
COLORADO 80117
#82-0548649
www.cowboyupinkiowa.org



2021 Cowboy Up in Kiowa CPRA Rodeo
Sponsorship/Advertising Opportunities

Dear Potential Sponsor/Advertiser:

The Cowboy Up in Kiowa Rodeo Committee would like to invite you to become a Sponsor/Advertiser of their 2021 CPRA Rodeo Event.

Our goal is to produce a family fun event weekend that educates the young & old alike on our Western Heritage through the sport of Rodeo. We are a Non-Profit 501 (c) (3) organization and your Sponsorship dollars are tax deductible.

The 12-time award-winning Cowboy Up in Kiowa Rodeo is celebrating its 25th year as a community-oriented event. We pride ourselves in putting on the best community event that we can.

Friday, June 25th is Military Appreciation Night. It is our night to say Thank You! to all of our service men & women who have selflessly given everything to protect us, our freedoms and our country.

Saturday, June 26th is our Family Day to celebrate everything that is family!
Come & visit our Country Store area.

Both nights include Mutton Bustin and a Boot Scramble for the kids.

There is a concert after the rodeo each night. This year, Cowboy Up in Kiowa is proud to present Nashville artist and Elbert County Native, Luke Aaron. The concert is included with every rodeo ticket purchased.

The Cowboy Up in Kiowa 2021 Sponsorship/Advertising opportunities are attached for your review. We ask for a commitment as soon as possible and offer easy payment terms for payment in full by May 1, 2021.

With up to 5,000 in attendance throughout the weekend and 10,000 or more exposures on social media, that is 15,000 or more visual exposures throughout the year.

We know you have many options of where to spend your sponsorship dollars. It is our hope, that through this packet, we will demonstrate a value add to your business and our community. Without the generous support of our sponsors, we would not be able to bring this fun filled family rodeo event to our community. We look forward to a lasting partnership with your company as we strive for another great event.

If you have any questions, please feel free to email sponsorships@cowboyupinkiowa.org or call Teri 303-808-4623.

Rodeo Dates: June 25th & 26th 2021
Location: Elbert County Fairgrounds Kiowa Colorado

Best Regards,
Cowboy Up in Kiowa Rodeo Committee



COWBOY UP IN KIOWA

2014, 2015, 2016, 2017 & 2019 CPRA Super Purse Rodeo of the Year
JUNE 25-26, 2021

ELBERT COUNTY FAIRGROUNDS - KIOWA COLORADO

PLATINUM EVENT SPONSOR - \$1550 (9 available)

- ★ Event Buckle sponsor
- ★ 1 highly visible arena banner* max size 3' x 7'
- ★ Full page ad in program*
- ★ Flag flown in Grand Entry at each performance
- ★ Multiple name mentions during each performance
- ★ Logo on posters, flyers, website & social media
- ★ 2 Muddy Boot Club Passes
- ★ Rodeo Tickets & access to hospitality tent

MUDDY BOOT CLUB SPONSOR - \$2000

- ★ 1 highly visible arena banner* max size 3' x 7'
- ★ Full page ad in program*
- ★ Flag flown in Grand Entry at each performance
- ★ Multiple name mentions during each performance
- ★ Logo on posters, flyers, website & social media
- ★ 6 Muddy Boot Club Passes per night

WRISTBAND SPONSOR - \$1300

- ★ Logo and advertising on wristbands
- ★ 1 Arena banner max size 3' x 7'
- ★ Full page ad in program*
- ★ Multiple name mentions during each performance
- ★ Rodeo Tickets & access to hospitality tent

TIMED EVENT GATES & BOX SPONSOR - \$1200

- ★ Banner on timed event gate* max size 3' x 7'
- ★ Branded roping box pads (provided by sponsor)
- ★ Full page ad in program*
- ★ Flag flown in Grand Entry at each performance
- ★ Multiple name mentions during each performance
- ★ Logo on posters, flyers, website & social media
- ★ Rodeo Tickets & access to hospitality tent

ENTERTAINMENT SPONSOR - \$1100

- ★ Logo included in entertainment advertising
- ★ 2 banners* (1 arena & 1 concert area) max size 3' x 7'
- ★ Full page ad in program*
- ★ Multiple name mentions during each performance
- ★ Rodeo Tickets & access to hospitality tent

HOSPITALITY SPONSOR - \$2500

- ★ 2 banners* (1 arena & 1 hospitality area) max size 3' x 7'
- ★ Full page ad in program*
- ★ Flag flown in Grand Entry at each performance
- ★ Multiple name mentions during each performance
- ★ Logo on posters, flyers, website & social media
- ★ 2 Muddy Boot Club Passes
- ★ Rodeo Tickets & access to hospitality tent

ROUGH STOCK OUT GATE SPONSOR - \$850 (1 available)

- ★ 4' x 6' Coroplast sign on out gate*
- ★ Half page ad in program*
- ★ Multiple name mentions during each performance

