

PRE-SALE CAMPAIGN

JUNE 2ND - SEPTEMBER 8TH

Our mission is to produce events for education, entertainment, and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.

2022



hotfair.com



One HOT Cook Off

September 30 – October 2

One HOT Cook Off, presented by the South 40 Committee, will feature four categories of competition this year as well as a Junior Cook Off. Additionally, a cornhole tournament will be hosted in the BASE during the event. **All orders must be received on or before August 12th.**

Cook Off Spot - \$600

- One (1) 40' x 40' spot with water and electricity
- One (1) entry into the chicken, rib, brisket and drink contests

Junior Cook Off Sponsor - \$2,500 (Limit 1)

- Name and/or logo on up to 20 Junior Aprons
- One (1) sign at the event
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Sponsor mentions in all media promotions regarding the Cook Off
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Three (3) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Hospitality Sponsor - \$2,500 (Limit 1)

- Name and/or logo on up to 200 Cook Off t-shirts
- One (1) sign at the event
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Sponsor mentions in all media promotions regarding the Cook Off
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Three (3) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Judging Sponsor - \$2,500 (Limit 1)

- Name and/or logo on up to 150 Judges Aprons
- One (1) sign at the event
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Sponsor mentions in all media promotions regarding the Cook Off
- Sponsor may provide five (5) Judges to be included on the Judging Team
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Three (3) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

(One HOT Cook Off – Continued on Next Page)

Corn Hole Sponsor - \$2,500 (Limit 1)

- Name and/or logo on up to 200 Cook Off t-shirts
- One (1) sign at the event
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Sponsor mentions in all media promotions regarding the Cook Off
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Three (3) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Drink Contest Sponsor - \$2,500 (Limit 1)

- Name and/or logo on up to 200 Cook Off t-shirts and drink awards
- One (1) sign at the event
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Sponsor mentions in all media promotions regarding the Cook Off
- Sponsor may provide five (5) Judges to be included on the Judging Team
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Three (3) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Presenting Sponsor - \$7,500 (Limit 1)

- Recognized as the Presenting Sponsor of the One HOT Cook Off
- Name and/or logo placement on Extraco Events Center marquee from September 1 – October 31, 2022 and on the screens in the Coliseum/BASE during the event.
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Website recognition and sponsor mentions in all media promotions regarding the Cook Off
- Cook Off awards will be co-branded with company name and/or logo
- Four (4) Box seats to all five (5) performances of One HOT Rodeo
- Two (2) VIP badges
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Not valid for Tuesday Carnival Armband offer*
- Two (2) VIP parking passes
- One (1) 40' x 40' Cook Off spot with water and electricity
 - One (1) entry into the chicken, rib, brisket and drink contests
 - Dutch oven side pot (may enter this optional contest for a \$25 entry fee)



THE LUCK OF THE DRAW SCHOLARSHIP FUNDRAISER

September 10, 2022

Doors open at 6 p.m.

In 2021, the Heart O' Texas Fair & Rodeo awarded close to \$500,000 in scholarships and to date, more than \$3.5 million has been committed to the youth of Central Texas! The Luck of the Draw Fundraiser is a key component in underwriting these scholarships. The Scholarship Fundraiser includes casino games, a reverse ticket draw, entertainment by Neal McCoy and more. You must be 21 years of age to attend. **All orders must be received on or before August 12th.**

Entry Without Reverse Raffle Ticket - \$125

- Each ticket holder receives one (1) steak dinner, drinks, entertainment and \$500 in casino cash
- Does not include Reverse Raffle ticket

Gold VIP Table - \$1,000

- One (1) VIP table at the event (seats 8)
- Eight (8) steak dinners, drinks, entertainment and \$4,000 in casino cash
- Name and/or logo on the VIP table sign
- Does not include Reverse Raffle ticket

Raffle Underwriter - \$1,000 (Limit 1)

- Name and/or logo in conjunction with the Raffle
- Name and/or logo in the event program
- One (1) sign in the Raffle area
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Two (2) Raffle Tickets for a chance to be in the top 10 of the Reverse Raffle
- Four (4) steak dinners, drinks, entertainment and \$4,000 in casino cash
- Does not include Reverse Raffle ticket

Casino Table Underwriter - \$1,000

- Name and/or logo at a casino table
- Name and/or logo in the event program
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Two (2) Raffle Tickets for a chance to be in the top 10 of the Reverse Raffle
- Four (4) steak dinners, drinks, entertainment and \$4,000 in casino cash
- Does not include Reverse Raffle ticket



Game Underwriter - \$1,000

- Name and/or logo in game area
- Name and/or logo in the event program
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Two (2) Raffle Tickets for a chance to be in the top 10 of the Reverse Raffle
- Four (4) steak dinners, drinks, entertainment and \$4,000 in casino cash
- Does not include Reverse Raffle ticket

Food Underwriter - \$1,000

- Name and/or logo in the event program
- One (1) sign at the event
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Two (2) Raffle Tickets for a chance to be in the top 10 of the Reverse Raffle
- Four (4) steak dinners, drinks, entertainment and \$4,000 in casino cash
- Does not include Reverse Raffle ticket

Entertainment Underwriter - \$2,000

- Name and/or logo in the event program
- One (1) sign on the stage
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Name and/or logo on the Extraco Events Center marquees from September 1 thru October 31, 2022
 - *Located on Bosque Blvd. and Lake Air Dr.*
- Two (2) Raffle Tickets for a chance to be in the top 10 of the Reverse Raffle
- Four (4) steak dinners, drinks, entertainment and \$8,000 in casino cash
- Does not include Reverse Raffle ticket

