

2024 SPONSORSHIP OPPORTUNITIES



75TH ANNIVERSARY



WHO WE ARE.....

The Pasadena Livestock Show & Rodeo has been a yearly tradition in Southeast Texas for 75 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 as 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.

2024 SCHOLARSHIP RECIPIENTS

Braxten Sterling	Ashton Lovell	Steven Nixon	Maggie Heifner	Tara Woeste
Dylan Garza	Olivia Casas	Hannah Heifner	Hyden Hiser	Abbey Mercado
Kaylee Frank	Madison Lugo	Kaylee Soto	Gilberto Martinez	Jasmine Martinez
Lauren Rodriguez	Ashley Gray	Sofia Perez	Kylie Boyd	Madison Cornell

CONTINUING EDUCATION

Avery Bear Tristan Anderson Mallory Hill

NON-AG RELATED

Wade Dicken Emely Lopez

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 75-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 Herbert

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.....

Rodeo Arena Center Gate	\$10,000
Arena Grand Entry Gate	\$7,500
Rodeo Bucking Chute Gate (8)	\$5,000 ea.
Arena Roping Boxes (2)	\$5,000
Above Roping Boxes (6)	\$5,000 ea.
Roping Squeeze Chute	\$3,500
Membership Badges (back)	\$3,500
Rodeo Tickets (back)	\$3,500
Mutton Busting Gates (2)	\$2,500 ea.

Naming Opportunities.....

Livestock Auction	\$5,000
Ag Barn	\$5,000
Xtreme Bulls	\$10,000
American Freestyle Bull Fighting	\$10,000
Arena Big Screens (2)	\$20,000
Arena Concert Stage	\$15,000
Carnival	\$15,000
All Buckle Sponsorships	\$250 ea.

PRCA/Rodeo Events.....

Bare Back Riding	\$3,500
Steer Wrestling	\$3,500
Team Roping	\$3,500
Saddle Bronc	\$3,500
Tie-Down Roping	\$3,500
Barrel Racing (includes barrel branding)	\$5,000
Bull Riding (excludes Xtreme Bulls performance)	\$5,000

BBQ Cookoff Opportunities.....

Title Sponsor	\$20,000
BBQ Chuck Wagon Tent	\$1,500
BBQ Shuttle Bus	\$1,500
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
- 5x20 Super Banner
- 2 - 2x5 Arena Signs
- Full Page Program Ad
- :30 Commercial Spot
- Name/Logo on all media as presenting sponsor
- Access to VIP Hospitality Area

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 - 2x5 Arena Signs
- Full Page Program Ad
- :30 Commercial Spot
- Name/Logo on all media as presenting sponsor
- Access to VIP Hospitality Area

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 - 2x5 Arena Signs
- Half Page Program Ad

Bronze Sponsor - \$1,000

- 2 Sponsor Badges
- 2 Silver Spur Club Badges

PLSR Donation - \$500

- 1 Sponsor Badge
- Tax Deductible Donation

In-Kind Donation

If your business has a product or service that could be mutually beneficial, please contact our business office to discuss options.

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 75TH ANNIVERSARY 2024



EVENT DATES 2024

Prospect Show	Jan 13 th , 2024
Color Run	March 9 th , 2024
Clay Shoot	April 6 th , 2024
Golf Tournament	April 11 th , 2024
Bowling Tournament	May 4 th , 2024
Picnic	June 1 st , 2024
Fishing Tournament	June 8 th , 2024
Bingo	July 11 th , 2024
Prospect Show	July 12 th -14 th 2024
Kick Off Auction	Aug 1 st , 2024
Kick Off Dance	Aug 24 th , 2024
Barrel Race Qualifier	Aug 24 th , 2024
Parade	Sept 7 th , 2024
Cook Off	Sept 13 th -14 th , 2024
Rodeo	Sept 20 th -28 th , 2024

 @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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