

ELLIS COUNTY YOUTH EXPO 2021 Partnership Opportunities

**Saddle up and ride with us at our 31st annual Ellis County Youth Livestock Show as we present the 2nd annual PRCA Rodeo & Fair!
March 26th-April 4th**

The Ellis County Youth Expo is honored for your consideration to partner with us in supporting our youth. To maintain exclusivity to our VIP Partners, some packages are limited. This year VIP Partners will have the first right to keep the same package for the following year. Ellis County Youth Expo welcomes your feedback on partnership benefits and is happy to work with you to ensure that your marketing and promotional objectives are met. Please contact Charlie Nolen at (505)412-1352 email: rodeochair@ecyexpo.com

(1) RODEO NAMING SPONSOR **\$75,000.00**

- Three year commitment @ \$25,000.00 per year
- Your business name will be a part of all posters, social media, newspapers, program, radio and announcements
- Logo at the entrance of the Expo and the entrance of the rodeo arena.
- (8) VIP Passes that will include all 3 nights of rodeo performances (Thursday night slack) and 3 concerts
- Naming sponsor will have a tables reserved in VIP tent s
- (2) Front Row reserved parking spaces marked with your name
- Introduction in the arena before all three rodeos as the Naming Sponsor
- Flag flown in Rodeo minimum of twice
- Vendor booth space

(1) SPONSOR OF VIP TENT **\$15,000.00/year**

- Three Year commitment @ \$15,000.00 per year
- Banners (2) one on the Expo service road and one on the arena
- Your business banner displayed front and center of VIP tent – size TBD you provide
- Introduction as VIP tent sponsor during rodeos
- Recognition in rodeo advertisement, social media, newspapers, program and radio
- (8) VIP Passes for all 3 rodeo performances (Thursday night slack)
- Reserved Parking for all 3 days of Rodeo (2 passes in the expo lot and 3 in general parking)
- Flag Flown minimum of twice
- Vendor booth space

(1) SPONSOR OF RODEO CONTESTANT CONCIERGE TENT

\$10,000.00/year

- Three-year commitment @\$10,000.00 per year
- Banners (2) one on the Expo service road and one on the arena
- Flag flown once in each performance
- Your business banner displayed front and center of Contestants Concierge tent – size TBD you provide
- Introduction as Concierge sponsor during rodeo
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media
- (6) VIP Passes for all 3 rodeo performances (Thursday night slack)
- Reserved parking for all 3 days of Rodeo (2 passes in the expo lot and 2 in general parking)
- Vendor booth space

(1) SPONSOR OF THE RODEO REPLAY SCREEN (JUMBO-TRON)

\$12,500.00

- Banners (2) one on the Expo service road and one on the arena
- Your business digital banner will be displayed on the screen at all times. Every mention on the screen will include your business name.
- Introduction as Screen sponsor during rodeo
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media
- (6) VIP Passes for all 3 rodeo performances (Thursday night slack)
- Reserved parking for all 3 days of Rodeo (2 passes for expo lot parking, 3 passes for the general lot)
- Half page ad in Official Rodeo/Livestock program
- Vendor booth space

ARENA (OUT-GATE) PARTNER (Rough-Stock Out Gate) (Only 1 will be Sold)

\$8,000

- Banners (2) one on the Expo service road and one on the rodeo arena
- One banner will transfer to Livestock show arena
- “This animal will be leaving though the ... Gate” throughout the rodeo by announcer (multiple times)
- (8) general admissions for all three days of fair
- (6) VIP Passes (Includes: 3 days of rodeo (Thursday night slack)
- Reserved Parking for all 3 days of Rodeo (1pass for expo lot parking, 3 passes for general parking)
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media
- Vendor booth space

DIAMOND VIP PARTNER

\$7,500

- Banners (2) one on the Expo service road and one on the rodeo arena
- One banner will transfer to Livestock show arena
- “Rodeo brought to you by ...” throughout the rodeo by announcer (multiple times)
- (8) general admissions for all three days of fair
- (6) VIP Passes (Includes:3 days of rodeo (Thursday night slack)
- Reserved Parking for all 3 days of Rodeo (1pass for expo lot parking, 3 passes for general parking)
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media
- Vendor booth space

ARENA (OUT-GATE) PARTNER (Timed Event Out Gate) (Only 1 will be Sold)
\$6,000

- Banner (2) one on the Expo service road and one on the rodeo arena
- One banner will transfer to Livestock arena
- Acknowledgement on Ellis County Youth Expo and Ellis County Fair Social Media
- (4) general admissions for all three days of the fair
- (4) VIP Passes (Includes:3 days of rodeo (Thursday night slack), VIP rodeo seating
- Reserved Parking for all 3 days of Rodeo (1pass for expo lot parking, 2 passes for general parking)
- Vendor booth space