Event Underwriter - \$3,000 (Limit 4)

- Name and/or logo in the event program
- Four (4) signs at the event
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James- erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Name and/or logo on the Extraco Events Center marquees from September 1 thru October 31, 2022
 - *Located on Bosque Blvd. and Lake Air Dr.*
- VIP Table (seats 8)
 - Eight (8) steak dinners, drinks, entertainment and \$16,000 in casino cash
 - Four (4) Raffle Tickets for a chance to be in the top 10 of the Reverse Raffle
 - Name and/or logo on the VIP table sign
 - Does not include Reverse Raffle ticket

CONTINUING EDUCATION

Sponsor a Student - \$1,000

- **Orders must be received on or before Wednesday, August 17th**
- Recognized as a 2022 Scholarship Underwriter
- Two (2) invitations to the Annual Scholarship Awards Banquet (Spring/Summer 2023)
- Name listed as a scholarship underwriter in the 2022 Official Digital Rodeo Program

Gold Star Sponsor - \$2,000

- **Orders must be received on or before Wednesday, August 17th**
- Recognized as a 2022 Scholarship Underwriter
- One (1) half-page color ad in the Official Digital Rodeo Program
 - **All orders and artwork for ads must be received on or before Wednesday, August 17th**
 - *Digital Rodeo Programs are accessible via QR Code for Rodeo attendees.*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Two (2) invitations to the Annual Scholarship Awards Banquet (Spring/Summer 2023)
- Name listed as a scholarship underwriter in the 2022 Official Digital Rodeo Program

Diamond Sponsor - \$3,000

- Recognized as a 2022 Scholarship Underwriter
- Two (2) invitations to the Annual Scholarship Awards Banquet (Spring/Summer 2023)
- Scholarship given on your behalf at the annual scholarship banquet.
- Opportunity to meet your student at the annual scholarship banquet
- Name listed as a scholarship underwriter on the 2022 Coliseum TV Screens
- Eight (8) reserved balcony seats to each performance of One HOT Rodeo and One HOT Bullfight

DIGITAL RODEO PROGRAM ADS

All orders and artwork for digital ads must be received on or before Wednesday, August 17th.

If your ad is not received by Wednesday, August 17th, the purchaser forfeits the opportunity to place an ad in the Digital Rodeo Program and no money will be refunded.

Digital Rodeo Programs are accessible via QR code for Rodeo attendees during the five nights of the One HOT Rodeo.

- Submit artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com
- A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.
- If a digital rodeo ad is sold, please remember to provide the **due date** and **email address** for submittal to the purchaser. The sale is not complete until the ad is received.

Sample Not to Scale

Full Page

Actual Size: 7.25" x 9.75"

Full Color Ad: \$500

<p>1/4 Page Actual Size: 3.625" x 4.875" Full Color Ad: \$125</p>	<p>1/4 Page Actual Size: 3.625" x 4.875" Full Color Ad: \$125</p>
<p>1/2 Page Actual Size: 7.25" x 4.75" Full Color Ad: \$250</p>	

ADMISSION TICKETS, PASSES & MEMBERSHIPS

Tickets

Gate Admission to the Fair - \$8

- Regular price is \$15 each; a savings of \$7 per ticket
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Ages 3 and older*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Does not include parking*
 - *Not valid for Tuesday Carnival Armband offer*

One HOT Rodeo or One HOT Bullfight Individual Reserved Balcony Ticket - \$20

- Ticket price day of is \$25; a savings of \$5 per ticket
- Reserved balcony ticket for one (1) selected performance of One HOT Rodeo (October 11th, 12th, 13th, 14th, 15th) or One HOT Bullfight (October 16th)
 - ***Must select performance date on the order form***
 - *Best seat available to be assigned*
 - *Includes Fair gate admission*
 - *Does not include parking*
 - *Not valid any other day*

One HOT Rodeo Ticket Package - \$150

- Purchased individually day of show for a total value of \$250; a savings of \$100
- Two (2) reserved balcony tickets to each performance of One HOT Rodeo (October 11th, 12th, 13th, 14th, 15th)
 - *Best seat available to be assigned*
 - *Includes Fair gate admission*
 - *Does not include parking*
 - *Does not include admission to One HOT Bullfight*

One HOT Bullfight Individual Box Seat Ticket - \$30

- One (1) reserved box seat during the One HOT Bullfight (Sunday, October 16th)
 - *Best seat available to be assigned*
 - *Includes Fair gate admission*
 - *Does not include parking*
 - *Not valid any other day*

One HOT Bullfight Ticket Package - \$65

- Purchased individually day of show for a total value of \$100; a savings of \$35
- Four (4) reserved balcony tickets for One HOT Bullfight (Sunday, October 16th)
 - *Best available seat to be assigned*
 - *Includes Fair gate admission*
 - *Does not include parking*
 - *Not valid any other day*

Season Pass - \$50

- This pre-sale season pass includes Fair parking. Total value of \$200; a savings of \$150 per pass
 - *Season Pass includes Fair gate admission each day (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
 - *One (1) season parking pass*
 - *Good for the Fair year (October 2022 - September 2023)*

(Admission Tickets, Passes & Memberships – Continued on Next Page)

Family Pack - \$80

- Regular price is \$120; a savings of \$40 per pack
 - *Family Pack includes four (4) Fair gate admission tickets, one (1) one-day parking ticket and two (2) carnival armbands. Valid for one-time use only.*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*