BUCKING CHUTE SPONSOR - \$650 (8 available)

- ★ 2' x 7' Coroplast sign on bucking chute*
- ★ Half page ad in program*
- ★ Multiple name mentions during each performance

MUTTON BUSTIN SPONSOR - \$500 (4 available)

- ★ 1 Arena banner* max size 3' x 7'
- ★ Quarter page ad in program*
- ★ Multiple name mentions during each performance
- ★ Name on advertising, website & social media

BUCKING CHUTE OVERHEAD - \$450 (8 available)

- ★ 2' x 7' Coroplast sign or banner on chute overhead*
- ★ Multiple name mentions during each performance

BOOT SCRAMBLE SPONSOR - \$200

- ★ 1 Arena banner* max size 3' x 7'
- ★ Name on advertising and announced during event

ARENA BANNER - \$150

- ★ 1 Arena banner max size 3' x 7'

RODEO PROGRAM ADVERTISING

- ★ Full page program (5" x 8") - \$250
- ★ Half page program ad (5" x 3.75") - \$175
- ★ Quarter page program ad (2.25" x 3.75") - \$100

GATOR FOR THE GREENBACKS - \$100 (18 available)

- ★ \$100 per event (\$200 for open and mixed team roping)
- ★ Presented by the sponsor during the rodeo to the cowboy or cowgirl who wins the event that day
- ★ Name mention in program and one rodeo ticket (2 rodeo tickets for open and mixed team roping)

* sponsors to provide sign/banner, flag and ad copy *

Checks and Credit Cards Accepted

Monthly Payment Plan Available on All Sponsor Programs

All sponsorship packages are also available for purchase on our website.

www.cowboyupinkiova.org

🐾 Sponsor logos are posted to our website & social media upon full payment 🐾

Thank you for your support of Cowboy Up in Kiowa!



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SPONSORSHIP/ADVERTISING AGREEMENT

2021 Cowboy Up in Kiowa Rodeo

This agreement is by and between _____ and the COWBOY UP IN KIOWA Rodeo Committee for a Sponsorship and/or Arena & Program Advertising for the items selected below. It is also agreed that the Sponsor/Advertiser will furnish the banner/sign, flag and/or ad copy needed for the item(s) selected. For your convenience, all sponsorship packages are also available for purchase on our website.

COWBOY UP IN KIOWA is a 501 (c)(3) Organization and your contribution is Tax Deductible.

☐ Platinum Event Sponsor - \$1,550

(please enter 1-9 in order of preference)

____ Bull Riding ____ Mixed Team Roping
____ Saddle Bronc ____ Open Team Roping
____ Barrel Racing ____ Breakaway Roping
____ Bareback ____ Tie-Down Roping
____ Steer Wrestling

☐ Muddy Boot Sponsor - \$2,000

☐ Wristband Sponsor - \$1,300

☐ Timed Event Gate & Box - \$1,200

☐ Entertainment Sponsor - \$1,100

☐ Hospitality Sponsor - \$2,500

☐ Rough Stock Out Gate - \$850

☐ Bucking Chute Sponsor - \$650

☐ Bucking Chute Overhead - \$450

☐ Mutton Bustin Sponsor - \$500

☐ Boot Scramble Sponsor - \$200

☐ Arena Banner - \$150

☐ Full Page Program Ad - \$250

☐ Half Page Program Ad - \$175

☐ Quarter Page Program Ad - \$100

☐ Gator for the Greenbacks - \$100/\$200

☐ Friday ☐ Saturday

☐ Bull Riding - \$100

☐ Saddle Bronc - \$100

☐ Barrel Racing - \$100

☐ Bareback - \$100

☐ Steer Wrestling - \$100

☐ Breakaway Roping - \$100

☐ Tie-Down Roping - \$100

☐ Mixed Team Roping - \$200

☐ Open Team Roping - \$200

Total Amount Due: \$ _____

Important Dates:

April 1st - Logos must be received by this date to ensure inclusion on posters and flyers.

May 1st - Ad Copy and full payment must be received by this date to ensure inclusion in the program.

June 15th - Banners and flags due; please arrange with the sponsorship team to have these picked up by this date.

Amount Paid: \$ _____ Payment Method: _____ Date: _____

Monthly Payment Plan

All payments due the 15th of each month; must be paid in full by May 1st

First Payment Due: _____ Amount: \$ _____ Number of Payments: _____

Sponsor/Advertiser Name: _____

Mailing Address: _____

Contact Person: _____

Phone Number: _____ Email Address: _____

Dated this _____ day of _____, 20 _____

By: _____
Sponsor Representative

By: _____
Cowboy Up in Kiowa Committee Representative

Make Checks Payable to: Cowboy Up in Kiowa

Mail To: P.O. Box 779
Kiowa, Colorado 80117

Please email logos and ad copy to:
sponsorships@cowboyupinkiowa.org