# 2023 Greeley STAMPEDE



# RODEO \* CONCERTS \* FAMILY FUN









Sponsorship Information

# **WELCOME TO THE GREELEY STAMPEDE**

We invite you to tap into the branding and marketing power of Colorado's premier summer western celebration by becoming a sponsor and partner of the 2023 Greeley Stampede.

More than 250,000 rodeo fans, concert goers and western revelers come to enjoy affordable entertainment. The Greeley Stampede is more than the  $^{\sharp}$ 1 local attraction in the region over the  $^{\sharp}$ 1 of July holiday – it is simply the most targeted way to reach every facet of the Northern Colorado community.

For 100 years in NoCo, the Greeley Stampede has been the most popular and long standing community tradition, and as a sponsor you will receive exposure throughout the event. Signage placement is available in multiple prominent areas of Island Grove Regional Park along with recognition by park attractions and event announcers – all potential benefits which ensure prominent exposure throughout the 12-day event.

Your presence is reinforced through your company logo on appropriate collateral materials, including event guides, pocket schedules, promotional brochures and other media. Your recognition may extend online through a year-round ID and link on the popular Greeley Stampede website and social media pages.

Also, the Stampede is one of the few live entertainment opportunities in Northern Colorado that brings the entire family together as the majority of Stampede visitors come with parents, siblings and other relatives. You have the opportunity to provide firsthand experience with your product or service by connecting with our guests where they are open to an introduction at an event they consider an old friend.

All of our partners receive an extensive and exclusive package of premium event tickets, admission, parking and hospitality passes. Take advantage of our Partner Concierge Service to purchase additional admission, parking or rodeo tickets at a special reduced rate.

Whether your target market consists of twenty-something music lovers, budget conscious mothers, discerning art lovers, passionate rodeo fans ... or anyone in between, the Greeley Stampede can connect your brand, product or service with the right people in a meaningful way. When you support something they care about, they will support you. Stampede, fully customizable, partnership packages start at \$8,000.

The dedicated promotional staff at the Greeley Stampede can develop meaningful and effective activation programs to promote your business or brand ... there are truly no limits. I look forward to discussing with you how we can work together to create a successful partnership.



Justin Watada Greeley Stampede CEO justin@greeleystampede.org o: 970-356-7787 c: 303-885-7804



# Our Mission & Event History

# **Our Mission:**

To celebrate our nation's independence, preserve our western heritage, and strengthen our community.

# **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 250,000 people annually from all parts of the United States and many foreign countries.

Officially named the Greeley Spud Rodeo in 1922, the event featured bucking bronc riding, fancy roping, a pie eating contest, a horse race, motorcycle and bicycle races, and a two-mile Model T Ford "free for all" race. Estimated attendance in that first official festival was 2,500 people.

In an effort to give the event some national recognition, the Greeley Spud Rodeo era ended and, thus, began the age of the "Go West with Greeley" Rodeo. The name was taken from the famous phrase by the city's name sake, Horace Greeley, who said "Go west young man. Go west."

The Greeley Independence Stampede name came in 1972 by means of a community contest and featured professional rodeos, country concerts, July 4th parade, and carnival midway, mixed with food and fun galore!

Today, the event is Colorado's premier summer western celebration. The 2023 event marks the 101st annual Greeley Stampede that will feature 13 days of affordable family entertainment including rodeo, music, parades, shopping, festival food and fireworks.

# **Our Organization:**

















# Award-Winning Festival

# **Past Concert Performers:**

- 3 Doors Down
- Alabama
- Alan Jackson
- Barenaked Ladies
- Big & Rich
- Blake Shelton
- Brad Paisley
- Brett Eldredge
- Brooks & Dunn
- Buck Owens
- Chris LeDoux
- Chris Young
- Clay Walker
- Clint Black

- Cody Johnson
- Darius Rucker
- Def Leppard
- Dierks Bentley
- Dustin Lynch
- Dwight Yoakam
- Faith Hill
- Gary Allan
- George Jones
- Granger Smith
- Jake Owen
- Jeff Foxworthy
- Joe Nichols
- Johnny Cash

- Jon Pardi
- Josh Turner
- Keith Urban
- Kenny Chesney
- Kid Rock
- Lady Antebellum
- Little Big Town
- Loretta Lynn
- Luke Bryan
- Lynyrd Skynyrd
- Martina McBride
- Rascal Flatts
- Reba
- REO Speedwagon