Carnival Specials

Fun Pass - \$75

- Fun Pass includes Fair gate admission and an Armband for carnival rides each day for one (1) person
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Fair gate admission is limited to once per day*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Does not include parking*

One Day Carnival Armband - \$25

- Regular price is \$35 each; a savings of \$10 per Armband; excluding daily promotions
 - *Good any day*
 - *Does not include Fair gate admission*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Does not include parking*
 - *Valid for one-time use only*

Business Appreciation Bulk Ticket Sales

Donate Tickets to the Fair - \$8

- Regular price is \$15 each; a savings of \$7 per ticket
- Fair gate admission tickets will be donated on your behalf to one (1) of the following organizations:
 - *Boys & Girls Club, Friends For Life, and/or Veteran Affairs, as designated by the Heart O' Texas Fair & Rodeo*
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
 - *Does not include parking*

Let your clients and employees know how much they mean to your business by treating them to a night of fun and entertainment at the Heart O' Texas Fair & Rodeo. Showing appreciation for your clients and employees can set you apart from your competitors, increase loyalty, improve retention, inspire sales and build relationships that last a lifetime.

151 – 300 Gate Admission Tickets to the Fair - \$7

- Regular price is \$15 each; a savings of \$8 per ticket
 - ***Must purchase 151 – 300 Fair gate admission tickets to receive this offer***
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
 - *Does not include parking*

301+ Gate Admission Tickets to the Fair - \$6

- Regular price is \$15 each; a savings of \$9 per ticket
 - ***Must purchase 301+ Fair gate admission tickets to receive this offer***
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
 - *Does not include parking*

(Admission Tickets, Passes & Memberships – Continued on Next Page)

Back Porch Club Memberships

The Back Porch Club gives its members an opportunity to experience a first-class social setting in a unique location. Enjoy outstanding catered meals and a cash bar in the private club with magnificent views of the action in the Extraco Coliseum, or have fun under the stars on the Extraco Coliseum's rooftop patio. The Back Porch Club is only open to members and their invited guests during the Heart O' Texas Fair & Rodeo and the RAM Texas Circuit Finals Rodeo. **NOTE:** a ticket is required by members and their guests to attend the One HOT Rodeo, One HOT Bullfight and RAM Texas Circuit Finals Rodeo.

Back Porch Club Annual Membership - \$300

- Membership includes gate admission to the Heart O' Texas Fair & Rodeo for the member and one (1) guest only
- One (1) VIP parking pass for the member only
- Option to buy a one-day guest pass to the Back Porch Club, contact Erin James - erin@hotfair.com for more information*
- Does not include dinner or drinks in the Back Porch Club**
- The Back Porch Club is only open to members during the One HOT Rodeo and the RAM Texas Circuit Finals Rodeo.
 - *A rodeo balcony or box seat ticket is required by members' guest to attend the One HOT Rodeo*
 - *A ticket is required by members and their guest to attend the RAM Texas Circuit Finals Rodeo*

Gold Back Porch Club Annual Membership - \$500

- Membership includes gate admission to the Heart O' Texas Fair & Rodeo for the member and one (1) guest of their choice
- One (1) VIP parking pass for the member only
- Fifteen (15) one-day guest passes (Valid for: October 11th, 12th, 13th, 14th, 15th and 16th)
 - *Option to buy additional one-day guest passes to the Back Porch Club, contact Erin James - erin@hotfair.com for more information**
- Does not include dinner or drinks in the Back Porch Club**
- The Back Porch Club is only open to members during the One HOT Rodeo and the RAM Texas Circuit Finals Rodeo.
 - *A rodeo balcony or box ticket is required by members' guest to attend the One HOT Rodeo*
 - *A ticket is required by members and their guest to attend the RAM Texas Circuit Finals Rodeo*

Platinum Back Porch Club Annual Membership - \$1,000

- Membership includes gate admission to the Heart O' Texas Fair & Rodeo for one (1) member and one (1) guest only
- One (1) VIP Reserved Parking Pass for member only
- Unlimited number of one-day guest passes (Valid for: October 11th, 12th, 13th, 14th, 15th and 16th)
 - *To claim your one-day guest passes, contact Erin James - erin@hotfair.com for more information**
 - *Member must be present*
- Fifteen (15) drink tickets (Valid for: October 11th, 12th, 13th, 14th, 15th and 16th)
- Priority dinner reservation seating
- Does not include dinner or drinks in the Back Porch Club**
- The Back Porch Club is only open to members during the One HOT Rodeo and the RAM Texas Circuit Finals Rodeo.
 - *A rodeo balcony or box seat ticket is required by members' guest to attend the One HOT Rodeo*
 - *A ticket is required by members and their guest to attend the RAM Texas Circuit Finals Rodeo*

(Admission Tickets, Passes & Memberships – Continued on Next Page)

Individual Lifetime Back Porch Club Membership - \$2,000

- Membership includes gate admission to the Heart O' Texas Fair & Rodeo for the member and one (1) guest only
- One (1) VIP parking pass for the member only
- Unlimited number of one-day guest passes to the Back Porch Club
 - *To claim your one-day guest passes, contact Erin James - erin@hotfair.com for more information**
 - *Member must be present*
- Does not include dinner or drinks in the Back Porch Club**
- The Back Porch Club is only open to members during the One HOT Rodeo and the RAM Texas Circuit Finals Rodeo
 - *A rodeo balcony or box ticket is required by members' guest to attend the One HOT Rodeo*
 - *A ticket is required by members and their guest to attend the RAM Texas Circuit Finals Rodeo*

*A one-day guest pass is required nightly for all members' guests in the Back Porch Club. Adult guest passes cost \$10 each and children 8 & under guest passes cost \$5 each and can be purchased ONLY by the Back Porch Club Member online at hotfair.com, at the entrance of the Back Porch Club or by contacting Erin James - erin@hotfair.com. **A one-day guest pass does not include meals in the Back Porch Club, admission to One HOT Rodeo or gate admission to the Fair.**

All reservations must be made by the Back Porch Club Member by 3 p.m. the day before you plan to attend; no exceptions. Reservations can be made online at hotfair.com or by contacting Erin James - erin@hotfair.com. Prices for meals may vary. **No guest pass needed with purchase of a meal.



