

ELLIS COUNTY LIVESTOCK SHOW & RODEO

2026 Partnership Opportunities

Saddle up and ride with us at our 37th annual Ellis County Livestock Show as we present the 7th annual PRCA Rodeo March 26th-March 29th, 2026

The Ellis County Youth Expo is honored for your consideration to partner with us in supporting our youth. To keep 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 collaborate with you to ensure that your marketing and promotional goals are met. Please contact Charlie Nolen at (505-412-1352 or 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, radio, and announcements.
- Logo at the entrance of the Expo and in the rodeo arena.
- (10) VIP passes that will include all three rodeo performances (Thursday night slack)
- (8) Reserved box seats for each night (Thursday night slack)
- (3) RESERVED VIP parking passes for all three rodeo performances (Thursday night slack)
- (2) VIP parking passes for all three rodeo performances (Thursday night slack)
- (4) General admission parking passes for all three rodeo performances (Thursday night slack)
- Introduction in the arena before all three rodeos as the Naming Sponsor
- Flag flown in Rodeo minimum of twice

(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 in the arena
- Your business banner displayed front and center of VIP tent – size TBD you provide.
- Introduction as VIP tent sponsor during rodeos
- Acknowledgment on Ellis County Livestock Show and Rodeo social media pages
- (8) VIP passes for all three rodeo performances (Thursday night slack)
- (4) Reserved box seats for each performance
- (4) General admission tickets for each night (Thursday night slack)
- (2) RESERVED VIP parking passes for all three rodeo performances (Thursday night slack)
- (3) General admission parking passes (Thursday night slack)
- Flag flown in Rodeo minimum of twice

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

\$12,500.00

- Banners (2) one on the Expo service road and one in the arena
- Your business digital banner will be displayed on the screen. Every mention on the screen will include your business name.
- Introduction as Screen sponsor during rodeo
- Acknowledgment on Ellis County Livestock and Rodeo social media pages
- (6) VIP passes for all three rodeo performances (Thursday night slack)
- (4) Reserved box seats for each performance (Thursday night slack)
- (4) General Admission for each performance.
- (2) RESERVED VIP parking passes for all three rodeo performances (Thursday night slack)
- (3) General admission parking passes for all three rodeo performances (Thursday night slack)

(1) SPONSOR OF RODEO CONTESTANT CONCIERGE TENT

\$10,000.00

- 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 Livestock and Rodeo social media pages
- (6) VIP passes for all three rodeo performances (Thursday night slack)
- (4) Reserved box tickets for each night (Thursday night slack)
- (6) General Admission tickets each night.
- (2) VIP parking passes for all three rodeo performances (Thursday night slack)
- (2) General admission parking passes (Thursday night slack)

(1) Fan Zone Tent and Screen Sponsor

\$10,000.00

- Banners (2) one on the Expo service road and one on the arena
- Your business digital banner is displayed on the screen. Every mention on the screen will include your business name.
- Introduction as Screen sponsor during rodeo
- Acknowledgment on the Ellis County Livestock Show & Rodeo social media pages
- (6) VIP passes for all three rodeo performances (Thursday night slack)
- (4) Reserved box tickets for each night (Thursday night slack)
- (6) General admission tickets each night
- (2) VIP parking passes for all three rodeo performances (Thursday night slack)
- (2) General admission parking passes (Thursday night slack)

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

\$7,500

- 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 through the ... Gate” throughout the rodeo by announcer (multiple times)
- (4) VIP Passes for all three rodeo performances (Thursday night slack)
- (4) General admission tickets for each night (Thursday night slack)
- (2) VIP parking passes for all three rodeo performances (Thursday night slack)
- (2) General admission parking passes (Thursday night slack)
- Acknowledgment on the Ellis County Livestock Show & Rodeo social media pages

CORPORATE SUITE PARTNER

\$7,500

- Banners (3) one on the Expo service road and one on the rodeo arena
- One banner on the front of the Corporate Suite fencing
- “Corporate Suites brought to you by ...” throughout the rodeo by announcer (multiple times)
- (4) VIP Passes for all three rodeo performances (Thursday night slack)
- (4) General admission tickets each night (Thursday night slack)
- (2) VIP parking passes for all three rodeo performances (Thursday night slack)
- (2) General admission parking passes for all three rodeo performances (Thursday night slack)
- Acknowledgment on Ellis County Livestock Show & Rodeo social media pages

Fan of the Night Partner

\$7,500

- Banner (2) one on the Expo service road and one on the rodeo arena
- Acknowledgement by video board and barrel man through the night of the rodeo
- Acknowledgement on Ellis County Livestock Show & Rodeo social media pages
- (4) VIP Passes for all three rodeo performances (Thursday night slack)
- (4) General admission tickets each night (Thursday night slack)
- (2) VIP parking passes for all three rodeo performances (Thursday night slack)
- (2) General admission parking passes for all three rodeo performances (Thursday night slack)
- Acknowledgment on Ellis County Livestock Show & Rodeo social media pages