- Sawyer Brown
- Steve Miller Band
- Sugarland
- Taylor Swift
- The Band Perry
- The Beach Boys
- The Judds
- Thomas Rhett
- Tim McGraw
- Toby Keith
- TobyMac
- Trace Adkins
- Willie Nelson
- ZZ Top

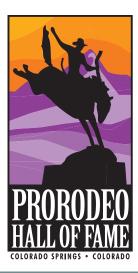
# An Award-Winning Festival:

Selected as the iHeart Radio Rocky Mountain Country Music Event of the Year

Selected as a 2018 & 2019 USA TODAY 10 Best Readers' Choice Award for Best Rodeo

Recognized as the 2015 PRCA Mountain States Circuit Large Rodeo of the Year. The Stampede also won the Best Ground Award for having the safest and most consistent ground condition in 2014 and 2015.

Inducted in the Pro Rodeo Hall in Fame in 2014. The prestigious recognition is awarded to the top rodeos in the world including the Calgary Stampede, Cheyenne Frontier Days, San Antonio Stock Show & Rodeo and the National Western Stock Show.













# **About Us**

# **Committee**

The annual Greeley Stampede is produced by a Committee of volunteers & community leaders. Each Committee member is responsible for managing, producing & leading a specific event area while also being event ambassadors.



General Chair Julie Jensen Greeley Area Realtor Association



Volunteer Chair Jesse Leos First Interstate Bank



Hospitality Chair Jacki Reider Colorado Ear Care



Security Chair Mic Harvey Nutreetion LandCare



Rodeo Chair Shawn Mills Safety Assurance Consulting



Parking Chair **Todd Stephens** Bill's Volume Sales and Service



Admissions Chair **Junior Barrios FNBO** 



Group Sales Chair Jen Baiamonte City of Evans



Grounds Chair Jerod Lichtenberg B & M Electric



Music Production Chair **Cory Sample** Maxar Technologies



Parades Chair Stephen Walker Norfolk Iron & Metal Co.

# **Staff**

Accounting

Vendor Support (volunteer)

CFO

Operations Manager Marketing Manager Beverages Manager Ticket Manager Community Engagement Coordinator Applications & Vendor Coordinator

Justin Watada Julie Reinert **Kevin McFarling Morgan Moisey** Katie Baker Stephanie Johansen Kennidi Holcombe Cassie Rigg Ray Esola

# **Board of Directors**

Chad Sanger, Jeff Reck, Julie Jensen, Jesse Leos & Jacki Reider



# Giving Back to the Community

# **Community Donations**

The Greeley Stampede supports community organizations and fund-raisers by donating:

## Tickets and gift baskets.

Donation requests: 183 Donation value: \$14,595

### Cash Donations:

Stampede Foundation: \$101,765 Wranglers Inc: \$10.000 Banner Health NCMC: \$14,000 Honor Flight of NoCo: \$8,500 St Jude's Hospital \$1.000

\_\_\_\_\_

Grand Total: \$135,265

### Food Donation to Weld Food Bank

289 lbs Carnival promo: CanSculpture: 13,000lbs

### **Island Grove Park Improvements**

The Greeley Stampede provides park improvements to Island Grove Regional Park as part of our agreement with the City of Greeley.

# **Volunteer Groups**

The Greeley Stampede donated more than **\$94,000** to community volunteer groups in 2022

- Boys & Girls Club
- Exchange Club
- Frontier Academy
- Greeley Church of Christ
- Greeley West High School
- Grizzly Booster Club
- Leanna's Closet
- Living Grace Baptist
- Loveland Volleyball Club
- NoCo Wrestling Club
- Rapids FC
- Roosevelt High Schoo
- University Poms
- Weld County Sheriffs Posse
- Weld County 4-H

Total donation to community volunteer groups for the past 5 events: **\$408,897.80** 

In 2022, the major projects were the arena JBS Stage, arena club level renovations and the new stock pens north of the arena. Total park improvements for 2022 was \$3,724,619

# \$23 million Economic Impact

For the 2022 event, the Greeley Stampede hired the International Festival & Events Association to conduct an economic impact study which was completed by JS&A Economic Development Consulting. This is the first official study completed since 2010 to determine the impact the Greeley Stampede event has on the economy of Greeley. The study found the total revenue generated by the Stampede as thte event and in the City of Greeley to be \$23 million.