PARTNER PACKAGES

Rodeo Express - Golf Cart Signage - \$500 (Limit 6)

- Sign placement on one (1) Rodeo Express Golf Cart
 - *Transporting a portion of more than 223,000 guests during the 2022 Heart O' Texas Fair & Rodeo*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Fair Package - \$750

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
 - *Exposure to over 223,000 Fair attendees*
 - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Two (2) 3' x 3' signs in the Extraco Coliseum Concourse
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony tickets to the final performance of the One HOT Rodeo on Saturday, October 15th
 - *Best seat available to be assigned*
 - *Includes Fair gate admission*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Fair Koozie Giveaway - \$1,500 (Limit 10)

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
 - *Exposure to over 223,000 Fair attendees*
 - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Recognized as an Official Koozie Provider
 - *Logo exposure on five-hundred (500) koozies distributed free at the beer tents/areas*
 - *Koozies co-branded with provider's logo and the Heart O' Texas Fair & Rodeo logo*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

Fair Package Plus - \$2,750

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
 - *Exposure to over 223,000 Fair attendees*
 - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
 - *Duration: September 1 - October 31, 2022*
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony tickets per Rodeo performance
 - *October 11th, 12th, 13th, 14th and 15th*
- Forty (40) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Four (4) season parking passes
 - *Good for a Fair year (October 2022 - September 2023)*

Barnyard Packages

Come experience a collection of different livestock breeds as you take a stroll around the Petting Zoo. Located in the heart of the fairgrounds, fairgoers will be able to see and learn about breeds of cattle, pigs, sheep, goats, horses and chickens. And if you time it right, you could witness new life coming into the world as you pass by several pens of expecting mothers in the Livestock Birthing Center. Also, newborn livestock will be on display alongside their mothers.

Barnyard Pen Partner - \$500

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
 - *Exposure to over 223,000 Fair attendees*
 - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Two (2) 3' x 3' signs in the Petting Zoo
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony tickets to the final performance of the One HOT Rodeo on Saturday, October 15th
 - *Best seat available to be assigned*
 - *Includes Fair gate admission*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*



Kids Zone Packages

The Extraco Banks' Kids Zone at the Heart O' Texas Fair & Rodeo is home to a number of fun activities for kids and spectators alike. A fan favorite every year is the Mutton Bustin' Rally, where young cowboys and cowgirls compete to see who can ride a sheep the longest. Make plans to stop by and see one of the daily performances or catch one of the many interactive shows also located in the Kids Zone.

Kids Zone Participant Goodie Bag Underwriter - \$350

- Name and/or logo placement on Kids Zone contestant goodie bags
 - *Approximately four hundred fifty (450) distributed*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*
- Opportunity to place one (1) item in Kids Zone contestant goodie bags
 - *Approximately four hundred fifty (450) distributed*

Kids Zone Signage - \$750

- Two (2) 3' x 3' signs in the Kids Zone Area
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*
- Opportunity to place one (1) item in Kids Zone contestant goodie bags
 - *Approximately four hundred fifty (450) distributed*

Kids Zone T-Shirt Give Away Sponsor - \$1,200 (Limit 1)

- Logo on the back of 100 t-shirts that are thrown into the crowd at the Extraco Banks' Kids Zone Arena during the Mutton Bustin' Rallies
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*
- Opportunity to place one (1) item in Kids Zone contestant goodie bags
 - *Approximately four hundred fifty (450) distributed*



RUNNING WITH THE BULLS 5K & 1 MILE RACE

Saturday, October 8, 2022

Mile Run starts at 8:00 am followed by the 5K

Title Sponsor - \$7,500 (Limit 1)

- Name and/or logo placement on the official Running with the Bulls logo displayed on front of race t-shirt
- Announcer mentions in conjunction with Awards Ceremony
- Opportunity to present awards
- Three (3) 8' x 3' signs throughout the race course
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Announcer mentions throughout the duration of the race
- Thirty (30) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*

Tier 1 Sponsor Benefits

- Recognized as an Official Sponsor of Running with the Bulls
- Name and/or logo on Tier 1 of race shirt
- Business link and logo on race website page at hotfair.com
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Opportunity to place item in participant goodie bags
 - *Item must be provided by sponsor*
 - *Must be mutually agreed upon*
 - *Number of items TBD*

Start Line and Finish Line Sponsor - \$2,500 (Limit 1)

- Official sponsor of the start line and finish line markers

Hydration Station - \$1,000 (Limit 1)

- Official Sponsor of the Hydration Station tent halfway through the 5K race
 - *Waters and tent setup to be provided by sponsor*
 - *300 Bottles of Water Required*

First Aid Station Sponsor - \$1,000 (Limit 1)

- Official Sponsor of the First Aid Station tent
 - *First aid supplies and tent setup to be provided by sponsor*

Inflatable Bull Sponsor - \$750 (Limit 4)

