

# 35th Annual



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## 35th Annual



## Sponsorships February 14th, 15th & 16th, 2025 [WWW.LFRODEO.COM](http://WWW.LFRODEO.COM)

*Biggest Little Rodeo in Texas*

### Note from the Chairman

Welcome to the 35th 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, as we always say, "**Let's Rodeo**"!

*Thank You! Larry Cantu*

### Rodeo Committee

The Los Fresnos Rodeo Committee is made of twenty-six directors and over 40 associate directors. With the help of their families and numerous volunteers they 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 and activity midway for all to enjoy and many other forms of entertainment that are part of the Los Fresnos Rodeo.

### Our Fans

We host over 35,000 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.

## All Sponsorships must be committed by 12/1/2024 to assure items are available

### 1. \$20,000 - NAMING RIGHTS SPONSOR

Sponsorship is a long-term advertisement for a 3 year term of \$20,000 per year (\$60,000 over the three year term) and gives the sponsor the right to have their name used to identify the rodeo arena at the Los Fresnos Rodeo Grounds.

- a. Sign on upmost Top of Announcer's Stand
- b. Announced as "Sponsor Name Arena" during rodeo performances *(6 minimum)*
- c. One Skybox *(10 tickets per performance)*
- d. Space for Six banners outside arena *(Banners to be provided by Sponsor)*
- e. 18-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- f. 3 Service/Main Gate Parking Passes
- g. Program Advertising *(full page)*
- h. Program Listing *(name listing only)*
- i. Logo displayed on Arena Video Screens
- j. Logo listed on the homepage at [LFRODEO.COM](http://LFRODEO.COM)
- k. Custom Embroidered Jacket or Buckle or Six Caps
- l. Flag *(with your logo)* in Grand Entry
- m. Poster Advertising – Logo or Names
- n. Logo listed on the main ticketing landing page at [LFRODEO.COM](http://LFRODEO.COM)
- o. 100 Regular Admission Concert Tickets *(50 Friday, 50 Saturday)*
- p. 20 Rodeo Tickets *(6-Friday, 8-Saturday, 6-Sunday)*
- q. Sign at Rodeo Grounds Entrance

### 2. \$10,000 - PLATINUM SPONSOR

- a. Sign on Top of Announcer's Stand
- b. Announced as Platinum Sponsor during rodeo performances *(6 minimum)*
- c. Arena Box *(6 tickets per performance, if box is not available then 10 tickets per performance)*
- d. Space for Six banners outside arena *(Banners to be provided by Sponsor)*
- e. 18-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- f. 3 Service/Main Gate Parking Passes
- g. Program Advertising *(full page)*
- h. Program Listing *(name listing only)*
- i. Logo displayed on Arena Video Screens
- j. Logo listed on the homepage at [LFRODEO.COM](http://LFRODEO.COM)
- k. Custom Embroidered Jacket or Buckle or Six Caps
- l. Flag *(with your logo)* in Grand Entry
- m. Poster Advertising – Logo or Name
- n. Logo listed on the main ticketing landing page at [LFRODEO.COM](http://LFRODEO.COM)
- o. 100 Regular Admission Concert Tickets *(50 Friday, 50 Saturday)*
- p. 20 Rodeo Tickets *(6-Friday, 8-Saturday, 6-Sunday)*

### **3. \$ 7,500 - GOLD SPONSOR**

- a. Sign on Front of Announcer's Stand
- b. Announced as Gold Sponsor during rodeo performances (4 minimum)
- c. Arena Box (6 tickets per performance, if box is not available then 10 tickets per performance)
- d. Space for Six Banners outside arena (Banners to be provided by Sponsor)
- e. 18-2 Tabs General/Cantina Wrist Bands (Each Tab good for items at Cowboy Cantina)
- f. 3 Service/Main Gate Parking Passes
- g. Program Advertising (full page)
- h. Program Listing (name listing only)
- i. Logo displayed on Arena Video Screens
- j. Logo listed on the scrolling ticker on the homepage at [LFRODEO.COM](http://LFRODEO.COM)
- k. Custom Embroidered Jacket or Buckle or Six Caps
- l. Flag (with your logo) in Grand Entry

### **4. \$ 5,000 - SILVER SPONSOR**

- a. Two 3' x 8' Arena Signs
- b. Announced as Silver Sponsor during rodeo performances (3 minimum)
- c. Arena Box (6 tickets per performance, if box is not available then 10 tickets per performance)
- d. Space for Four Banners Outside Arena (Banners to be provided by Sponsor)
- e. 12-2 Tabs General/Cantina Wrist Bands (Each Tab good for items at Cowboy Cantina)
- f. 3 Main Gate Parking Passes
- g. Program Advertising (Half page)
- h. Program Listing (name listing only)
- i. Logo displayed on Arena Video Screens
- j. Logo listed on the scrolling ticker on the homepage at [LFRODEO.COM](http://LFRODEO.COM)
- k. Custom Embroidered Jacket or Buckle or Six Caps
- l. 6 General/Cantina Wrist Bands (2 per performance)