Learn more about the study in our Community Report and more about how the Stampede is strengthening our community by scanning the QR code









# **Community Recognition**

# **Grand Marshal Program**

Each year since 1928, the Greeley Stampede has recognized outstanding citizens for their many community and regional contributions to Northern Colorado.

2010 Norm & Bonnie Dean 2011 Harold & Carol Evans 2012 Bill & Sylvia Webster 2013 Bill & Sharon Farr 2014 Mike & Nomie Ketterling 2015 Bob & Ann Ghent 2016 Gene & Julie Haffner 2017 Jerry & Sandy Helgeson 2018 Rob & Anita Reeves 2019 Jeff & Dayna Bedingfield 2021 First Responders

2022 Jim & Kirsten Humphrey



# **Hall of Fame Program**

The Greeley Stampede Hall of Fame was established in 2018 for the purpose of honoring individuals who have made significant and long-lasting contributions to the Greeley Stampede.

### **Inductees**

- Earl Anderson ('21)
- Hadley Barrett (18)
- Bennie Beutler ('19)
- Nyla Bristow ('21)
- Harold Evans ('21)
- Ron Jackson ('22)
- Dick Lookhart ('21)
- Bill May ('19)
- Tom Mawson (18)
- Art Parker (18)
- Bill Webster (19)
- The Farr Family (18)
- The Hill Family ('22)

### 2023 Inductees

- Lefty Bartels
- Leon Coffee
- Joe Vickarelli





# 2022 Event By the Numbers

Park attendance (estimated):	213,802
Thursday, June 23	9,544
Friday, June 24	16,983 🛊
Saturday, June 25	25,983 🛊
Sunday, June 26	19,931
Monday, June 27	12,832 🛊
Tuesday, June 28	12,750 🛊
Wednesday, June 29	10,204
Thursday, June 30	13,648 🛊
Friday, July 1	20,922 🛊
Saturday, July 2	25,152
Sunday, July 3	28,064 🛊
Monday, July 4	18,104 🛨
July (the Dayada (actionated).	/ 0 000

July 4th Parade (estimated): 40,000\*

# **Stampede Arena Tickets**

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Concerts Series:	61,883 🛊	
Brad Paisley	12,031	
Stone Temple Pilots	8,538	
Jeremy Camp	9,170	
Jon Pardi	12,141	
Jordan Davis	9,164	
Cole Swindell	10,839 🕇	
PRCA Rodeo Series:	37,746 🕇	
Saturday, June 25	6,743	
Sunday, June 26	6,518	
Monday, June 27	6,054	
Tuesday, June 28	5,257	
Wednesday, June 29	5,700	
Thursday, June 30	7,474	
Demolition Derby:	7,974	
PRCA Xtreme Bulls:	6,092	
American Bull Fighting:	4,764	
Heritage of Mexico Rodeo:	6,444 🛨	

# **Special Events Attendance:**

Stampede Golf Tournament:	144 golfers
Big Buckle Ball:	968
Hall of Fame Banquet	146
Tea with the Queen	16

PRCA Rodeo	1,568	1
Rodeo Mutton Bustin	56	
PRCA Xtreme Bulls	50	
Demolition Derby	58	1
American Bull Fighting	10	
Hot Rods & Horsepower	45	$\uparrow$
Cornhole Tournament	100	+
LEGO Creation Festival	55	+

# **Parking**

Paid vehicles 24,907

# **Volunteers**

Wranglers	200
Wrangler Hours	15,487
Volunteers	150
Volunteer Hours	2,600

# **Gold Spur Donor Program**

Supporters	208	1
Amount Donated	\$528,0	091

# **Sponsorship Program**

Partners	141
Total Amount	\$2,599,587

# **Donations to:**

Weld Food Bank Night	289 lbs food
Community Organizations	\$100.989

# **Social Media**

Facebook	40,347	1
Facebook Español	3,836	1
Twitter	3,783	1
Instagram	8,202	1

- ↑ Indicates an increase compared to the 2021 event. Overall attendance in 2022 increased by more than 17%.
- New or added for 2022.



