



Thank you for your interest in the Redding Rodeo! 2023 was a record-breaking year for the Redding Rodeo and we are gearing up for even more fun in 2024 with the 76th Redding Rodeo on May 15 – 18, 2024.

Our sponsorship program is vital to the financial success of our community event. We pride ourselves in our community involvement which results considerable impact to local organizations and numerous non-profits as well as an estimated \$8 to \$10 million dollar economic impact to the City of Redding. We would love to have you join the Redding Rodeo Family as a sponsor.

Following you will find some of the sponsorship packages we have available. We are always happy to visit with you to customize a sponsorship that helps meet your marketing goals.

Don't hesitate to contact me with any questions.

**Warmly,
Ted Bambino – Sponsorship Chairman
Redding Rodeo
sponsorships@reddingrodeo.com
530-228-8708**



76th Redding Rodeo

May 15 - 18, 2024

Sponsorship Opportunities

Performance Sponsor

Cost: \$15,000 (Friday or Saturday) \$13,000 (Wednesday or Thursday)

Benefits: As presenting Day Sponsor your company will be the title sponsor of one of the four performances of the Redding Rodeo.

- ✓ Sponsor logo to be included in promotion of the sponsored day.
- ✓ Sponsor supplied banner to be displayed near the front gate on the night of the sponsored performance.
- ✓ Shared title sponsorship of one of the rodeo events for all three rodeo performances of the Redding Rodeo.
- ✓ Public address announcements throughout the rodeo
- ✓ 30-second sponsor-provided commercial to be played on the Scoreboard before each performance
- ✓ Sponsor logo displayed on the electronic screen each performance.
- ✓ Sponsor sign or logo displayed in the arena.
- ✓ Sponsor flag will lead all flag presentations on your performance night
- ✓ Sponsor Logo with link on Reddingrodeo.com
- ✓ Full Page Ad in commemorative 75th Program Book.
- ✓ 30 Rodeo Flats Platform seats for the night of your sponsored performance
- ✓ 10 Rodeo Flats Bleacher seats for the other 3 performances (30 tickets)

Rodeo Announcer Sponsor

Cost: \$10,000

Benefits: As the Rodeo Announcer sponsor your company will be the presenting sponsor of one of the voices of the Redding Rodeo for all three performances and the Xtreme Bulls and Barrels event. Redding Rodeo has two of the best – Wayne Brooks (sponsored) and Will Rasmussen.

- ✓ Sponsor's logo on the page with the Rodeo Announcer's in the Redding Rodeo Program and on reddingrodeo.com.
- ✓ A Sponsor's sign* or logo to be posted in the arena.
- ✓ Display for the Sponsor's flag during every performance of the Redding Rodeo.
- ✓ Sponsor's logo and link will be posted on the Rodeo Association sponsor page On www.reddingrodeo.com
- ✓ Sponsor provided 30 second "commercial" will be played on the video scoreboard before each rodeo performance.
- ✓ Sponsor's name of logo will be displayed on the electronic scoreboard screen before each performance.
- ✓ Public address announcements each rodeo performance.
- ✓ Sponsor provided banner (not to exceed 3' x 8') will be displayed on the rodeo grounds for the duration of the rodeo
- ✓ 12 Rodeo Flats tickets for each performance (48 tickets). Rodeo Flats Seating includes dinner and no-host bar.
- ✓ 10 General Admission tickets for each performance (40 tickets)

RAM Pickup men Sponsor -Two available

Cost: \$8,000

Benefits: As the pickup men sponsor your company will be the presenting sponsor of one of the RAM Pickup men – rodeos rescue squad for all three performances and the Xtreme Bulls and Barrels event. Redding Rodeo has the best in the business Matt Twitchell and Bob Marriot.

- ✓ Sponsors name or logo on the back of one of the two pickup men's shirts which will be worn in the arena during each of the 4 performances.
- ✓ Sponsor's logo on the page with the pickup men in the Redding Rodeo Program and on reddingrodeo.com.
- ✓ A Sponsor's sign* or logo to be posted in the arena.
- ✓ Display for the Sponsor's flag during every performance of the Redding Rodeo.
- ✓ Sponsor's logo and link will be posted on the Redding Rodeo Association web page. (www.reddingrodeo.com)
- ✓ Sponsor provided 30 second "commercial" will be played on the video scoreboard before each rodeo performance.
- ✓ Sponsor's name or logo will be displayed on the electronic scoreboard screen.
- ✓ Public address announcements throughout the rodeo.
- ✓ Sponsor provided banner (not to exceed 3' x 8') will be displayed on the rodeo grounds.
- ✓ 12 Rodeo Flats tickets for each performance (48 tickets). Rodeo Flats Seating includes dinner and no-host bar.
- ✓ 10 General Admission tickets for each performance (40 tickets)

Rodeo Event Sponsor

Cost: \$8,000

Benefits: As an Event sponsor your company will be the title sponsor of one rodeo event for all three performances of the Redding Rodeo.

