



***Let's kick open the chutes
and get back to Stampede
traditions this summer!***



Sponsorship Program Information



April 16, 2021

On behalf of the Stampede Committee, staff & volunteers, we thank you for being a part of the 99th annual Greeley Stampede.

This year's celebration will be different than the prior ninety-eight community events as it will be modified due to the timing of the event and the current COVID situation. We are running through different scenarios that will financially allow us to produce a safe event that you will be proud to be a part of while making sure our centennial celebration in 2022 will be one for the record books.

Sponsors are vital to the success of the Greeley Stampede. In 2019, 116 companies invested more than \$1.8 million to support the community event through the sponsorship program. We will need the continued support from our partners now more than ever to provide a celebration for our community.

We will continue to create custom sponsorship packages starting at a \$7,500 investment level to help reach your goals. Sponsors may receive on-site exposure, inclusion in appropriate marketing materials and a modified hospitality package.

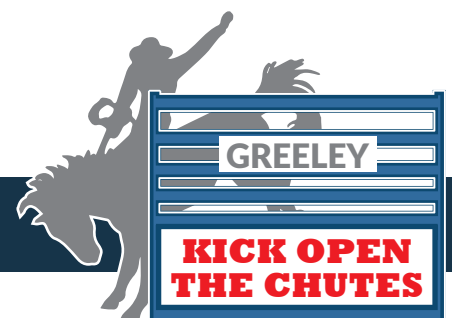
We greatly appreciate your patience and flexibility as we continue to plan for this year's modified Stampede. We will continue to closely monitor the situation with our local health professionals with hopes to add events, attractions & programs as the allowed and deemed safe. I look forward to talking with you more about working together to continue the Stampede traditions for our community.



Justin Watada

General Manager
Greeley Stampede
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Event History

The Greeley Stampede is a non-profit 501c4 organization that is rich in tradition and heritage dating back to the late 1800's. It began as a community celebration to honor local potato farmers and has since grown into an internationally acclaimed festival attracting over 220,000 people annually from all parts of the United States and many foreign countries. Today, the event is Colorado's premier summer western celebration that strives to celebrate our western heritage & independence while making a positive impact on our community.



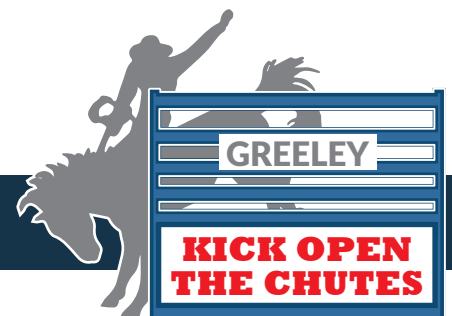
Giving Back to the Community

The Stampede has been and will always be about the community. Over the past 5 years, the event has:

- donated more than \$375k to community organizations that volunteer during the event
- raised more than \$315k for the Stampede Foundation to support education in Northern Colorado
- invested more than \$1.5 million for Island Grove Park improvements



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Committee

The Greeley Stampede is governed by a board of directors known as the Stampede Committee. Member volunteers serve four-year terms and are each responsible for certain operational areas of the event.

A Message from the General Chairman Chad Sanger



On behalf of the Committee, we thank you for sticking with us during these difficult times. Together we will take the cards that are dealt to us and put on a great celebration for our community. We will do everything we can to put on a safe event while continuing as many Stampede traditions that are allowed. We look forward to seeing you this summer in person.

General Chairman

Vice Chair / Night Shows Chair

Secretary / Vendors Chair

Treasurer / Volunteer Chair

Security Chair

Rodeo Chair

Grounds Chair

Parades & Guest Services Chair

Parking & Admissions Chair

Hospitality Chair

Gold Spur Donor Program

Chad Sanger, Turn Key Builders

Trent Johnson, Greeley Hat Works

Julie Jensen, Greeley Area Realtors Association

Jesse Leos, Independent Financial

Mic Harvey, Nutreition LandCare

Shawn Mills, Safety Assurance Consulting

Jeff Reck, Reck Flyers

Kent Heckel, GCR Tires & Service

Todd Stephens, Bill's Volume Sales and Service

Dan Dennie, Retired U.S. Air Force

Jacki Reider, Hearing Rehab Center

Staff

General Manager

Office Operations

Ticket Operations

Marketing & Media

Promotions & Guest Services

Beverages Coordinator

Accounting

Vendor Support (volunteer)

