



**February 18th, 19th & 20th, 2022**

**WWW.LFRODEO.COM**

*Biggest Little Rodeo in Texas*

## **Note from the Chairman**

Welcome to the 32nd annual Los Fresnos Rodeo, the "*Biggest Little Rodeo in Texas*". On behalf of the rodeo committee, I would 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 & Concert along with the Cameron County Fair & Livestock Show. We'll see you at the rodeo and again "**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 were 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 25,000 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 Northern Mexico.

## **Stock Contractor**

Stace Smith produces more PRCA rodeos than any other stock contractor 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 attracts the top cowboys in PRCA and top cowgirls in the WPRA.

### **1. PLATINUM SPONSOR \$10,000**

The Platinum sponsor has promotional opportunities at the event including announcements during the rodeo and concert. Branding that appears on our rodeo website, our LED display screen, posters, and arena and as well as on-site branding.

- a. Media Advertising (*PSA's as allowed*)
- b. Sign on Top of Announcer's Stand
- c. Poster Advertising – Logo or Name (*if committed by 12-1-2021*)
- d. Announced as Platinum Sponsor during rodeo performances
- e. Displayed on Big Arena Video Screen
- f. Flag (with your logo) in Grand Entry (*if committed by 12-1-2021*)
- g. Program Advertising (*Full Page if committed by 12-1-2021*)
- h. Webpage Listing
- i. Box Seats Three Rodeo Performances (*6 seats per performance if committed by 12-1-2021*)
- j. Custom Embroidered Jacket or Buckle or Six Caps (*if committed by 12-1-2021*)
- k. Space for Banners outside arena
- l. 100 Regular Admission Concert Tickets
- m. 20 Rodeo Tickets (*6-Friday, 8-Saturday, 6-Sunday*)
- n. Program Listing (name listing only if committed by 12-1-2021)
- o. See Optional #1 or #2 Add-On Sky Box Sheet

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

- 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. Displayed on Big Arena Video Screens (*Two*)
- e. Flag (with your logo) in Grand Entry (*if committed by 12-1-2021*)
- f. Program Advertising (*Full Page if committed by 12-1-2021*)
- g. Webpage Listing
- h. Box Seats Three Rodeo Performances (*6 seats per performance if committed by 12-1-2021*)
- i. Custom Embroidered Jacket or Buckle or Six Caps (*if committed by 12-1-2021*)
- j. Space for Six Banners outside arena
- k. Program Listing (name listing only if committed by 12-1-2021)
- l. See Optional #1 or #2 Add-On Sky Box Sheet if available

### **3. GOLD SPONSOR \$5,000**

- a. Sign on Announcer's Stand
- b. Announced as Gold Sponsor during rodeo performances
- c. Displayed on Big Arena Video Screen
- d. Flag (with your logo) in Grand Entry (*if committed by 12-1-2021*)
- e. Program Advertising (*Full Page – if commit by 12-1-2021*)
- f. Webpage Listing
- g. Box Seats Three Rodeo Performances (*6 seats per performance if committed by 12-1-2021*)
- h. Custom Embroidered Jacket or Buckle or Six Caps (*if committed by 12-1-2021*)

- i. Space for Banners Outside Arena
- j. Program Listing *(name listing only if committed by 12-1-2021)*
- k. Optional Add-On: 8' x 8' Sign on Back of North Bleachers \$1,500
- l. Optional Add-On: 4' x 8' Sign on Back of North Bleachers \$1,000

#### **4. SILVER SPONSOR \$3,500**

- a. Announced as Silver Sponsor during rodeo performances
- b. Displayed on Big Arena Video Screen
- c. Program Advertising *(Half page – if commit by 12-1-2021)*
- d. Webpage Listing
- e. Box Seats Three Rodeo Performances *(6 seats per performance if committed by 12-1-2021)*
- f. Custom Embroidered Jacket or Buckle or Six Caps *(if committed by 12-1-2021)*
- g. Space for Four Banners Outside Arena
- h. Program Listing *(name listing only if committed by 12-1-2021)*
- i. Two 3' x 8' Arena Signs
- j. Optional Add-On: 8' x 8' Sign on Back of North Bleachers \$1,500
- k. Optional Add-On: 4' x 8' Sign on Back of North Bleachers \$1,000