### **5. \$ 2,500 - BRONZE SPONSOR**

- a. 3' x 8' Arena Sign
- b. Announced as Bronze Sponsor during rodeo performances (2 minimum)
- c. 18 Rodeo Tickets (6 per performance)
- d. Space for Two Banners Outside Arena (Banners to be provided by Sponsor)
- e. 6-2 Tabs General/Cantina Wrist Bands (Each Tab good for items at Cowboy Cantina)
- f. 2 Main Gate Parking Passes
- g. Program Advertising (quarter page)
- h. 6 General/Cantina Wrist Bands (2 per performance)

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

- a. Announced as Video Screen Sponsor during rodeo performances *(3 minimum)*
- b. Arena Box *(6 tickets per performance, if box is not available then 10 tickets per performance)*
- c. Space for Six Banners outside arena *(Banners to be provided by Sponsor)*
- d. 18-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 3 Service/Main Gate Parking Passes
- f. Program Advertising *(half page)*
- g. Program Listing *(name listing only)*
- h. Logo displayed on Arena Video Screens
- i. Logo listed on the scrolling ticker on the homepage at [LFRODEO.COM](http://LFRODEO.COM)
- j. Custom Embroidered Jacket or Buckle or Six Caps
- k. Flag (with your logo) in Grand Entry

## **7. \$ 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. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- d. 2 Main Gate Parking Passes

## **8. \$ 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. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- d. 2 Main Gate Parking Passes

## **9. \$ 1,250 - TIMED EVENTS CLOCK SPONSOR (Limit One)**

- a. Logo will be displayed along with the time events clock and is displayed several times on the screen throughout the rodeo performance.
- b. 12 Rodeo Tickets *(4 per performance)*
- c. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- d. 2 Main Gate Parking Passes

## **10. \$ 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

## **11. \$ 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

## **12. \$ 3,500 - SATURDAY CONCERT SPONSOR**

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

## **13. \$ 2,500 - FRIDAY CONCERT SPONSOR**

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

## **14. \$ 3,000 - BULL RIDING OR MUTTON BUSTING SPONSOR**

- a. 3' x 8' Arena Sign
- b. Announced as Event Sponsor during event
- c. 18 Rodeo Tickets *(6 per per performance)*
- d. Space for Two Banners Outside Arena *(Banners to be provided by Sponsor)*
- e. 12-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- f. 3 Main Gate Parking Passes
- g. Program Listing *(name listing only)*
- h. Logo displayed on Arena Video Screens
- i. Logo listed on the event listing at [LFRODEO.COM](http://LFRODEO.COM)
- j. Custom Embroidered Jacket or Buckle or Six Caps

## **15. \$ 1,250 - RODEO EVENT SPONSOR**

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

- a. 3' x 8' Arena Sign
- b. Announced as Event Sponsor during event
- c. 12 Rodeo Tickets *(4 per performance)*
- d. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 2 Main Gate Parking Passes
- f. Logo displayed on Arena Video Screens
- g. Logo listed on the event listing at [LFRODEO.COM](http://LFRODEO.COM)

## **16. \$ 1,000 - GRAND ENTRY SPONSOR**

- a. 3' x 8' Arena Sign
- b. Announced during Grand Entry
- c. 12 Rodeo Tickets *(4 per performance)*
- d. 1 Main Gate Parking Pass

## **17. \$ 2,000 - MIDWAY SPONSOR**

- a. Sign in Midway Area
- b. Announced as "Sponsor Name" Midway Sponsor *(2 minimum)*
- 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 per day performance)*
- f. 2 Main Gate Parking Passes
- g. 5 Pavement Decals in Midway area

## **18. \$ 2,000 - MIDWAY MUSIC STAGE SPONSOR**

- a. Sign in Music Stage Area
- b. Announced as "SPONSOR NAME" Midway Music Stage Sponsor *(2 minimum)*
- 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 per performance)*
- f. 2 Main Gate Parking Passes
- g. Logo listed on the event listing at [LFRODEO.COM](http://LFRODEO.COM)

## **19. \$ 3,000 - BULL FIGHT TEAM SPONSOR (Limit Two)**

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

## **20. \$ 1,500 - BARREL MAN SPONSOR**

- a. Announced as Barrel Man Sponsor during event
- b. 12 Rodeo Tickets *(4 per performance)*
- c. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- d. 2 Main Gate Parking Passes
- e. Logo on Clown's Barrel
- f. Logo listed in Barrel Man section at LFRODEO.COM