PLATINUM VIP PARTNER
\$5,000

- Banner (2) one on the Expo service road and one on the rodeo arena
- One banner will transfer to Livestock arena
- Acknowledgement on Ellis County Youth Expo and Ellis County Fair Social Media
- (4) general admissions for all three days of the fair
- (4) VIP Passes (Includes:3 days of rodeo (Thursday night slack), VIP rodeo seating
- Reserved Parking for all 3 days of Rodeo (1pass for expo lot parking, 2 passes for general parking)
- Vendor booth space

COUNTY WIDE TEAM ROPING
\$5,000

- Banner (2) one on the Expo service road and one on the rodeo arena
- One banner will transfer to Livestock arena
- Acknowledgement on Ellis County Youth Expo and Ellis County Fair Social Media
- (4) general admissions for all three days of the fair
- (4) VIP Passes (Includes: 3 days of rodeo (Thursday night slack), VIP rodeo seating
- Reserved Parking for all 3 days of Rodeo (1pass for expo lot parking, 2 passes for general parking)
- Vendor booth space

BUCKING CHUTE PARTNER
(Limited Availability, 2019 bucking chute have first right of refusal)
\$4000

- 3-year commitment paid up front 2020, 2021,2022 PRCA Rodeo
- Banner (1) on Bucking Chute 1-3 or 4-6. Your Sign rotates each year to ensure coverage in announcements
- Business mentioned during rodeo, radio interviews, and newspaper
- Acknowledgement on Ellis County Youth Expo and Ellis County Fair Facebook pages
- (4) general admissions for all three days of the fair
- (3) VIP Passes (Includes: 3 days of rodeo (Thursday night slack), VIP rodeo seating, and VIP concert with table seating)
- Reserved Parking for all 3 days of Rodeo (3 passes for general parking)
- Business listed on print media and with local newspapers

Leaderboard Sponsor

\$4000

- The leaderboard that is displayed on the video screen is the business advertisement.
- Business mentioned during rodeo each time the leaderboard is mentioned, radio interviews
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media
- (4) general admissions for all three days of the fair
- (3) VIP Passes (Includes: 3 days of rodeo (Thursday night slack), VIP rodeo seating
- Reserved Parking for all 3 days of Rodeo (3 passes for general parking)

EVENT SPONSOR (*TEAM ROPING WILL HAVE 2)

\$3,000/per event

- Banner (1) on Expo service road
- Business logo and name on Replay screen for the event, business mentioned during rodeo, radio interviews
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media
- (4) general admissions for all three days of the fair
- (2 VIP passes) (Includes: 3 days of rodeo (Thursday night slack), VIP rodeo seating
- Parking for all 3 days of Rodeo (3 passes for general parking)

GOLD VIP PARTNER

\$2500

- Banner (1) on Expo service road – you provide 3'x5' banner
- Business mentioned during rodeo, radio interviews, and newspaper
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media
- (2) general admissions for all three days of the fair
- (2 VIP passes) (Includes: 3 days of rodeo (Thursday night slack), VIP rodeo seating
- Reserved Parking for all 3 days of Rodeo (3 passes for general parking)

SILVER PARTNER

\$1500

- Banner (1) on the Expo service road – you provide 3'x5' banner
- Business mentioned during rodeo, radio interviews, and newspaper
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Facebook pages
- (4) general admissions for all three days of the fair
- 2 VIP tickets for either Friday or Saturday night
- 3-day parking pass, 3 days of rodeo (Thursday night slack)

Additional Partnership Opportunities

EVENT BUCKLE PARTNER

Availability will be limited due to prizes / Sold on first come first serve basis
\$1,000

- Banner (1) hung on arena fence
- Business mentioned when rodeo prizes are awarded
- (4) general admissions for all three rodeos (Thursday night slack)
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media

GOOD NEIGHBOR PARTNER

Availability will be limited due to banner space / Sold on first come first serve basis
\$750

- Banner (1) hung on arena fence
- (2) general admissions for all three days of the fair
- Acknowledgment on Ellis County Youth Expo and Ellis County Fair Social Media

Add-on Options

(Must be a \$2,500 sponsor or above to have access to add-on options)

Bucking Chute uprights (Limited)

Availability will be limited due to space / Sold on first come first serve basis
\$750

- 1 Box (4 seats) with your businesses banner hanging in the box
- Business logo on the upright between bucking chutes of your selection
- Acknowledgement on Ellis County Youth Expo and Ellis County Fair Facebook page

Additional Expo Parking Passes

Availability will be limited due to space / Sold on first come first serve basis/ Must be a Sponsor with VIP or Box seat access
\$150

- Parking in the expo VIP lot

***ADDITIONAL VIP TICKETS CAN BE PURCHASED FOR \$250.00 (Must be a \$3K sponsor, Bucking Chute Sponsor or above to purchase additional VIP Tickets)**

***Parking \$5.00 per day**

***Rodeo tickets \$25.00 ea. or all three days \$50.00**

Mailing address:

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