

34th Annual



Sponsorships
February 16th, 17th & 18th, 2024
WWW.LFRODEO.COM

Biggest Little Rodeo in Texas

Note from the Chairman

Welcome to the 34th annual Los Fresnos Rodeo, the "*Biggest Little Rodeo in Texas*". On behalf of the rodeo committee, I would like to extend our sincere gratitude to all of our sponsors, who without your generous support we would not be able to put on this great event. With the help of our sponsors and volunteers we look forward to another outstanding event that is the Los Fresnos Rodeo We'll see you at the rodeo. And we always say "**Let's Rodeo**"!!

Thank You! Larry Cantu

Rodeo Committee

The Los Fresnos Rodeo Committee is made of twenty-eight hard working individuals who with the help of their families and numerous volunteers tirelessly toil to put on a three-day event of family fun entertainment. The Rodeo Committee prides itself in providing numerous scholarships and support to youth and civic organizations in the area. The Rodeo Committee strives to provide the best rodeo stock and cowboys in the PRCA thus considered "The Biggest Little Rodeo in Texas". The intent of the original founders of the rodeo was to put Los Fresnos on the map by bringing top quality entertainment to our community and the Rodeo Committee continues to fulfill the dreams of these individuals. Working together, the rodeo committee has partnered with the Cameron County Fair & Livestock Show, which holds their event in conjunction with the rodeo. There is also a fun filled carnival for all to enjoy and many other forms of entertainment that are part of the Los Fresnos Rodeo & Concerts.

Our Fans

We host over 30,000 fans during the three-day event. These are spectators from all over the United States and Mexico. The demographics include Rio Grande Valley Residents, Winter Texans and folks from all over the United States and Northern Mexico.

Stock Contractor

Stace Smith produces some of the best rodeos in the Professional Rodeo Cowboys Association and has been named "PRCA Stock Contractor of the Year" eleven times. Smith Pro Rodeos provide top livestock and a one of a kind rodeo experience that attract the top cowboys in the PRCA and top cowgirls in the WPRA.

1. \$10,000 - PLATINUM SPONSOR

- a. Media Advertising (*PSA's as allowed*)
- b. Sign on Top of Announcer's Stand
- c. Poster Advertising – Logo or Name (*if committed by 12-1-2023*)
- d. Announced as Platinum Sponsor during rodeo performances
- e. Logo displayed on Arena Video Screens
- f. Flag (*with your logo*) in Grand Entry (*if committed by 12-1-2023*)
- g. Program Advertising (*Full Page if committed by 12-1-2023*)
- h. Logo Listed on Rodeo Webpage
- i. Arena Box Seats (*6 seats per each 3 day performance if committed by 12-1-2023*)
- j. Custom Embroidered Jacket or Buckle or Six Caps (*if committed by 12-1-2023*)
- k. Space for Six banners outside arena (*Banners to be provided by Sponsor*)
- l. 100 Regular Admission Concert Tickets
- m. 20 Rodeo Tickets (*6-Friday, 8-Saturday, 6-Sunday*)
- n. 18-2 Tabs General/Cantina Wrist Bands (*Each Tab good for items at Cowboy Cantina*)
- o. 3 Service/Main Gate Parking Passes
- p. Program Listing (*name listing only if committed by 12-1-202*)
- q. Optional Add-On: Skybox \$2,000

2. \$ 6,000 - VIDEO SCREEN SPONSOR (Limit Two)