<sup>\*113</sup> parade entries

# 2022 Sponsor Feedback

# How many years have you been a sponsor?

First Year	20%
2-3	25%
4-6	12%
7-9	10%
10+	33%



Extremely Well	57%
Very Well	33%
Somewhat	8%
Not so well	1%

# How likely are you to return as a spnsor in 2022?

Highly Likely	83%
Likely	10%
Not Likely	0%
Depends on Budget	7%







# What sponsors are saying about the 100th Greeley Stampede:

"I had one of the best times I have ever had at the Stampede. I was so proud to work for a company that is a sponsor and get to see the value you are not just as a dollar sign but as a part of the stampede family."

"Overall amazing event! Thank you for being so welcoming to us and open to our ideas. We can't wait to work with you more in the future."

"The 100th was fantastic. Well executed by all the hundreds of volunteers and vendors who make things happen. Looking forward to 2023 already!"

"The 100th Greeley Stampede was definitely one for the books! Lots of memories made. Thank you for all the smaller events within the event that brought our families and community together."

# 2023 Event Sponsors





























































































UNC



















































































































MING SEXY®









Ken Garff

































# Sponsorship Benefits

# Custom made packages to best fit your needs

The Greeley Stampede will create a sponsorship package that will maximize your investment to help reach your goals. The tier-based program starts at a \$8,000 investment level. Here are some of the sponsorship benefits and opportunities (will vary by investment level).

# **Integrated Branding**

- Use of the Official Greeley Stampede logo and annual icon
- Complimentary entry with preferred staging in the Independence Day Parade
- Recognized as a sponsor in the event program
- Recognized as a sponsor in the event brochure
- Recognized as a sponsor on the event website
- Co-branded social media posts
- Advertising space in event program

### On-site Promotion & Activation

- Display banners in prominent locations throughout the park
- Recognized by the announcer prior, during and/or after appropriate events
- Featured sponsor logo on Stampede Arena LED display boards
- Run: 30 video commercial on Stampede Arena LED display boards
- Display sponsor logo on Stampede Arena wall
- Sponsor flag displayed during parades, rodeo and/or Sponsor Circle
- Complimentary vendor space for the entire event or daily
- Crowd sampling & Guest giveaways

# **VIP Experience**

- Premium tickets to all Stampede Arena events including concerts, rodeo & demo derby
- Premium event Guest Lot parking passes
- Access to three hospitality areas to treat your guests, family & friends
- Access to the Independence Day Parade VIP viewing hospitality area
- Opportunity to purchase discounted rodeo tickets







# **Sponsor Hospitality**

The Greeley Stampede offers four hospitality areas for sponsors to enjoy. Access and number of tickets is set by individual sponsor agreements. All guests ages 6+ are required to have a ticket/pass for access.

# **North Forty**

The sponsor hospitality area, located south of the food court, offers complimentary beverages, outdoor space to socialize and patio table seating. The North Forty is the perfect spot to network while enjoying the Park Music Stage.

# **Sponsor Patio**

The popular sponsor hospitality area, located northwest of the Stampede Arena, offers complimentary beverages, snacks, restrooms and shaded patio seating.

# Spur Club

The crowd favorite sponsor & donor hospitality area, located indoors at the Events Center, will feature a light meal provided by top restaurants in Northern Colorado. Light meals will be limited to the first 900 guests on rodeo nights and 1,200 on concert nights.

# **Buckle Club**

A **new** premium hospitality area for \$20k+ investment sponsors will be open on arena concert nights only. The centrally located Buckle Club presented by JBS offers complimentary beverages, snacks, restrooms and great views of the park.



# 2023 Schedule

# June & July

	-					
SUN	MON	TUE	WED	THR	FRI	SAT
				16	16	17
						Big Buckle Ball
				22	23	24
				Longhorn Drive		PRCA Rodeo-1
				PRCA Xtreme Bulls	Flo Rida concert	Lee Brice concert
25	26	27	28	29	30	1
PRCA Rodeo- 2						American Bull Fighting
TBA concert	PRCA Rodeo- 3 TETWP	PRCA Rodeo- 4 military	PRCA Rodeo- 5	PRCA Rodeo- 6 Finals	Tyler Hubbard concert	Dustin Lynch concert
2 Heritage of Mexico	3	<b>4</b> July 4 Parade				