- Name and/or logo is branded on an inflatable bull at the start/finish line

Pacer Vehicle Sponsor - \$1,000 (Limit 1)

- Sponsor provides the official pacer vehicle that directs runners on the course
- Name and/or logo is displayed on pacer vehicle

(Running with the Bulls – Continued on Next Page)

Tier 2 Sponsor Benefits

- Recognized as an Official Sponsor of Running with the Bulls
- Name on Tier 2 of race shirt
- Opportunity to place item in participant goodie bags
 - *Item must be provided by sponsor*
 - *Must be mutually agreed upon*
 - *Number of items TBD*

Apparel Sponsor - \$500

- Recognized as an Official Apparel Sponsor of Running with the Bulls

Breakfast Sponsor – \$500 or In-Kind Donations for the following:

- Milk, Chocolate Milk, Orange Juice, Apple Juice, Water
- Breakfast Burritos



SPURS & SPIKES GOLF TOURNAMENT

October 10, 2022

Starting at 12:00 p.m. at Cottonwood Creek Golf Course

Hole Sponsor - \$200 (Limit 15)

- Name and/or logo on Sponsor Board
- One (1) sign at the designated tee box
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

Hospitality Sponsor - \$300 (Limit 1)

- Name and/or logo on Sponsor Board
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to drive the hospitality cart and distribute snacks and drinks provided by the tournament to the players
- Name and/or logo on the hospitality cart

Interactive Hole Sponsor - \$350 (Limit 3)

- Name and/or logo on Sponsor Board
- One (1) sign at the designated hole
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Interaction with players during tournament at the designated tee box
 - *Sponsor is required to have water/drinks and snacks available for distribution to players*

Spurs & Spikes Golf Tournament Team - \$400 (Limit 18)

- Four (4) man scramble, plus rodeo celebrity if available

Cooler Bag Sponsor - \$650 (Limit 2)

- Name and/or logo on the cooler bag to be given out to the contestants
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) Hole Sponsorship with Signage
- Name and/or logo on the Sponsor Board
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*

(Spurs and Spikes Golf Tournament – Continued on Next Page)

Golf Tee Sponsor - \$800 (Limit 1)

- Name and/or logo on the golf tees to be given out to the contestants
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) Hole Sponsorship with Signage
- Name and/or logo on the Sponsor Board
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*

Koozie Sponsor - \$650 (Limit 1)

- Name and/or logo on the koozies to be given out to the contestants
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) Hole Sponsorship with Signage
- Name and/or logo on the Sponsor Board
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*

Golf Cart Sponsor - \$750 (Limit 1)

- Name and/or logo on Sponsor Board
- One (1) sign on the head golf cart of each team
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) hole sponsorship
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*

Lunch Sponsor - \$1,000 (Limit 1)

- Recognized as the Lunch Sponsor of the Spurs & Spikes Golf Tournament
- Name and/or logo on Sponsor Board
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to enter one (1) team in the golf tournament
 - *Must notify Erin James - erin@hotfair.com by September 1st*
- One (1) hole sponsorship
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*

Hole-in-One Vehicle Contest - \$1,000 plus Insurance (Limit 1)

- Name and/or logo on Sponsor Board
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to enter one (1) team in the golf tournament
 - *Must notify Erin James - erin@hotfair.com by September 1st*
- Sponsor listed on Hole-In-One signs at the tee box on hole #4, #6, #14, #17
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*

Tote Bag Sponsor - \$1,200 (Limit 1)

- Recognized as the Tote Bag Sponsor of the Spurs & Spikes Golf Tournament
 - *Logo exposure on one-hundred (100) tote bags*
 - *Gifts co-branded with provider's logo and the Heart O' Texas Fair & Rodeo logo*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo on Sponsor Board.
- Opportunity to enter two (2) players in the golf tournament
 - *Must notify Erin James - erin@hotfair.com by September 1st*
- One (1) hole sponsorship
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*

Golf Balls Sponsor - \$1,800 (Limit 1)

- Recognized as the Golf Ball Sponsor of the Spurs & Spikes Golf Tournament
 - *Logo exposure on all golf balls given to players*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo on Sponsor Board
- Opportunity to enter two (2) players in the golf tournament
 - *Must notify Erin James - erin@hotfair.com by September 1st*
- One (1) hole sponsorship
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*

(Spurs and Spikes Golf Tournament – Continued on Next Page)

Presenting Sponsor - \$3,500 (Limit 1)

- Recognized as the Official Presenting Sponsor of the Spurs & Spikes Golf Tournament
 - *Name/logo used in conjunction with the Spurs & Spikes Golf Tournament logo*
 - *Brand exposure includes, but not limited to: event advertising, T-shirts, signage, etc.*
- Name and/or logo on Sponsor Board
- Two (2) 8' x 3' signs at the Event
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo on the Extraco Events Center marquees from September 1 thru October 31, 2022
 - *Located on Bosque Blvd. and Lake Air Dr.*
- Opportunity to have one (1) team in the golf tournament
 - *Four (4) man scramble, plus rodeo celebrity if available*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo*
 - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
 - *Good for a Fair year (October 2022 - September 2023)*



RODEO PACKAGES

The One HOT Rodeo, presented by AIP Energy, is a PRCA sanctioned rodeo that takes place during the Heart O' Texas Fair & Rodeo. During each performance, you'll be able to see top PRCA contestants compete in each of the seven events for their share in cash and prizes. Fairgoers can enjoy a reserved balcony seat every night for \$20 if purchased in advance and \$25 day of. If a patron is already on the grounds with their Fair general admission ticket, they can upgrade to a reserved balcony seat for only \$10 at the coliseum box office on the fairgrounds. Rodeo performances are October 11th – 15th.