Justin Watada

Julie Reinert

Tawnya Garcia

Kevin McFarling

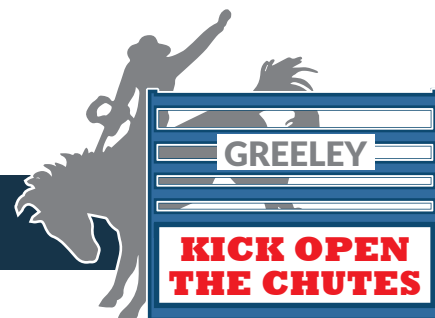
Cayley Loeffler

Morgan Moisey

Cassie Rigg

Ray Esola

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Safety Procedures

The Greeley Stampede has been working closely with the City of Greeley, Weld County and the State of Colorado to develop a plan to host a safe event for our community to enjoy. We will continue to monitor the situation to adapt as the conditions improve with hope to increase capacities, add attractions and reduce restrictions.

Currently, as of April 16, here are some of the safety procedures to be implemented this year:

- reduced capacity to allow for social distancing
- promote guest use of face coverings while in high traffic areas & lines
- directional and social distancing markers will be placed to maintain traffic flow
- wait to confirm use of the Buckle Club and Sponsor Patio hospitality areas due to capacity limitations
- frequent scheduled cleaning & disinfecting of high touch surfaces

Event Schedule (as of April 1, 2021)

Thursday, June 24	11am	Longhorn Kickoff Drive
	7pm	PRCA Xtreme Bulls
Friday, June 25	7pm	PRCA rodeo #1
Saturday, June 26	2pm	PRCA rodeo #2
	8pm	SuperStars Series Concert #1
Sunday, June 27	2pm	PRCA rodeo #3
	8pm	SuperStars Series Concert #2
Monday, June 28	7pm	PRCA rodeo #4- Tough Enough to Wear Pink
Tuesday, June 29	7pm	PRCA rodeo #5- Military Appreciation
Wednesday, June 30	7pm	PRCA rodeo #6
Thursday, July 1	8pm	SuperStars Series Concert #1
Friday, July 2	8pm	SuperStars Series Concert #4
Saturday, July 3	9am	Independence Day Parade
	2pm	American Bull Fighting
	8pm	SuperStars Series Concert #5
Sunday, July 4	2pm	Demolition Derby
	9pm	Independence Day Fireworks

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Sponsorship Opportunities

PRCA RODEO

- Presenting Rodeo Series
- Contestant Hospitality
- Individual Event
 - Barrel Racing
 - Breakaway (NEW)
 - Bull Riding
 - Bronc Riding
 - Mutton Bustin
 - Saddle Bronc
 - Steer Wrestling
 - Team Roping
 - Tie Down Roping
- Performance (6)
- Rough Stock Bucking Chute (8)
- Rough Stock Return Alley sign
- Rough Stock Chute Pads (2)
- Rodeo Announcer Stand
- Timed Event Chute sign (2)

EVENTS

- American Bull Fighting
- Big Buckle Ball
- Boxing Exhibition in the Park
- Daily Parade in the Park
- Demolition Derby
- Independence Day Fireworks
- Independence Day Parade
- Kickoff Longhorn Drive
- PRCA Xtreme Bulls
- Yoga in the Park
- Zumba in the Park

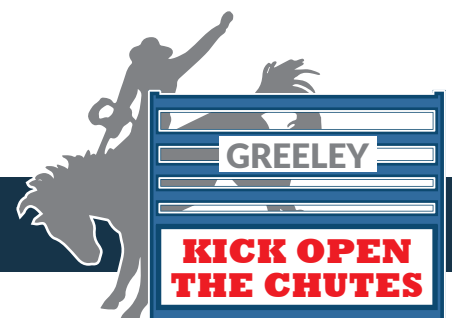
ATTRACTIONS & AREAS

- Carnival
- Guest Parking Shuttles
- Food Court
- Kids Korral family area
 - Face Painting & Balloon Makers
 - Pedal Tractors
 - Petting Zoo
 - Sandbox
 - Specialty Shows (2)
- Longhorns
- Park Music Stage
- Parking Tickets
- Volunteer Wellness
- Western Art Show

