



# Georgia National Rodeo & Stockshow

February 22nd - 24th, 2024

## Sponsorship Opportunities

Adding Value to GNFA Events,  
Customers, and Sponsors

# Who We Are



## OUR MISSION

is to showcase Georgia's agriculture, promote agricultural achievements of Georgia's youth, provide a center for diverse activities and events, as well as stage and promote a statewide fair to accomplish the above goals.

## OUR BRAND

has been established over the last 34 years as a premier facility catering to diverse groups from all over the country. Our signature events include the Georgia National Fair, Georgia National Rodeo, and Georgia National Antique Agriculture Show.

## OUR POTENTIAL

is limitless as we continue to innovate our facilities, offerings, and channels. Renovations are currently under way and an onsite Hilton Garden Inn is scheduled to be completed in 2025.

“

IF PEOPLE  
BELIEVE THEY  
SHARE VALUES  
WITH A  
COMPANY, THEY  
WILL STAY  
LOYAL TO THE  
BRAND.

”



## Coming Up...

- GNR Overview
- Audience Insights
- Opportunities
- Contact Us

# GEORGIA ★ NATIONAL ★ RODEO & STOCK SHOW

The 34th Annual Georgia National Rodeo runs February 22-24, 2024. The Rodeo is sanctioned by the PRCA and packs the house every night, hosting more than 15,000 people! Points earned at the Georgia National Rodeo qualify riders for the National Finals Rodeo held every December in Las Vegas.