#### **5. RODEO SATURDAY CONCERT SPONSOR \$3,000**

- a. Media Advertising Name Recognition
- b. Announced as a concert sponsor during rodeo and concert
- c. Displayed on Big Arena Video Screen
- d. Webpage Listing
- e. Banner or Sign on Stage
- f. Program Listing *(name listing only if committed by 12-1-2021)*
- g. 12 Rodeo Tickets *(Saturday performance)*
- h. 40 Saturday Concert Tickets
- i. Space for Two Banners Outside Arena
- j. Optional #25 Add-On: Box Seats For All 3 Rodeo Performances \$550  
*(6 seats per performance if committed by 12-1-2021)*

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

- a. Announced as Event Sponsor of One Team
- b. Program Advertising *(1/4 page if committed by 12-1-2021)*
- c. Program Listing *(name listing only if committed by 12-1-2021)*
- d. 3' x 8' Arena Sign
- e. 12 Rodeo Tickets *(4 per performance)*
- f. Space for Two Banners Outside Arena
- g. Custom Shirts worn by Team
- h. Promotional Visit

#### **7. BULL RIDING, CALF SCRAMBLE OR MUTTON BUSTING SPONSOR \$2,500**

- a. Announced as Event Sponsor during rodeo performances
- b. Webpage Listing
- c. Box Seats Three Rodeo Performances *(6 seats per performance if committed by 12-1-2021)*
- d. Custom Embroidered Jacket or Buckle or Six Caps *(if committed by 12-1-2021)*
- e. Space for Two Banners Outside Arena
- f. Program Listing *(name listing only if committed by 12-1-2021)*

- g. 3' x 8' Arena Sign
- h. Optional Add-On: 8' x 8' Sign on Back of North Bleachers \$1,500
- i. Optional Add-On: 4' x 8' Sign on Back of North Bleachers \$1,000

## **8. BRONZE SPONSOR \$2,000**

- a. Announced as Bronze Sponsor during rodeo performances
- b. Program Advertising (*1/4 page if committed by 12-1-2021*)
- c. Webpage Listing
- d. 3' x 8' Arena Sign
- e. Space for Two Banners Outside Arena
- f. Optional Add-On: Box Seats For All 3 Rodeo Performances \$550  
(*6 seats per performance, if committed by 12-1-2021*)
- g. Optional Add-On: 8' x 8' Sign on Back of North Bleachers \$1,500
- h. Optional Add-On: 4' x 8' Sign on Back of North Bleachers \$1,000

## **9. BULL BLEACHER SPONSOR \$2,000**

- a. 8' X 8' Sign on Back of North Bleachers
- b. Program Listing (name listing only if committed by 12-1-2021)
- c. Optional Add-On: Box Seats For All 3 Rodeo Performances \$550  
(*6 seats per performance, if committed by 12-1-2021*)

## **10. CORRAL EVENT AREA SHOW SPONSOR \$2,000**

- a. Announced as Event Area Show Sponsor
- b. 12 Rodeo Tickets (*4 per performance*)
- c. 3' x 8' Arena Sign
- d. Banner or Sign in Show Area
- e. Program Listing (*name listing only if committed by 12-1-2021*)

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

Sponsorship goes toward one of the following (*if committed by 12-1-2021*)

- a. Billboard Advertising – \$3,000
- b. Radio Advertising - \$1,000
- c. Television Advertising - \$1,000
- d. Print (News Papers & Others) - \$750

## **12. RODEO FRIDAY CONCERT SPONSOR \$1,500**

- a. Media Advertising Name Recognition
- b. Announced as a concert sponsor during rodeo and concert
- c. Displayed on Big Arena Video Screen
- d. Webpage Listing
- e. Banner or Sign on Stage
- f. Program Listing (*name listing only if committed by 12-1-2021*)
- g. 12 Rodeo Tickets (*4 per performance*)
- h. 40 Friday Concert Tickets
- i. Space for Banners Outside Arena
- j. Optional Add-On: Box Seats Three Rodeo Performance \$550  
(*6 seats per performance, if committed by 12-1-2021*)