Ropin' Rodeo Giveaway - \$400, plus a \$100 Gift Card provided by business

- Rodeo Announcer mention
- Listing on the Digital Rodeo Day Sheet
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo, One HOT Bullfight, or parking*
 - *Not valid for Tuesday Carnival Armband offer*
- Two (2) reserved balcony seats per Rodeo performance
 - *October 11th, 12th, 13th, 14th and 15th*
 - *Best seat available to be assigned*

Provided by business:

- \$100 gift card to be given away during one (1) of the five (5) Rodeo performances
 - *Gift card to be delivered to Fair Office (4601 Bosque Blvd. Waco, Texas 76710) on or before **Thursday, September 1st***

Rodeo LED Screen - \$1,000 (Limited Availability)

- Logo exposure on the Rodeo LED Screen prior to and after the Rodeo
- One (1) half-page, color digital ad in the Official Rodeo Program
 - *All orders and artwork for ads must be received on or before **Thursday, August 18th**.*
 - *Rodeo Programs are distributed free to Rodeo attendees via QR Code.*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Thirty (30) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo, One HOT Bullfight, or parking*
 - *Not valid for Tuesday Carnival Armband offer*
- Four (4) reserved balcony seats per Rodeo performance
 - *October 11th, 12th, 13th, 14th and 15th*
 - *Best seat available to be assigned*

Souvenir Rodeo Cup Sponsor - \$3,000 (Limit 4)

- Package valued at \$4,000; a savings of \$1,000
- Recognized as an Official Sponsor
- Recognized as an Official Souvenir Rodeo Cup Sponsor
 - *Logo included on Souvenir Rodeo Cups*
 - *More than 750 Souvenir Rodeo Cups to be provided by the Heart O' Texas Fair & Rodeo*
 - *Cups distributed free to rodeo attendees with the purchase of a large beverage*
- Logo placement in conjunction with Souvenir Rodeo Cup Signage
 - *One (1) sign at each of the four (4) concession stand areas*
- One (1) sign in the Coliseum (Balcony level)
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
 - *Duration: September 1 - October 31, 2022*
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Two (2) reserved balcony seats per Rodeo performance
 - *October 11th, 12th, 13th, 14th, 15th*
 - *Best seat available to be assigned*
- Twenty (20) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Ten (10) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Rodeo Advertising Package - \$3,250 (Limited Availability)

- One (1) sign in the Coliseum (Balcony level)
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
 - *Duration: September 1 - October 31, 2022*
 - *Submit your logo in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) full-page, color digital ad in the Official Rodeo Program
 - *All orders and artwork for ads must be received on or before **Thursday, August 18th**.*
 - *Rodeo Programs are distributed free to Rodeo attendees via QR Code.*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony seats per Rodeo performance
 - *October 11th, 12th, 13th, 14th, 15th*
 - *Best seat available to be assigned*
- Twenty (20) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Ten (10) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*



PRESENTED BY  AAP
American Association of Professional Artists

LIVESTOCK SHOW PACKAGES

The Heart O' Texas Livestock Show, presented by Bar None Country Store, draws an audience of owners, breeders, future business and agricultural leaders, and animal enthusiasts from across the state. In 2021, the Show experienced record numbers with **5,881** entries and **2,470** exhibitors. The show provides FFA and 4-H members the opportunity to exhibit their livestock projects with the chance to earn scholarship dollars. Top placing individuals are awarded a scholarship through the Heart O' Texas Fair & Rodeo Continuing Education Program. Your continued financial support of this program is a worthwhile investment in this group of hard working, well-deserving, and dedicated Texas youth.

♥ Interesting Facts about the Heart O' Texas Livestock Show

- More than 6,000 livestock projects come through the Extraco Show Pavilion during the Heart O' Texas Livestock Show.
- Heart O' Texas Livestock Show participants range in age from 8 – 18.
- Entries come in from counties all over the great state of Texas.

Partnership Packages

Class Contributor - \$250

- Name listed on Livestock Show Supporter Board
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Scrolling Livestream Advertisement - \$250 per specie or \$1,000 all species (a \$250 discount)

- Name listed on Livestock Show Supporter Board
- Name and/or logo scrolling on the livestream
 - *Over 30,000 views during the 2021 Heart O' Texas Livestock Show*
 - *Over 4,400 viewers with an average watch time of 40 minutes*
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Buckle Contributor - \$400

- Name listed on Livestock Show Supporter Board
- One (1) Buckle awarded on behalf of your business
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
 - *Each ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

(Livestock Show Packages – Continued on Next Page)

T-Shirt Sponsor - \$500

- Name listed on Livestock Show Supporter Board
- Name on approximately 2,500 Livestock exhibitor t-shirts
 - *One line of text; thirty-five (35) character maximum including spaces*
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo, One HOT Bullfight, or parking*
 - *Not valid for Tuesday Carnival Armband offer*

Barn Signage - \$1,000

- Recognition as an Official Supporter of the Livestock Show
- Two (2) 8' x 3' signs in the Extraco Show Pavilion
 - *Submit your artwork in a high resolution .pdf or .jpg format to Erin James - erin@hotfair.com*
 - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name listed on Livestock Show Supporter Board
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
 - *Each Ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*

Scholarship Underwriters

Show support for the youth involved in 4-H and FFA organizations. These students travel from across the state of Texas to exhibit their projects in Waco during the Heart O' Texas Livestock Show in hopes of receiving blue ribbons, big banners and large scholarships. These organizations lay the foundation for long-term success by helping members develop career, leadership and life skills. Throughout the 18 days of the Livestock Show, over \$100,000 in scholarships will be awarded. Don't miss the chance to have your business underwrite these scholarships – and let these deserving youth know you support them.