- a. Logo on Video Screen during rodeo
- b. Twelve 30 second or less commercials (*before rodeo and during Intermission*)
- c. Announced as Video Screen Sponsor during rodeo performances
- d. Logo displayed on Arena Video Screens
- e. Flag (*with your logo*) in Grand Entry (*if committed by 12-1-2023*)
- f. Program Advertising (*Full Page if committed by 12-1-2023*)
- g. Logo Listed on Rodeo Webpage
- h. Arena Box Seats (*6 seats per each 3 day performance if committed by 12-1-2023*)
- i. Custom Embroidered Jacket or Buckle or Six Caps (*if committed by 12-1-2023*)
- j. Space for Six Banners outside arena (*Banners to be provided by Sponsor*)
- k. 18-2 Tabs General/Cantina Wrist Bands (*Each Tab good for items at Cowboy Cantina*)
- l. 3 Service/Main Gate Parking Passes
- m. Program Listing (*name listing only if committed by 12-1-2023*)
- n. Optional Add-On: Skybox \$2,000

3. \$ 5,000 - GOLD SPONSOR

- a. Sign on Front of Announcer's Stand
- b. Announced as Gold Sponsor during rodeo performances
- c. Logo displayed on Arena Video Screens
- d. Flag (with your logo) in Grand Entry *(if committed by 12-1-2023)*
- e. Program Advertising *(Full Page – if commit by 12-1-2023)*
- f. Logo Listed on Rodeo Webpage
- g. Arena Box Seats *(6 seats per each 3 day performance if committed by 12-1-2023)*
- h. Custom Embroidered Jacket or Buckle or Six Caps *(if committed by 12-1-2023)*
- i. Space for Six Banners outside arena *(Banners to be provided by Sponsor)*
- j. 18-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- k. 3 Service/Main Gate Parking Passes
- l. Program Listing *(name listing only if committed by 12-1-2023)*
- m. Optional Add-On: Skybox \$2,000

4. \$ 4,000 - SILVER SPONSOR

- a. Announced as Silver Sponsor during rodeo performances
- b. Logo displayed on Arena Video Screens
- c. Program Advertising *(Half page – if commit by 12-1-2023)*
- d. Logo Listed on Rodeo Webpage
- e. Arena Box Seats *(6 seats per each 3 day performance if committed by 12-1-2023)*
- f. Custom Embroidered Jacket or Buckle or Six Caps *(if committed by 12-1-2023)*
- g. Space for Four Banners Outside Arena *(Banners to be provided by Sponsor)*
- h. 12-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- i. 6 General/Cantina Wrist Bands *(2 wrist bands per performance)*
- j. 3 Main Gate Parking Passes
- k. Program Listing *(name listing only if committed by 12-1-2023)*
- l. Two 3' x 8' Arena Signs

5. \$ 3,500 - SATURDAY CONCERT SPONSOR

- a. Media Advertising Name Recognition
- b. Announced as a concert sponsor during rodeo and concert
- c. Logo displayed on Arena Video Screens
- d. Logo Listed on Rodeo Webpage
- e. Sign on Stage
- f. Program Listing *(name listing only if committed by 12-1-2023)*
- g. 12 Rodeo Tickets *(Saturday performance)*
- h. 40 Saturday Concert Tickets
- i. Space for Two Banners Outside Arena *(Banners to be provided by Sponsor)*
- j. 12-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- k. 6 General/Cantina Wrist Bands *(2 wrist bands per performance)*
- l. 3 Main Gate Parking Passes

6. \$ 3,000 - BULL FIGHT TEAM SPONSOR (Limit Two)

- a. Announced as Event Sponsor of One Team
- b. Program Listing *(name listing only if committed by 12-1-2023)*
- c. 3' x 8' Arena Sign
- d. 12 Rodeo Tickets *(4 per performance)*
- e. Space for Two Banners Outside Arena *(Banners to be provided by Sponsor)*
- f. Custom Shirts worn by Team *(if committed by 12-1-2023)*
- g. Promotional Visit
- h. 12-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- i. 3 Main Gate Parking Passes