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)
- (4) VIP Passes for all three rodeo performances (Thursday night slack)
- (4) General admission tickets each night (Thursday night slack)
- (2) VIP parking passes for all three rodeo performances (Thursday night slack)
- (2) General admission parking passes for all three rodeo performances (Thursday night slack)
- Acknowledgment on Ellis County Livestock Show & Rodeo social media pages

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) VIP passes for all three rodeo performances (Thursday night slack)
- (4) General admission tickets each night (Thursday night slack)
- (1) VIP parking pass for all three rodeo performances (Thursday night slack)

Chute Number 9 (Timed Event Boxes) (Only 1 will be Sold)

\$6,000

- Banner (2) one on the Expo service road and one on the rodeo arena
- “We will be going to the timed event end presented by...” throughout the rodeo by announcer for timed events.
- Acknowledgement on Ellis County Livestock Show & Rodeo social media pages.
- (4) VIP Passes for all three rodeo performances (Thursday night slack)
- (4) General admission tickets for each night (Thursday night slack)
- (1) VIP parking pass for all three rodeo performances (Thursday night slack)

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 Livestock Show & Rodeo social media pages
- (4) VIP passes for all three night of rodeo performance (Thursday night slack)
- (4) General admission tickets for each night (Thursday night slack)
- (1) VIP parking pass for all three nights of rodeo performance (Thursday night slack)

COUNTY WIDE TEAM ROPING/BARREL RACING

\$4,000

- 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 Livestock Show & Rodeo social media pages.
- (2) VIP passes for all three rodeo performances (Thursday night slack)
- (2) General admission tickets for each night (Thursday night slack)
- (1) General admission parking pass for all three rodeo performances (Thursday night slack)

Leaderboard Sponsor

\$5,000

- 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) VIP Passes for all three rodeo performances (Thursday night slack)
- (4) General admission tickets for each night (Thursday night slack)
- (1) VIP parking pass for all three rodeo performances (Thursday night slack)

Time Clock Partner

\$5,000

- 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) VIP passes for all three rodeo performances (Thursday night slack)
- (4) General admission tickets for each night (Thursday night slack)
- (1) VIP parking pass for all three rodeo performances (Thursday night slack)

BUCKING CHUTE PARTNER

(Limited Availability, 2023 Sponsors have first right of refusal)

\$4,000

- 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 Livestock Show & Rodeo social media pages.
- (4) VIP passes for all three rodeo performances (Thursday night slack)
- (2) General admission tickets for each night (Thursday night slack)
- (1) VIP parking pass for all three rodeo performances (Thursday night slack)

EVENT SPONSOR (*TEAM ROPING WILL HAVE 2)

\$4,000/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 Livestock Show & Rodeo social media pages.
- (4) VIP passes for all three rodeo performances (Thursday night slack)
- (2) General admission tickets for each night
- (1) General admission parking pass for all three rodeo performances (Thursday night slack)

Mutton Busting Event Sponsorship

\$4,000

- 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 Livestock Show & Rodeo social media pages.
- (4) VIP passes for all three rodeo performances (Thursday night slack)
- (2) General admission tickets for each night
- (1) General admission parking pass for all three rodeo performances (Thursday night slack)
- (1) VIP Parking pass for all three rodeo performances

GOLD PARTNER

\$2,500.00

- (1) Banner on Expo service road
- (1) Banner hung on arena fence
- Business mentioned during rodeo, radio interviews, and newspaper
- Acknowledgment on Ellis County Livestock Show & Rodeo social media pages
- (2) VIP passes for all three rodeo performances (Thursday night slack)
- (1) General admission parking pass for all three nights of rodeo performances (Thursday night slack)

SILVER PARTNER

\$1,500

- (1) Banner on the Expo service road – you supply 3'x5' banner
- Business mentioned during rodeo, radio interviews, and newspaper
- Acknowledgment on the Ellis County Livestock Show & Rodeo social media pages
- (4) General admissions tickets for all three rodeo performances (Thursday night slack)
- (1) General admission parking pass for all three rodeo performances (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

- (1) Banner on the Expo service road – you supply 3'x5' banner
- (2) general admission tickets for all three rodeo performances (Thursday night slack)
- (1) General admission parking pass for all three rodeo performances (Thursday night slack)
- Acknowledgment on Ellis County Livestock Show & Rodeo social media pages

GOOD NEIGHBOR PARTNER

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

\$750

- (1) Banner on the Expo service road – you supply 3’x5’ banner
- (2) General admissions for all three rodeo performances (Thursday night slack)
- Acknowledgment on Ellis County Livestock Show & Rodeo social media page

Add-on Options

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

Bucking Chute uprights (Limited)

Availability limited due to space / Sold on first come first serve basis

\$750

- Business logo on the upright between bucking chutes of your selection

Mailing address:

P.O. Box 91

Waxahachie, Tx 75168

