



2023 Sponsorship Opportunities

WHO WE ARE

The Pasadena Livestock Show & Rodeo has been a yearly tradition in Southeast Texas for 74 years. Our name may start with "Pasadena", but it certainly doesn't end there. The livestock show includes the school districts from the cities of Deer Park, La Porte, League City and of course Pasadena; with 12 high schools in total. Each year, hundreds of students from these schools pack our Ag Barn to show their projects and hopefully, walk away a champion. Pasadena Livestock Show & Rodeo is extremely proud of the investment it has made in these communities, but most importantly, the investment made in the young lives within these communities. Their success is the fuel that propels the Organization forward.

2022 SCHOLARSHIP RECIPIENTS

Jaidyn Alamaguer
Tristan Anderson
Naomi Browning
Kelsey Bryant
Xavier Cortez
Yaslei Cortez
Chesney Fitzgerald

Naila Garza
Robert Gay
Gabriel Gonzalez
Madison Hancock
Rylee Jenkins
Anthony Jorgenson
Kasey Klages

Benjamin Knowlton
Mikayla Miller
Sean Roberts
Elliana Rodriguez
Ally Smitley
Marissa Whitehead
Wyatt Woodall

CONTINUING EDUCATION

Mallory Hill

Bethany Knowlton

Brianna Knowlton

Luke Sammons

NON-AG RELATED

Avery Bear

Juliana Estrada

Victoria Perrard

Since its inception, the Pasadena Livestock Show & Rodeo is pleased to have contributed millions of dollars through its livestock auction and scholarship program. This is no small task, and it has only been made possible by the thousands of volunteers who have freely given of their time and resources throughout its 74-year history.

With great success comes great responsibility. Pasadena Livestock Show & Rodeo has been blessed with great leadership over the years, and this year is no different. Below are the men & women who are tasked with guiding this great organization into the future:

CHAIRMAN OF THE BOARD

Jay Hunt

PRESIDENT

Clint Castellow

1ST VICE PRESIDENT

Jim Dutton

EXECUTIVE DIRECTOR

Sherry Free

VICE PRESIDENTS

Sherry Bufkin

Tina Taylor

Bear Hebert

Greg Jalowy

Billy Edmonson

Trey Scott

Jay McKee

Sam Ferrugia III

Here is your opportunity to partner with the Pasadena Livestock Show & Rodeo. Your contribution will not only guarantee the success of our organization, but also guarantee you'll have a great time. Our committees are working hard to deliver the best experience for our guests and partners. Whether it's heart pumping PRCA rodeo action, shopping with our various vendors, relaxing with a glass of wine, dancing in our Spur Club, rocking out to some of the best live music concerts around or just taking in the sights, Pasadena Livestock Show & Rodeo offers something for everyone. We hope you'll come join in the fun!!!

★ EXCLUSIVE BRANDING OPPORTUNITIES ★

INSIDE THE ARENA

	Limit	Price
<input type="checkbox"/> Rodeo Arena Center Gate		\$8,000
<input type="checkbox"/> Arena Grand Entry Gate		\$7,500
<input type="checkbox"/> Rodeo Bucking Chute Gate	(8)	\$5,000 ea.
<input type="checkbox"/> Arena Roping Boxes	(2)	\$5,000
<input type="checkbox"/> Above Roping Boxes	(6)	\$5,000 ea.
<input type="checkbox"/> Roping Squeeze Chute		\$3,500
<input type="checkbox"/> Membership Badges (back)		\$3,500
<input type="checkbox"/> Rodeo Tickets (back)		\$2,500
<input type="checkbox"/> Mutton Busting Gates	(2)	\$2,500 ea.

NAMING OPPORTUNITIES

	Limit	Price
<input type="checkbox"/> Livestock Auction		\$5,000
<input type="checkbox"/> Ag Barn		\$5,000
<input type="checkbox"/> Xtreme Bulls		\$10,000
<input type="checkbox"/> American Freestyle Bull Fighting		\$10,000
<input type="checkbox"/> Arena Big Screens	(2)	\$10,000
<input type="checkbox"/> Arena Concert Stage		\$15,000
<input type="checkbox"/> Carnival		\$15,000
<input type="checkbox"/> Rodeo Pageant		\$2,500
<input type="checkbox"/> All Buckle Sponsorships		\$250 ea.