SIGNAGE

- LED Scoreboard
- Main Ticket Office Red sign (2)
- Viewing Deck

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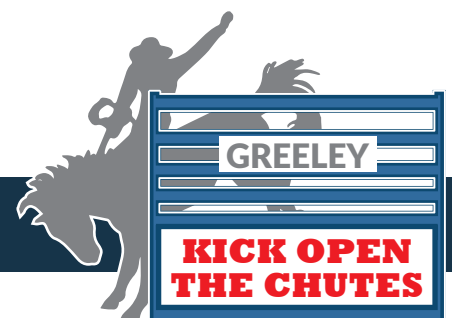
PENDING Attractions, Items & Events

We will continue to monitor the situation to adapt as the conditions improve with hope to increase capacities, add attractions and reduce restrictions.

- Barn Dance
- Behind the Chutes Tour
- Brushes & Bulls (paint & sip)
- Bucky & Bertha Mascot Program
- Carnival Music Stage
- Centennial Village
- Community Team Roping
- Corn Hole Tournament
- Cowboy Church Service (2)
- Cowboy Games
- Craft Beer Tent
- Credential Lanyards
- Horsepower & Hot Rods Car Show
- Hoverboard Barrel Racing
- ID wristbands (10)
- Kickoff Concert
- Kickoff Luncheon
- Kids Rodeo
- Murder Mystery Dinner
- Pancake Breakfast (2)
- Rodeo 101 Education Series
- Rodeo Autograph Session
- Saloon Music Stage
- Sheep Stampede
- Tea with the Queen
- Wine Garden



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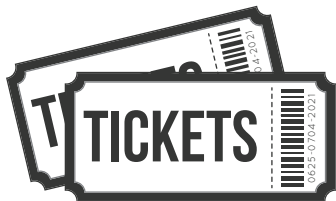
Sponsorship Benefits

2021 sponsor hospitality packages will be modified due this year.



Community Tradition

The Stampede brings the entire community together every summer to celebrate our Nation's independence while creating unforgettable memories with family, friends and co-workers. Your sponsorship directly supports the ability to offer affordable family entertainment for guests of all ages to enjoy.



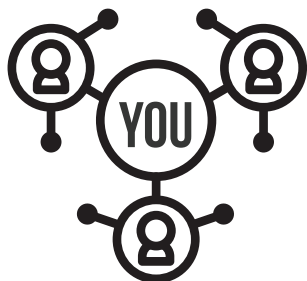
Tickets for the rodeos, concerts & more!

Currently, the arena capacity will be reduced for all arena events. Sponsors will receive tickets for all arena ticketed events to personally use or share with co-workers, family, guests and clients.



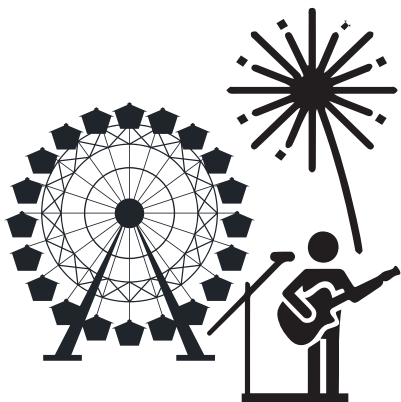
Access to the North Forty & Spur Club hospitality areas

Enjoy complimentary beverages and snacks while networking and socializing with your friends, family, clients & coworkers. The Spur Club in the Events Center will be opened for selected arena events. The new outdoor designated area called the North Forty will be open for sponsors one hour prior during all ticketed arena events.



Promote your brand and engage with the guests

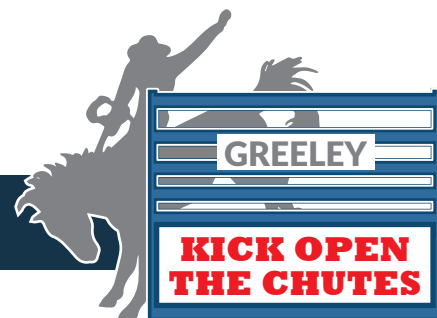
You will have the opportunity to display your logo on-site & with appropriate promotional materials, engage with guests and leverage your partnership to open new doors for your business.