Sam Hunt concert

Rodeo





Demolition

Fireworks

Derby

<sup>\*</sup> schedule subject to change

# 2023 Park Attractions & Special Events

### **OFFICIAL**

- Presenting
- Beer
- Boot
- CPA
- Dairy Provider
- Feed
- Fuel
- Hat
- July 4th Parade Host
- Jean Apparel
- Locksmith
- Printer
- Rodeo Health Provider
- RV
- Soft Drink
- Spirit
- Traffic Control
- Vehicle

JBS

**Bud Light** 

Justin Boots

NorCo CPAs

Meadow Gold

Agfinity

Agfinity

Greeley Hat Works

University of NoCo

Wrangler

Greeley Lock & Key

Alphagraphics

Banner Health

Pepsi

Jack Daniel's

AWP

Weld County Garage

# **DAY SPONSORS**

- Thursday, June 22
- Friday, June 23
- Saturday, June 24
- Sunday, June 25
- Monday, June 26
- Tuesday, June 27
- Wednesday, June 28
- Thursday, June 29
- Friday, June 30
- Saturday, July 1
- Sunday, July 2
- Monday, July 3
- Tuesday, July 4

- City of Greeley
- Jack Daniel's
- Chevron
- First Bank

Banner Health

UNC

Oxy

JBS

**Bud Light** 

Power Services Co

Pepsi

GMC

### PARK ATTRACTIONS

- Carnival Americana
- Food Court
- Parade in the Park
- Food Court Music Stage
- Park Music Stage
- Western Art Show
- Craft Beer Patio
- Legacy Lane

JBS

**Xfinity** 

Wells Ranch

IFS Industries

Civitas Resources

Colorado Cornhole

# **KIDS KORRAL**

- Petting Zoo
- Face Painters
- Pedal Tractors
- Bucky's Sandbox
- Sheep Stampede - Extreme Raptors
- Nerveless Nocks
- Centennial Village
- Character Appearances
- Aven's Village

**Topshelf Printers** 

**PDC Energy** 

Moffat Glass

Waste Management

Xcel Energy

TBK Bank

Faithful Roofing

QT Mechanical

# **AMENITIES & PROGRAMS**

- Arena Stroller Corral
- Champions
- Guest Shuttles
- Guest Trolleys
- Guest Park WiFi
- First Aid Tent
- Nursing Suite
- Park Clean Up
- Park Admission Coupons
- OtterBox Pathways
- **Xfinity**

Banner Health

**UCHealth** 

Animal Health Int.

King Soopers

- Sunscreen Stations - Volunteer Wellness UCHealth



# 2023 Rodeo & Hospitaltiy Area Sponsors

### **RODEO SPONSORS**

- Bucking Chute

- Return Alley

Bank of Colorado

Boot Barn BURNCO

Colorado Oil & Gas Association

DCP Midstream

Five Rivers Cattle Feeding

Hired Gun Weed & Pest Control

McCreery & Sun Banner Health Silverline Services Reedesign Concepts

- Announcer Box - Timed Event Chute

Flatiron Steel

Chevron

- Contestant Hospitality Animal Health International

- Rodeo Grooming Wickham Tractor - Autograph Sessions Moffat Glass

- Behind the Chutes Tours

- Rodeo Day Sheets

- Contestant Horse Stalls

- Back Numbers

- Champion Saddles

Cabela's

Pawnee Waste

Hutchison

Black Label Services, BC Resources,

Miller Cattle Feeders

### **EVENTS**

- Bareback Riding

- Steer Wrestling

- Team Roping

- Saddle Bronc

- Tie Down Roping

- Breakaway

- Barrel Racing

- Mutton Bustin

- Bull Riding

- Giveaway Lap

- Specialty Act

Independent Financial

**FASTSIGNS** 

Agfinity

RE/MAX Alliance

Slaughter Roofing

AWP

Animal Health International

King Soopers & Justin Boots

Murdoch's Ranch & Home Supply

### **SPUR CLUB**

- Coyotes Southwestern Grill & Palomino Mexican Restaurant
- Dickey's Barbecue Pit
- Dugout Bar & Grill
- Jimmy John's
- McCarty's at Eaton Country Club
- Papa John's
- Wing Shack & Sexy Sammies
- Bud Light, Jack Daniel's & Pepsi
- Meadow Gold

### **SPONSOR PATIO**

- Greeley Hat Works
- Oxy
- Wing Shack
- Bud Light, Jack Daniel's & Pepsi
- Meadow Gold