### **13. COW BLEACHER SPONSOR \$1,500**

- a. 4' x 8' Sign on Back of North Bleachers
- b. Program Listing (*name listing only if committed by 12-1-2021*)

### **14. BUCKING CHUTE SIGN SPONSOR (Limit Six) \$1,500**

- 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 12-1-2021*)

### **15. BARREL MAN SPONSOR \$1,250**

- 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 12-1-2021*)

### **16. RODEO EVENT SPONSOR \$1,000**

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

- a. Announced as Event Sponsor during rodeo performances
- b. 3' x 8' Arena Sign
- c. Displayed on Big Arena Video Screen
- d. 12 Rodeo Tickets (*4 per performance*)
- e. Program Listing (*name listing only if committed by 12-1-2021*)

### **17. SECTION BLEACHER SPONSOR \$1,000**

- a. Sign on Bleacher Section (your name or business) (*if committed by 12-1-2021*)
- b. Name on tickets for that section
- c. 12 Rodeo Tickets (*4 per performance*)
- d. Optional Add-On: Box Seats Three Rodeo Performances \$550  
(*6 seats per performance, if committed by 12-1-2021*)

### **18. CALF BLEACHER SPONSOR (Limit Seven) \$1,000**

- a. Box Seats Three Rodeo Performances (*6 seats per performance if committed by 12-1-2019*)
- b. Custom Embroidered Jacket or Buckle or Six Caps
- c. 3' x 8' Arena Sign
- d. Program Listing (*name listing only if committed by 12-1-2021*)

### **19. GRAND ENTRY SPONSOR \$1000**

- a. Announced during Grand Entry
- b. Program Listing (*name listing only if committed by 12-1-2021*)
- c. 3' x 8' Arena Sign
- d. 12 Rodeo Tickets (*4 per performance*)

### **20. INSTANT RE-PLAY SPONSOR \$1,000**

- 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 12-1-2021*)

## **21. LOWER THIRD SCREEN SPONSOR \$1,000**

- a. This is graphic that shows up each time we show a contestants name
- b. 12 Rodeo Tickets (4 per performance)
- c. Program Listing (name listing only if committed by 12-1-2021)

## **22. OUTGATE SPONSOR \$1,000**

- 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 12-1-2021)

## **23. ROPING BOX SPONSOR \$1,000**

- 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 12-1-2021)

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

- 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)

## **25. BOX SEAT HOLDER \$600**

- a. Box Seats Three Rodeo Performances (6 seats per performance if committed by 12-1-2021 if box seats are available, otherwise will be 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 12-1-2021)
- c. Optional to Remove Custom Embroidered Jacket or Buckle or 6 Caps -\$50
- d. Program Listing (name listing only if committed by 12-1-2021)

## **26. CONTESTANT HOSPITALITY SPONSOR \$500**

- 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)

## **27. LEADER BOARD SPONSOR \$500**

- a. This will show several times on the screen throughout the event
- b. 6 Rodeo Tickets (2 per performance)

## **28. CANTINA AREA SPONSOR \$500**

- 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)

## **29. ARENA SIGN SPONSOR \$500**

- a. 3' X 8' Sign in the arena
- b. Program Listing (name listing only if committed by 12-1-2021)



**Los Fresnos Rodeo  
Sponsorship Agreement 2022**

I wish to purchase the following sponsorship:	
1 <sup>st</sup> Option #	
2 <sup>nd</sup> Option #	

I realize that all the sponsorship packages are subject to approval by the Los Fresnos Rodeo Committee. Sponsorships will be considered on a first come first serve basis. Sponsorships from the previous year will be given first consideration.

Please circle one    Company or Individual

Sponsor Information		
Name:		
Address:		
City:	State:	Zip Code:
Phone No:	Email Address:	
Signature:		
Rodeo Representative:		
Date:		

Certain Sponsorships have options for the following: <b><i>Please select one</i></b>	
1	Jacket Size    XL    L    M    S                      Name on Jacket:
2	Buckle
3	Six Caps

**This event is being presented by The Los Fresnos Rodeo Committee, Inc.**  
 (a nonprofit organization)  
 P.O. Box 103  
 Los Fresnos, Tx 78566