## **21. \$ 750 \$3,000 - ADVERTISING SPONSOR**

Sponsorship goes toward one of the following

- 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)

## **22. \$500 - \$1,000 - TICKET ADVERTISING**

- a. Option 1 - \$1,000:
  1. 3.989in. X 7.958in. advertisement on print-at-home tickets
  2. 3.333in. X 5in. logo *(or other approved small graphic)* on mobile tickets *(actual size will vary based on customer's screen size)*
  3. 6 Rodeo Tickets *(2 per performance)*
  4. 1 Main Gate Parking Pass
- b. Option 2 - \$500:
  1. 6.7in. X 7.24in. advertisement on print-at-home tickets
  2. 6 Rodeo Tickets *(2 per performance)*
  3. 1 Main Gate Parking Pass

## **23. \$ 1,000 - SECTION BLEACHER SPONSOR**

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

## **24. \$ 750 - CONTESTANT HOSPITALITY SPONSOR**

- a. 6 Rodeo Tickets *(2 per performance)*
- b. 2 Passes for Cantina Area *(good all three performances)*
- c. 6 Free Meals in Contestant Hospitality Area *(2 per performance)*
- d. 4'x 8' Sign in the Contestant Hospitality area
- e. 6-2 Tab General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- f. 1 Main Gate Parking Pass



## **25. \$ 500 - CANTINA AREA SPONSOR**

- a. 6 Rodeo Tickets *(2 per performance)*
- b. 2 Passes for Cantina Area *(good all three performances)*
- c. 3' x 8' Sign in the Cantina Area
- d. 6-2 Tab General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- e. 1 Main Gate Parking Pass

## **26. \$ 250 - RODEO PARADE SPONSOR**

- a. Promotional Announcements during Rodeo Parade *(2 minimum)*
- b. 2 Rodeo Tickets *(Saturday performance)*

## **27. \$ 2,500 - BULL BLEACHER SPONSOR**

- a. 8' X 8' Sign on Back of lighted Billboard
- b. 12 Rodeo Tickets *(4 per performance)*
- c. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- d. 6 General/Cantina Wrist Bands *(2 per performance)*
- e. 2 Main Gate Parking Passes

## **28. \$ 2,000 - COW BLEACHER SPONSOR**

- a. 4' x 8' Sign on Back of lighted Billboard
- b. 12 Rodeo Tickets *(4 per performance)*
- c. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- d. 6 General/Cantina Wrist Bands *(2 per performance)*
- e. 2 Main Gate Parking Passes

## **29. \$ 1,150 - CALF BLEACHER SPONSOR (Limit Seven)**

- a. 3' x 8' Arena Sign
- b. Arena Box Seats *(6 tickets per performance, if box is not available then 10 tickets per performance)*
- c. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- d. 2 Main Gate Parking Passes
- e. Program Listing *(name listing only)*
- f. Custom Embroidered Jacket or Buckle or Six Caps

## **30. \$ 2,000 - BUCKING CHUTE SIGN SPONSOR (Limit Six)**

- a. Sign on Bucking Chute
- b. Announced during rodeo bucking sections
- 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 per performance)*
- f. 2 Main Gate Parking Passes
- g. Program Listing *(name listing only)*

### **31. \$ 1,500 - OUT-GATE SPONSOR**

- a. 3' x 8' Arena Sign on Out-Gate
- b. 6 Rodeo Tickets *(2 per performance)*
- c. 6-2 Tabs General/Cantina Wrist Bands *(Each Tab good for items at Cowboy Cantina)*
- d. 2 Main Gate Parking Passes

### **32. \$ 1,000 - INSIDE BUCKING CHUTE SPONSOR**

- a. Sign on Inside of Bucking Chute
- b. 12 Rodeo Tickets *(4 per performance)*
- c. 1 Main Gate Parking Pass

### **33. \$ 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. 1 Main Gate Parking Pass

### **34. \$ 1,000 - NORTH SIDE BACK BLEACHER SPONSOR**

- a. 4' x 8' Sign on Back of North Side Bleacher
- b. 1 Main Gate Parking Pass

### **35. \$ 500 - SOUTH SIDE BACK BLEACHER SPONSOR**

- a. 4' x 8' Sign on south side of the South Side Bleachers
- b. 1 Main Gate Parking Pass

### **36. \$ 600 - ARENA SIGN SPONSOR**

- a. 3' X 8' Sign in the arena
- b. 1 Main Gate Parking Pass