7. \$ 3,000 - BULL RIDING, CALF SCRAMBLE OR MUTTON BUSTING SPONSOR

- a. Announced as Event Sponsor during rodeo performances
- b. Logo displayed on Rodeo Webpage.
- c. Arena Box Seats *(6 seats per each 3 day performance if committed by 12-1-2023)*
- d. Custom Embroidered Jacket or Buckle or Six Caps *(if committed by 12-1-2023)*
- e. Space for Two Banners Outside Arena *(Banners to be provided by Sponsor)*
- f. Program Listing *(name listing only if committed by 12-1-2023)*
- g. 3' x 8' Arena Sign
- h. 12-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- i. 3 Main Gate Parking Passes

8. \$ 3,000 - \$ 750 - ADVERTISING SPONSOR

Sponsorship goes toward one of the following *(if committed by 12-1-2023)*

- a. \$3,000 - Billboard Advertising
 1. 12-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
 2. 3 Main Gate Parking Passes
- b. \$1,000 - Radio Advertising
- c. \$1,000 - Television Advertising
- d. \$ 750 - Print (News Papers & Others)

9. \$ 2,500 - BULL BLEACHER SPONSOR

- a. 8' X 8' Sign on Back of lighted Billboard
- b. Program Listing *(name listing only if committed by 12-1-2023)*
- c. 12 Rodeo Tickets *(4 per performance)*
- d. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 6 General/Cantina Wrist Bands *(2 wrist bands per performance)*
- f. 2 Main Gate Parking Passes

10. \$ 2,000 - BRONZE SPONSOR

- a. Announced as Bronze Sponsor during rodeo performances
- b. Program Advertising (*1/4 page if committed by 12-1-2023*)
- c. Logo Listed on Rodeo Webpage
- d. 3' x 8' Arena Sign
- e. Space for Two Banners Outside Arena (*Banners to be provided by Sponsor*)
- f. 12 Rodeo Tickets (*4 per performance*)
- g. 6-2 Tabs General/Cantina Wrist Bands (*Each Tab good for items at Cowboy Cantina*)
- h. 6 General/Cantina Wrist Bands (*2 wrist bands per performance*)
- i. 2 Main Gate Parking Passes

11. \$ 2,000 - CORRAL MIDWAY SPONSOR

- a. Announced as Corral Midway Sponsor
- b. 12 Rodeo Tickets (*4 per performance*)
- c. 3' x 8' Arena Sign
- d. Banner or Sign on Midway Area
- e. Program Listing (*name listing only if committed by 12-1-2023*)
- d. 6-2 Tabs General/Cantina Wrist Bands (*Each Tab good for items at Cowboy Cantina*)
- e. 6 General/Cantina Wrist Bands (*2 wrist bands per performance*)
- f. 2 Main Gate Parking Passes

12. \$ 2,000 - WILD WEST MUSIC TENT SPONSOR

- a. Announced as Wild West Music Tent Sponsor
- b. 12 Rodeo Tickets (*4 per performance*)
- c. 3' x 8' Arena Sign
- d. Banner or Sign in Music Tent Area
- e. Program Listing (*name listing only if committed by 12-1-2023*)
- f. 6-2 Tabs General/Cantina Wrist Bands (*Each Tab good for items at Cowboy Cantina*)
- g. 6 General/Cantina Wrist Bands (*2 wrist bands per performance*)
- h. 2 Main Gate Parking Passes

13. \$ 2,000 - FRIDAY CONCERT SPONSOR

- a. Media Advertising Name Recognition
- b. Announced as a concert sponsor during rodeo and concert
- c. Logo displayed on Arena Video Screens
- d. Logo Listed on Rodeo Webpage
- e. Banner or Sign on Stage
- f. Program Listing (*name listing only if committed by 12-1-2023*)
- g. 12 Rodeo Tickets (*Friday Rodeo performance*)
- h. 40 Friday Concert Tickets
- i. Space for Two Banners Outside Arena (*Banners to be provided by Sponsor*)
- j. 6-2 Tabs General/Cantina Wrist Bands (*Each Tab good for items at Cowboy Cantina Friday Performance*)
- k. 6 General/Cantina Wrist Bands (*Friday performance*)
- l. 2 Main Gate Parking Passes