PRCA/RODEO EVENTS

<input type="checkbox"/> Bare Back Riding	\$3,500
<input type="checkbox"/> Steer Wrestling	\$3,500
<input type="checkbox"/> Team Roping	\$3,500
<input type="checkbox"/> Saddle Bronc	\$3,500
<input type="checkbox"/> Tie-Down Roping	\$3,500
<input type="checkbox"/> Barrel Racing (includes barrel branding)	\$3,000
<input type="checkbox"/> Bull Riding (excludes Xtreme Bulls performance)	\$5,000

BBQ COOKOFF OPPORTUNITIES

<input type="checkbox"/> Title Sponsor	\$25,000
<input type="checkbox"/> BBQ Jail Sponsor	\$2,500
<input type="checkbox"/> BBQ Chuck Wagon Tent	\$1,500
<input type="checkbox"/> BBQ Shuttle Bus	\$1,500
<input type="checkbox"/> Golf Cart Signs	\$150 ea.

Pasadena Rodeo is proud to be associated with the Cowboy Channel.

All rodeo performances will be streamed live via the Cowboy Channel App, and broadcast on the Cowboy Channel.

★ PARTNERSHIP OPPORTUNITIES ★

☐ PLATINUM SPONSOR - \$10,000+

- ★ 12 Sponsor Badges
- ★ 12 Silver Spur Club Badges
- ★ 30 BBQ GA Tickets
- ★ 30 Rodeo GA Tickets
- ★ 4 VIP Reserved Parking Passes
- ★ 5'x20' Super Banner
- ★ 2 - 2'x5' Arena Signs
- ★ Full Page Program Ad
- ★ :30 Commercial Spot
- ★ Name/Logo on all media as presenting sponsor
- ★ Access to VIP Hospitality Area

☐ BRONZE SPONSOR - \$1,000

- ★ 2 Sponsor Badges
- ★ 2 Silver Spur Club Badges

☐ GOLD SPONSOR - \$5,000

- ★ 8 Sponsor Badges
- ★ 8 Silver Spur Club Badges
- ★ 10 BBQ GA Tickets
- ★ 10 Rodeo GA Tickets
- ★ 3 VIP Reserved Parking Passes
- ★ 2 - 2'x5' Arena Signs
- ★ Full Page Program Ad
- ★ :30 Commercial Spot
- ★ Name/Logo on all media as presenting sponsor
- ★ Access to VIP Hospitality Area

☐ PLSR DONATION - \$500

- ★ 1 Sponsor Badge
- ★ Tax Deductible Donation

☐ SILVER SPONSOR - \$2,500

- ★ 4 Sponsor Badges
- ★ 4 Silver Spur Club Badges
- ★ 5 BBQ GA Tickets
- ★ 5 Rodeo GA Tickets
- ★ 2 VIP Reserved Parking Pass
- ★ 2 - 2'x5' Arena Signs
- ★ Half Page Program Ad

☐ IN-KIND DONATION

If your business has a product or service that could be mutually beneficial, please contact our business office to discuss options.
(281) 487-0240

All exclusive opportunities will be sold if not renewed by current sponsor by June 1.

Program ad must be submitted to Rodeo Office by August 15.

Pasadena Livestock Show & Rodeo Association, Inc is a 501(c)(3) non-profit organization

PASADENA LIVESTOCK SHOW AND RODEO



EVENT DATES 2023

Winter Prospect Show	Jan. 13 th -15 th
Clay Shoot	April 1 st
Golf Tournament	April 27 th
Fun Run	TBD
Fishing Tournament	May 6 th
Membership Picnic	June 3 rd
Bowling Tournament	June 10 th
Summer Prospect Show	July 14 th -16 th
Kick Off Auction	Aug. 4 th
Kick Off Dance	Aug. 19 th
Parade	Sept. 9 th
Cookoff	Sept. 14 th -16 th
Jr BBQ Chili	Sept. 16 th
74 th Annual Livestock Show & Rodeo	Sept. 22 nd - 30 th
Little Wrangler Rodeo	Sept. 23 rd
Livestock Auction	Sept. 28 th
Rodeo Pageant	Sept. 30 th

 @pasadenarodeotx

Go to Facebook at Pasadena Livestock Show & Rodeo for more information
and like our page, or to our website at pasadenarodeo.com

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(281)487-0240
pasadenarodeo.com