# 15,532

Average Attendees Each Year

**Sold Out Performances!**

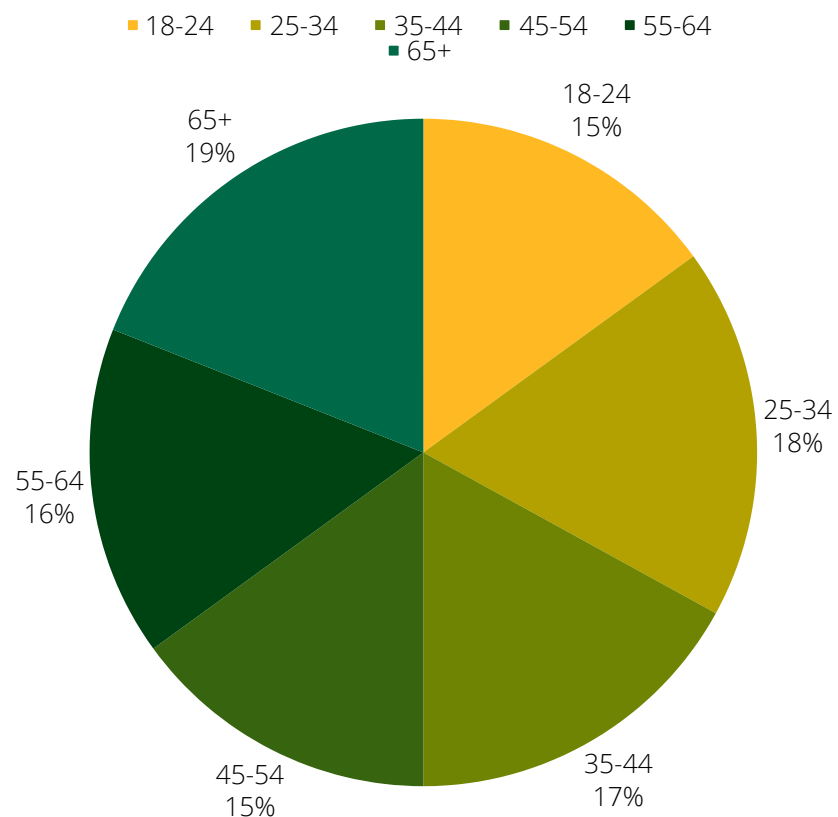


# AUDIENCE INSIGHTS\*

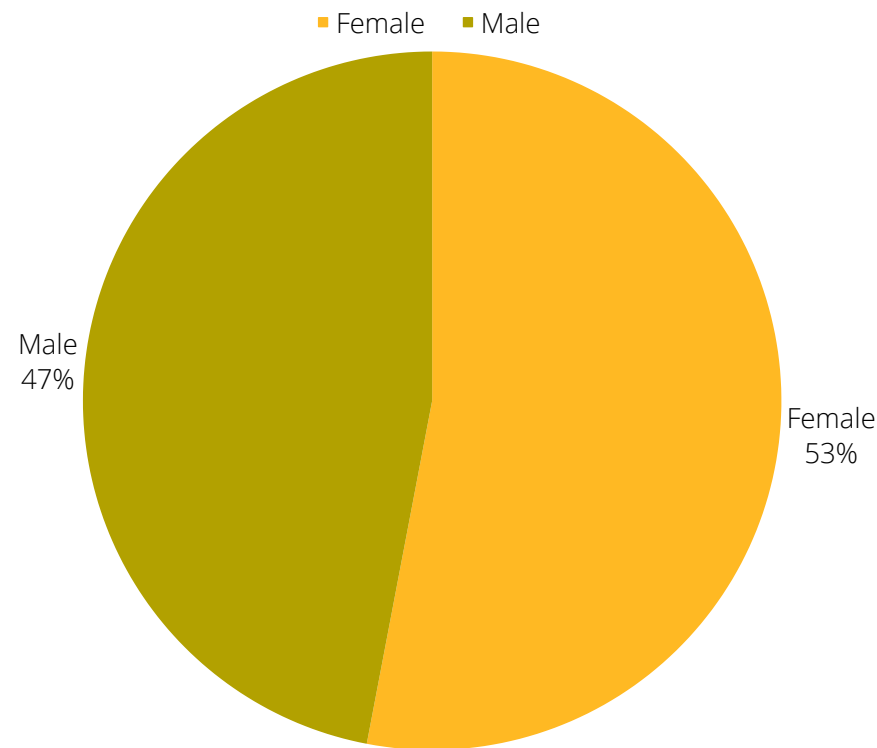
**63.2k** median household income

**31.6%** bachelor degree of higher

## Age

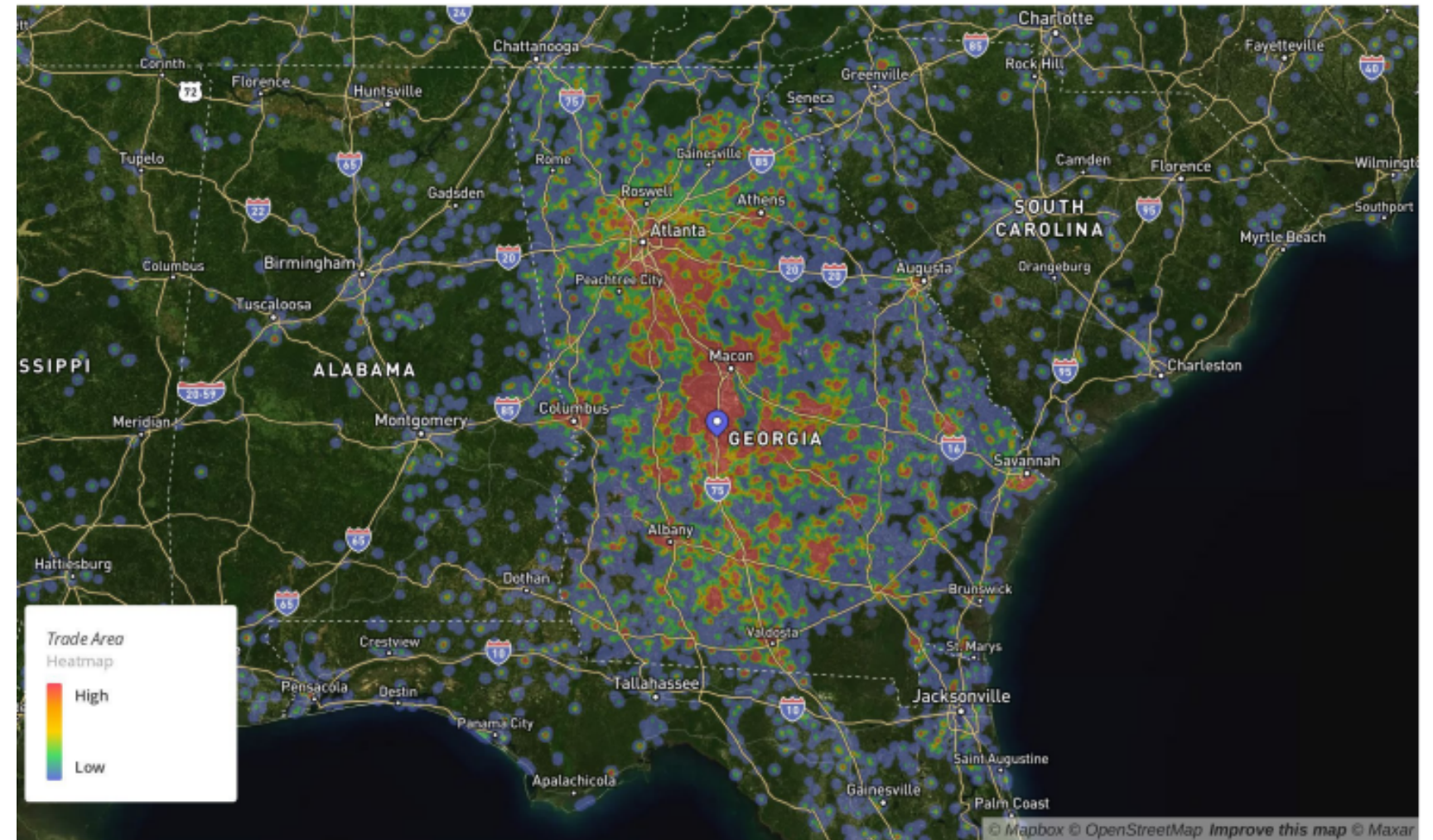


## Gender



## Market Landscape

The Georgia National Rodeo pulls from across the entire state.



**Affinities: Outdoor Activities, Hunting, Fishing, Camping, Farming & Livestock**

\*Based on 2023 GNR Data from PlacerAI

# 2024 Georgia National Rodeo Presenting Sponsorship | \$15,000



**SOLD**

- Media Package for all TV and Radio Stations (Tickets, Posters, Website, TV, Radio and Social Media) valued at \$18,000
- Name and logo on all radio and TV produced commercials
- Logo Placement on:
  - Ticket Stubs
  - Arena LED boards
  - Livestock LED boards
  - Full-page Rodeo Program insert
  - I-75 LED board
- Banners placed on
  - Bucking Shoot
  - Arena Floor
- 20 X 20 booth space on-site all days of Rodeo
- 20 Box seats tickets to use at an performance
- Live sponsor recognition Friday night
- Social Media
- On-site sponsor mentions

# Bull Riding Event Sponsor

## \$5,000



- Presenting rights to Bull Riding Event
- 2 (two) 3' X10' Banners in Rodeo Arena
- 10' X 10' Activation Space in Rodeo Arena all nights of Rodeo
- On-site Emcee Shout-outs
- 12 (twelve) upper-level reserved seat tickets to performance of choosing
- Social Media Shout-outs each night of Rodeo (3)
- Sponsor Logo on:
  - Rodeo Program
  - GNR Website
  - LED Boards in Rodeo Arena



# Event Competition Sponsorship

## \$3,000

- Presenting rights to your choice of event (6 available)
- 2 (two) 3' X 10' Banners in Rodeo Arena
- 10' X 8' Activation Space in Rodeo Arena all nights of Rodeo
- 8 (eight) upper level reserved seats to performance of choice
- On-site Emcee Shout-outs