14. \$ 2,000 - BUCKING CHUTE SIGN SPONSOR (Limit Six)

- a. Announced during rodeo bucking sections
- b. Sign on Bucking Chute
- c. 12 Rodeo Tickets *(4 per performance)*
- d. Program Listing *(name listing only if committed by 12-1-2023)*
- a. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- b. 6 General/Cantina Wrist Bands *(2 wrist bands per performance)*
- c. 2 Main Gate Parking Passes

15. \$ 2,000 - COW BLEACHER SPONSOR

- a. 4' x 8' Sign on Back of lighted Billboard
- b. Program Listing *(name listing only if committed by 12-1-2023)*
- c. 12 Rodeo Tickets *(4 per performance)*
- d. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 6 General/Cantina Wrist Bands *(2 wrist bands per performance)*
- f. 2 Main Gate Parking Passes

16. \$ 1,500 - BARREL MAN SPONSOR

- a. Announced as Barrel Man Sponsor during rodeo performances
- b. Logo on Clown's Barrel
- c. 12 Rodeo Tickets *(4 per performance)*
- d. Program Listing *(name listing only if committed by 12-1-2023)*
- e. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- f. 2 Main Gate Parking Passes

17. \$ 1,500 - OUT-GATE SPONSOR

- a. 3' x 8' Arena Sign on Out-Gate
- b. 6 Rodeo Tickets *(2 per performance)*
- c. Program Listing *(name listing only if committed by 12-1-2023)*
- d. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 2 Main Gate Parking Passes

18. \$ 1,250 - RODEO EVENT SPONSOR

(Barrel Racing, Bareback Riding, Saddle Bronc, Steer Wrestling, Team Roping, Tie Down Roping, Girls Breakaway Roping)

- a. Announced as Event Sponsor during rodeo performances
- b. 3' x 8' Arena Sign
- c. Logo displayed on Arena Video Screens
- d. 12 Rodeo Tickets *(4 per performance)*
- e. Program Listing *(name listing only if committed by 12-1-2023)*
- f. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- g. 2 Main Gate Parking Passes

19. \$ 1,250 - INSTANT RE-PLAY SPONSOR

- a. A logo bug will show each time a replay is show
- b. 12 Rodeo Tickets *(4 per performance)*
- c. Program Listing *(name listing only if committed by 12-1-2023)*
- d. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 2 Main Gate Parking Passes

20. \$ 1,250 - LOWER THIRD SCREEN SPONSOR (Limit Two)

- a. Logo bug will be displayed next to a graphic that shows up each time contestants name is displayed
- b. 12 Rodeo Tickets *(4 per performance)*
- c. Program Listing *(name listing only if committed by 12-1-2023)*
- d. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 2 Main Gate Parking Passes

21. \$ 1,150 - CALF BLEACHER SPONSOR (Limit Seven)

- a. Arena Box Seats *(6 seats per each 3 day performance if committed by 12-1-2023)*
- b. Custom Embroidered Jacket or Buckle or Six Caps *(if committed by 12-1-2023)*
- c. 3' x 8' Arena Sign
- d. Program Listing *(name listing only if committed by 12-1-2023)*
- e. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- f. 2 Main Gate Parking Passes

22. \$ 1,000 - INSIDE BUCKING CHUTE SPONSOR

- a. Sign on Inside of Bucking Chute
- b. 12 Rodeo Tickets *(4 per performance)*
- c. Program Listing *(name listing only if committed by 12-1-2023)*
- d. 1 Main Gate Parking Pass

23. \$ 1,000 - SECTION BLEACHER SPONSOR

- a. Sign on Bleacher Section (your name or business) *(if committed by 12-1-2023)*
- b. Name on tickets for that section
- c. 12 Rodeo Tickets *(4 per performance)*
- d. 1 Main Gate Parking Pass