Breed Scholarship - \$1,000

- Recognized as Division and Reserve Division Champion Scholarship Donor
 - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation
- Ten (10) gate admission tickets to the Fair & Rodeo
 - *Good any day for Fair gate admission (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- One (1) season pass
 - *Season pass includes Fair gate admission each day (October 6th – 16th)*
 - *Does not include admission to the One HOT Rodeo or One HOT Bullfight*
 - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
 - *Good for a Fair year (October 2022 - September 2023)*



CALF SCRAMBLE PACKAGES

PLEASE INCLUDE COMPLETE CONTACT INFORMATION FOR ALL CALF SCRAMBLE PACKAGES SOLD!

All Calf Scramble Packages are mailed separately from other Pre-Sale Orders.

The Calf Scramble, presented by Brazos Masonry, Inc., takes place each night of the One HOT Rodeo. In the Calf Scramble, 20 determined 4-H and FFA members compete with one another to coax, catch and halter one of ten calves across the winner's line within an allotted period of time. The successful scramblers receive a certificate to aid in the purchase of a heifer, lamb, goat or swine to be raised and shown at the Heart O' Texas Livestock Show the following year.

♥ Interesting Facts about the Heart O' Texas Calf Scramble Program

- There are approximately 100 Calf Scramble participants during the five performances.
- Calf Scramble participants range in age from 12 – 17.
- Participants come from counties all over the great state of Texas including, but not limited to:
 - Bell, Bosque, Coryell, Falls, Hill and McLennan

Silver Donor - \$500

- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Two (2) reserved balcony rodeo tickets
 - *Includes Fair gate admission on designated night*
 - *Must select performance date on the order form: October 11th, 12th, 13th, 14th, 15th*
 - *Best seat available to be assigned*
- Listed on Digital Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
 - *Please include complete contact information on order form*
- Listed on the Calf Scramble Donor Board
 - *Located inside Calf Scramble Participation Room*

Gold Donor - \$750

- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) reserved balcony rodeo tickets
 - *Includes Fair gate admission on designated night*
 - *Must select performance date on the order form: October 11th, 12th, 13th, 14th, 15th*
 - *Best seat available to be assigned*
- One (1) one-day parking ticket
- Listed on Digital Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
 - *Please include complete contact information on order form*
- Listed on the Calf Scramble Donor Board
 - *Located inside Calf Scramble Participation Room*

(Calf Scramble Packages – Continued on Next Page)

Platinum Donor - \$1,000 (Limit 10 per night – total of 50 available)

- Dinner for four (4) prior to the Rodeo in the Back Porch Club on selected night
 - *Must select performance date on the order form: October 11th, 12th, 13th, 14th, 15th*
 - *Nights awarded on a first-come, first-served basis.*
- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) reserved balcony rodeo tickets
 - *Includes Fair gate admission on designated night*
 - *Must select performance date on the order form: October 11th, 12th, 13th, 14th, 15th*
 - *Best seat available to be assigned*
 - *Nights awarded on a first-come, first-served basis.*
- One (1) one-day parking ticket
 - *Ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*
- Recognized on Digital Rodeo Day Sheet as Platinum Donor on selected night
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form***
- Listed on the Calf Scramble Donor Board
 - *Located inside Calf Scramble Participation Room*

Hard-Luck Scramble Donor - \$1,000 (Limit 2 per night – total of 10 available)

- Opportunity to select individual scrambler on selected night
 - *Must select performance date on the order form: October 11th, 12th, 13th, 14th, 15th*
 - *Nights awarded on a first-come, first-served basis.*
- Recognized as a Donor upon selection of Hard-Luck Scrambler
- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) reserved balcony seats to the One HOT Rodeo
 - *Includes Fair gate admission on designated night*
 - *Must select performance date on the order form: October 11th, 12th, 13th, 14th, 15th*
 - *Best seat available to be assigned*
 - *Nights awarded on a first-come, first-served basis.*
- One (1) one-day parking ticket
 - *Ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*
- Listed on Digital Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form***
- Listed on the Calf Scramble Donor Board
 - *Located inside the Calf Scramble Participation Room*

Calf Scramble Team - \$2,000 (Limit 20)

Calf Scramblers will be assigned a team. Every team member that catches will receive a point for their team. The team with the most points at the end of the Heart O' Texas Fair & Rodeo will be named the winner. Each team member of the winning team will receive an additional \$100 to use towards their project.

- Name placement on team (contestant) t-shirts
- Nightly announcer mentions in conjunction with Calf Scramble
- Link and logo placement on Calf Scramble webpage
- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on selected nights prior to the start of the Rodeo
- Ten (10) reserved balcony seats to the One HOT Rodeo
 - *Includes Fair gate admission on designated night*
 - *Must select performance date on the order form: October 11th, 12th, 13th, 14th, 15th*
 - *Best seat available to be assigned*
- Five (5) one-day parking tickets
 - *Ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*
- Listed on the Calf Scramble Donor Board
 - *Located inside the Calf Scramble Participation Room*

One HOT Chute-Out

One HOT Chute-Out is presented by Brazos Masonry, Inc. The top three (3) contestants from each scramble performance (a total of 15) will qualify to scramble again and will automatically receive an upgraded Purchase Certificate of \$1,000 upon scrambling. The top five (5) who catch at the Chute-Out will earn additional money based on their placing. The individual who catches first will receive a Purchase Certificate for \$2,000, second will receive \$1750, third, fourth and fifth will receive \$1,500. This certificate goes towards the purchase of a heifer, lamb, goat or swine to exhibit at the 2023 Heart O' Texas Livestock Show!