Access to the carnival, music, kids korral & parades

Sponsors will receive daily park admission to listen to local music, watch the longhorns stroll through the park, enjoy carnival rides, eat festival food and see the fireworks pop on July 4th. Sponsors will also receive premium event parking passes just west of the Exhibition Building.

Help continue the Stampede tradition

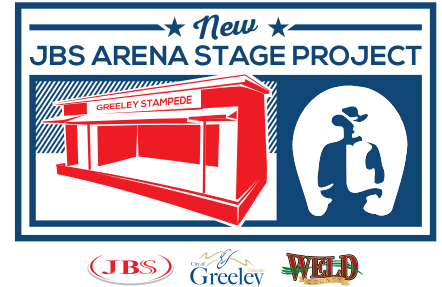


Building for the Future

The Greeley Stampede has been a community celebration for 99 years and will be around for many more years despite the recent COVID related setbacks & restrictions. The Stampede is working on two major capital improvement projects that will benefit the event & community.

JBS Arena Stage- *scheduled to be completed in 2021*

This new stage will be almost two-times larger than our existing stage that will allow for bigger concert production, reduced concert venue setup, increased arena concert capacity, enhanced entertainer amenities, and will provide new entertainment opportunities for the greater Weld County community. The project is financially supported by JBS, City of Greeley and Weld County.



Learn more about this project at www.greeleystampede.org/p/JBSstage

Legacy Project- *scheduled to be completed in 2022 with funding support*

In 2022, the Greeley Stampede will be celebrating the 100th annual community celebration. It will be a major milestone for the event, community and the entire State of Colorado. A top priority is to preserve and showcase the Stampede's history for future generations to experience. The Greeley Stampede is exploring to expand the current office in Island Grove Park to fulfill this priority called the Legacy Project. The project is expected to cost \$400-600k.

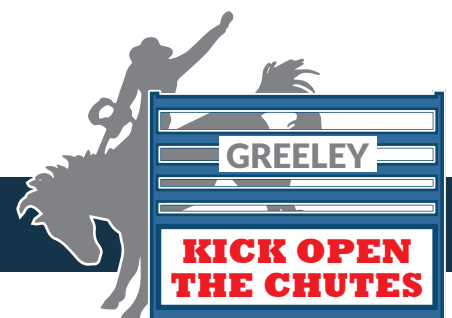
The Legacy Project is a 2,300 sq ft expansion with space to:

- display event memorabilia including saddles, buckles, and event photos
- store and preserve event archives
- recognize distinguished individuals like former Grand Marshals & Hall of Fame inductees
- showcase the Stampede's permanent western art collection
- host volunteer meetings & special events
- renovate existing offices to accommodate for the new project and to create more efficient office space
- feature a commissioned art mural dedicated to the history of agriculture in Greeley for their role in our community's success
- share the history of the sport of rodeo



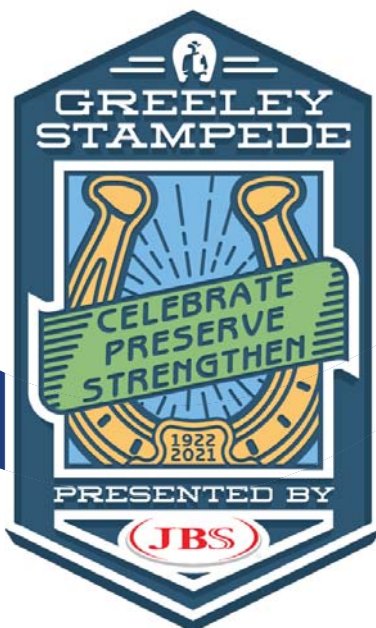
Learn more about this project at www.greeleystampede.org/p/legacyproject

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Sponsors are a key piece to our success

We look forward to working together to fulfill your sponsorship goals while bringing everyone together to celebrate our nation's independence, preserve our western heritage, and strengthen our community.



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JUNE 24-JULY 4, 2021