- Sponsor Logo on:
  - Rodeo Program
  - GNR Website
  - LED Boards in Rodeo Arena
- Social Media Posts (2)



# Exit Gate Sponsor

## \$2,000



**SOLD**

- 1(one) 4' X 8' banner on exit gate
- On-site Shout-outs by Rodeo Emcee
- 4 (four) upper-level reserved seats to performance of choice
- Sponsor Logo on:
  - Rodeo Program
  - Cowboy Autograph Item
  - GNR Website
  - LED Boards in Rodeo Arena

# Bucking Chute Gate Sponsor

## \$2,000



- 1(one) 2' X 6' banner on bucking chute gate
  - 10' X 8' Activation Space in Rodeo Arena all nights of Rodeo
  - On-site Shout-outs by Rodeo Emcee
  - 4 (four) upper-level reserved seats to performance of choice
- Sponsor Logo on:
    - Rodeo Program
    - Cowboy Autograph Item
    - GNR Website
    - LED Boards in Rodeo Arena

# Banner Display Sponsor

## \$1,500



- 2 (two) 3' X 10' banners inside seating area of Rodeo Arena
- 4 (four) upper-level reserved seats to performance of choosing
- Sponsor Logo on:
  - Rodeo Program
  - Logo on Arena LED Boards
  - GNR Website

\*\*\*Can add 10 X 8 booth space all 3 nights of Rodeo for additional \$500 investment\*\*\*

# VIP Experience & Banner Display Sponsor \$4,000



## VIP Experience Includes

- Private Premium Box
  - 30 Rodeo Tickets
  - Reserved Parking & Early access
  - Snacks and refreshments provided by the Perfect Pea
  - 2024 Georgia National souvenir item
- 2 (two) 3' X 10' banners inside seating area of Rodeo Arena
  - Sponsor Logo on:
    - Rodeo Program
    - Cowboy Autograph Item
    - GNR Website

*Great for corporate groups and employee families!*



# Contact Us

We can customize the perfect opportunity for your business!

## PHONE NUMBER

478-988-6483

## EMAIL ADDRESS

[mlane@gnfa.com](mailto:mlane@gnfa.com)

## WEBSITE

[www.georgianationalrodeo.com](http://www.georgianationalrodeo.com)

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