24. \$ 1,000 - GRAND ENTRY SPONSOR

- a. Announced during Grand Entry
- b. Program Listing *(name listing only if committed by 12-1-2023)*
- c. 3' x 8' Arena Sign
- d. 12 Rodeo Tickets *(4 per performance)*
- e. 1 Main Gate Parking Pass

25. \$ 1,000 - ROPING BOX SPONSOR

- a. Advertising on roping box chute
- b. Announced as sponsor of Roping Box
- c. 6 Rodeo Tickets *(2 per performance)*
- d. Program Listing *(name listing only if committed by 12-1-2023)*
- e. 1 Main Gate Parking Pass

26. \$ 1,000 - NORTH SIDE BACK BLEACHER SPONSOR

- a. 4' x 8' Sign on Back of North Side Bleacher
- b. Program Listing *(name listing only if committed by 12-1-2023)*
- c. 1 Main Gate Parking Pass

27. \$1,000 - \$500 - TICKET ADVERTISING

- a. Option #1 5.3" X 10.8" Ad on internet purchased tickets \$1,000
- b. Option #2 2.1" X .39" Ad on internet purchased tickets \$500
- c. 6 Rodeo Tickets *(2 per performance)*
- d. 1 Main Gate Parking Pass

28. \$ 750 - LEADER BOARD SPONSOR

- a. Logo will be displayed along with the leader board and is displayed several times on the screen throughout the rodeo performance.
- b. 6 Rodeo Tickets *(2 per performance)*
- c. 1 Main Gate Parking Pass

29. \$ 750 - KISS CAMERA SPONSOR (per performance)

- a. Logo will be displayed each time the Kiss Cam is displayed on the Video Screens during rodeo performance.
- b. 6 Rodeo Tickets *(2 per performance)*
- c. 1 Main Gate Parking Pass

30. \$ 650 - ARENA BOX SEAT HOLDER

- a. Arena Box Seats *(6 seats per each 3 day performance if committed by 12-1-2023 and if box seats are available, otherwise placed on a waiting list on a first come – first serve basis \$100 deposit)*
- b. Custom Embroidered Jacket or Buckle or Six Caps *(if committed by 12-1-2023)*
- c. Option: to Remove Custom Embroidered Jacket or Buckle or 6 Caps -\$50
- d. Program Listing *(name listing only if committed by 12-1-2023)*
- e. 1 Main Gate Parking Pass

31. \$ 600 - ARENA SIGN SPONSOR

- a. 3' X 8' Sign in the arena
- b. Program Listing *(name listing only if committed by 12-1-2023)*
- c. 1 Main Gate Parking Pass

32. \$ 500 - CONTESTANT HOSPITALITY SPONSOR

- a. 6 Rodeo Tickets *(2 per performance)*
- b. 2 Passes for Cantina Area *(good all three days)*
- c. 6 Free Meals in Contestant Hospitality Area *(2 per day)*
- d. Sign in the Contestant Hospitality area *(as a sponsor of this area)*
- e. 6-2 Tab General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- f. 1 Main Gate Parking Pass

33. \$ 500 - CANTINA AREA SPONSOR

- a. 6 Rodeo Tickets *(2 per performance)*
- b. 2 Passes for Cantina Area *(good all three days)*
- c. Sign in the Cantina Area *(as a sponsor for this area)*
- d. 6-2 Tab General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 1 Main Gate Parking Pass

34. \$ 500 - SOUTH SIDE BACK BLEACHER SPONSOR

- a. 4' x 8' Sign on south side of the South Side Bleachers
- b. Program Listing *(name listing only if committed by 12-1-2023)*
- c. 1 Main Gate Parking Pass

***Note:* SKYBOX HOLDERS**

- a. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- b. 6 General/Cantina Wrist Bands *(2 wrist bands per performance)*
- c. 1 Main Gate Parking Passes