Chute-Out Supporter - \$1,500

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on Sunday night, prior to the start of the Calf Scramble Shootout
- Invitation to the Chute-Out Donor Reception at the conclusion of One HOT Chute-Out
- Opportunity to present awards to the One HOT Chute-Out participants
- Four (4) reserved balcony seats to One HOT Bullfight (October 16, 2022)
 - *Includes Fair gate admission*
 - *Best seat available to be assigned*
- One (1) one-day parking ticket
 - *Ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form.***
- Listed on the Chute-Out Donor Board

Chute-Out Donor - \$2,000

- Calf Scramble donors are welcome to visit the Calf Scramble Participation Room on Sunday night, prior to the start of the Calf Scramble One HOT Shootout
- Invitation to the Chute-Out Donor Reception at the conclusion of One HOT Chute-Out
- Opportunity to present awards to the top five (5) One HOT Chute-Out Participants
- Opportunity to be on the dirt of the arena floor during the One HOT Chute-Out for top five presentations
- Four (4) reserved balcony seats to the One HOT Bullfight (October 16, 2022)
 - *Includes Fair gate admission*
 - *Best seat available to be assigned*
- One (1) one-day parking ticket
 - *Ticket valid any day during the 2022 Fair & Rodeo (October 6th – 16th)*
- Receive thank you letter(s) from designated scrambler
 - ***Please include complete contact information on order form***
- Listed on the Chute-Out Donor Board

Brick the BASE

Make your mark or honor a loved one through the purchase of an engraved brick at the BASE at Extraco Events Center. This opportunity allows the community to support scholarships at the Heart O' Texas Fair & Rodeo while also leaving a lasting mark on the grounds. The white bricks to the right and left of the firepit on the front patio of the building will be used for this program.

Engraved Brick - \$500

- Includes up to 2 lines of engraving
- Engraving message must be sent to Katy Fehler - katy@hotfair.com



SOUTH 40 GUN RAFFLE

Ticket Sales Deadline: August 19, 2022

Nightly Raffle: September 1 – Until All Packages Are Given Away

The South 40 Committee will be hosting a gun raffle this year to raise money for the Heart O' Texas Fair & Rodeo scholarship program. Over 30 days, 30 guns will be given away. A list of which guns are available, as well as a complete list of rules and regulations can be found at hotfair.com. You **must be 21 years of age** to purchase a raffle ticket. All raffle tickets, sold and unsold, must be turned in on or before August 19th.

Gun Raffle Ticket - \$100 (1,000 Available)

- Numbers will be drawn by the Pick Three Texas Lotto Monday-Saturday at 6 p.m.
- If an unsold ticket number is drawn, the gun for that day will be moved to the end of the raffle and another ticket will be drawn

Raffle Rules (also available at hotfair.com)

1. Limit of 1,000 tickets sold for \$100 each.
2. One ticket per \$100 donation.
3. Cash, personal checks, or credit cards are accepted for the purchase of a ticket. Firearms will not be awarded until the check clears the bank. Returned checks are subject to an additional fee and disqualification from the raffle.
4. By obtaining a ticket, you attest that you are a law-abiding citizen of good moral character, may legally possess the firearm (the winner has the intention of using the firearm only in a legal and safe manner), and will or have already obtained instruction on the safe use and operation of the firearm.
5. A specific firearm is assigned to each day of the drawing. The winner on a particular day will win the firearm assigned to that day.
6. Winning tickets will be re-entered into the raffle. The same ticket can win more than once.
7. There is no limit to the number of tickets purchased per person.
8. All firearms won are subject to availability and the South 40 Committee reserves the right to substitute a firearm of equal or greater value.
9. Winning ticket numbers will be announced on the South 40 Facebook page in order to protect the privacy of the winner. Winners will also be contacted by telephone.
10. Proceeds benefit the Heart O' Texas Fair & Rodeo Scholarship Fund.
11. You must be at least 21 years old and a legal resident of the United States of America to purchase a ticket. Winners must be at least 21 years old to take possession of a rifle or shotgun, and at least 21 years old to take possession of a handgun. Tickets should not be made out to children below the age of 21 as they will not be able to take possession of any firearms.
12. Winners will be contacted using the information provided by the purchaser on the ticket stub. Please print legibly. In the event that the winner cannot be contacted, it is the responsibility of the winner to contact the South 40 Committee to claim his/her prize. Prizes are non-transferable; the person designated on the ticket must claim the prize. **ALL PRIZES MUST BE CLAIMED AND TRANSFER COMPLETED WITHIN NINETY DAYS OF THE SCHEDULED DATE THE TICKET IS DRAWN.**
13. The raffle is void where prohibited.
14. All laws and regulations of the Federal Bureau of Alcohol, Tobacco, and Firearms (BATF) apply.
15. All firearm(s) transfers will be coordinated by the gun dealer and all Federal and State laws will apply, including the state laws for the legal residence of the winning ticket holder.
16. Winners may be required to verify that the ownership of the firearm is legal in their state, city or town, prior to taking possession of the firearm.
17. At no time will the South 40 Committee take possession of the firearm. All winners will receive their firearms directly from Ace Hardware.
18. South 40 Committee limits any and all liability to the purchase price of the ticket purchased.