### NORTH FORTY

- American Furniture Warehouse
- Banner Health
- Luna's Tacos & Tequila
- Wing Shack & Sexy Sammies
- Bud Light, Jack Daniel's & Pepsi
- Meadow Gold

# **EQUIPMENT SPONSORS**

- 4 Rivers Equipment
- Equipment Share
- Reck Flyers
- Titan Machinery
- Wagner Rents
- Wickham Tractors

# 2023 Special Event & General Sponsors

### SPECIAL EVENTS & PROGRAMS

- Barrel School Art

- Barn Dance

- Big Buckle Ball

- Boots & Bling: Ladies Night Out

- Character Appearances

- Cornhole Tournament

- Free Cab Ride Home

- Hall of Fame

- Horsepower & Hotrods Car Show

- Independence Day Fireworks

- Independence Day Parade

- Kickoff Concert

- Lego Exhibit & Building Contest

- Selfie Art Stands

- Stick Horse Rodeo

- Summer Reading Program

- Tacos & Tequila Tasting

- Tea with the Queen

- Whiskey & Cigar Tasting

- Zumba in the Park

Baessler Homes Country Kickup

First Interstate Bank

Orthopaedic & Spine Center of the Rockies

Flatiron Steel

Poudre River Storage

University of Northern Colorado

Oxy

McDonald Toyota

Oxy

Norfolk Iron & Metal

Brad Inhulsen Sears Real Estate

OT Mechanical

### GENERAL EVENT SPONSORS

- 3J Hav
- EnviroTech Services
- Fisher Landscaping
- Foundation Financial
- Justin SportsMedicine Team
- Pinnacle Trailers
- Zoe's Cafe
- 7YN

### **SIGNAGE**

- Viewing Deck Chevron

- Arena Exits Revelation Steel Silverline Services - Arena Archways

**EPIC Designs** McDonald Toyota

- 11th Ave Entrance Les Schwab Tires - 14th Ave Entrance

- Arena Handicap Ramps Pathways

### **MEDIA SPONSORS**

- iHeart Media
- Townsquare Media
- 9NFWS
- Coloradoan
- The Tribune
- 1310 KFKA
- Tigre Radio
- La Jota
- KYGO
- Outdoor Promo
- K-LOVE



# **BUILDING FOR THE NEXT 100 YEARS**

The Greeley Stampede is working on two major capital improvement construction projects that will benefit the event & community. Projects are scheduled to be completed by late spring 2023.

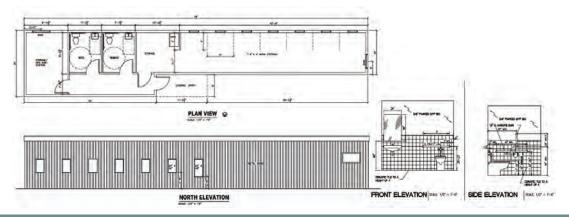
# **Legacy Project**

A top priority is to preserve and showcase the Stampede's history for future generations to experience. The Stampede is currently building a new office that will include a museum wing called Kinter Hall in recognition of the private donation to fund the project. The new construction will also have space to properly store archives and provide more efficient office space.



# **Park Ticket Offices**

More than 250,000 guests visit Island Grove Park during the annual celebration. The Stampede is contructing two permanent ticket offices, located near the 11th Avenue park entrance and the 14th Avenue park entrance, to offer a better quest ticket purchase experience, more efficient admission process and improved ammendities for the ticket staff & volunteers.







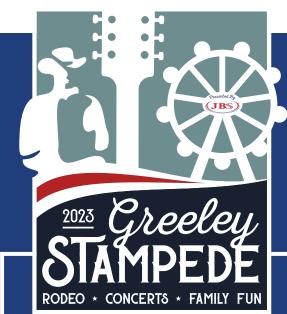












Event Dates: Thursday, June 22- Tuesday, July 4, 2023

Address: Island Grove Regional Park

600 North 14th Avenue Greeley, Colorado 80631

Phone: 970-356-7787

Contact: Justin Watada,

Email: justin@greeleystampede.org

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MUSIC - RODEOS - CARNIVAL - FESTIVAL FOOD - SHOPPING - KIDS KORRAL WESTERN ART - FIREWORKS - PARADES - DEMO DERBY - FAMILY FUN!