- ✓ Sponsor logo will be displayed on the scoreboard prior to your sponsored event rodeo each performance.
- ✓ Sponsor Flag will follow the presenting Day sponsor flag prior to your sponsored rodeo event each performance night
- ✓ Sponsor sign or logo to be displayed in the arena
- ✓ Sponsor Logo with link on sponsor page of Reddingrodeo.com
- ✓ Listed as a sponsor in the Redding Rodeo Program.
- ✓ 10 seats in the Sponsor Box in Rodeo Flats for all four performances including dinner and a no-host bar (40 tickets)
- ✓ 10 General Admission tickets for each performance (40 tickets)



Diamond Level Sponsor

Cost: \$7,500

Benefits: As a Diamond level sponsor you will receive the following for all four performances of the Redding Rodeo.

- ✓ 30-second video sponsor-provided commercial to be played on the Scoreboard prior to the start of the rodeo each performance.
- ✓ Sponsor sign or logo displayed in the arena.
- ✓ Sponsor Flag presented in the rodeo each night of the Redding Rodeo
- ✓ Sponsor Logo with link on Reddingrodeo.com
- ✓ 1/2 Page Ad in commemorative 75th Program Book
- ✓ 10 Rodeo Flats tickets for each performance (40 tickets). Rodeo Flats Seating includes dinner and no-host bar.
- ✓ 10 General Admission tickets for each performance (40 tickets)

VIP Platform Sponsor

Cost: \$5000.00 Per night

- ✓ Public address recognition as a sponsor of the Redding Rodeo Association
- ✓ Sponsor's name to be displayed on the electronic score board
- ✓ Sponsor's flag will be presented in the arena the night of your platform
- ✓ Logo with link on ReddingRodeo.com
- ✓ 60 tickets in a private elevated tent South of the Announcers Booth for one performance includes dinner and 2 drinks per person.

Gold Sponsor

Cost: \$5,000

Benefits: As a Gold level sponsor you will receive the following for all four performances of the Redding Rodeo.

- ✓ Your logo will be displayed on the scoreboard prior to each performance.
- ✓ Sponsor Flag will be displayed approximately ½ way thru each performance night.
- ✓ Logo with link on sponsor page of Reddingrodeo.com
- ✓ 6 Rodeo Flats tickets for each performance (24 tickets). Rodeo Flats Seating includes dinner and no-host bar.
- ✓ 6 General Admission tickets for each performance (24 tickets)

Scoreboard Sponsor

Cost: \$5000 Per night

Benefits:

- ✓ Public address recognition as a sponsor of the Redding Rodeo Association
- ✓ Sponsor's name to be displayed on the electronic score board
- ✓ Sponsor's flag will be presented in the arena
- ✓ Logo with link on ReddingRodeo.com
- ✓ 30 tickets in a private elevated tent South of the Announcers Booth for one performance.

Silver Sponsor

Cost: \$3,000

Benefits: As a Gold sponsor your company will receive the following for all four performances of the Redding Rodeo.

- ✓ Your logo will be displayed on the scoreboard prior to each performance.
- ✓ Logo with link on sponsor page on Reddingrodeo.com
- ✓ 4 Rodeo Flats Bleacher seats for all four performances of the Redding Rodeo.
- ✓ 4 General admission tickets for each performance

½ VIP Platform Sponsor

Cost: \$3,000

- ✓ 30 seats on a platform shared with one other group on the South side of the arena.
- ✓ Dinner provided in a designated area for all platform ticket holders for that performance.
- ✓ 2 drinks per guest
- ✓ Banner with your company name on the shared platform

Miss Redding Rodeo Sponsor

Cost: \$2,500

Benefits: As a Miss Redding Rodeo sponsor your company will receive the following for all four performances of the Redding Rodeo.

- ✓ Your logo will be displayed on the scoreboard prior to each performance.
- ✓ Logo with link on sponsor page on Reddingrodeo.com
- ✓ Your logo on the Miss Redding Rodeo page in the Rodeo Program and on www.reddingrodeo.com.
- ✓ 4 Rodeo Flats tickets for all four performances of the Redding Rodeo.

Chute Sponsor

Cost: \$2,500 (first year or new sign add \$250)

Benefits: As a chute sponsor your company logo will be front and center the entire rodeo.

- ✓ Your logo will be displayed on the scoreboard prior to each performance.
- ✓ Logo with link on sponsor page on Reddingrodeo.com
- ✓ Your sign on a bucking chute or timed event chute for the entire rodeo.

Arena Signage

Cost : \$1200 (first year or new sign add \$250)

- ✓ Your company's artwork or logo will be put on a 4 x 8 sign in the arena or the duration of the Redding Rodeo.
- ✓ Logo and link on reddingrodeo.com

Redding Rodeo Program

The Redding Rodeo will publish a Commemorative Rodeo Program. Some sponsorships include an ad, but you can purchase an ad along with any sponsorship.

Full page ad 8 1/2 x 11 - .125" bleed - \$1000

1/2 page 8.5 x 5.5. - \$500

3/4 page ad - \$700

1/4 page ad 4.25 x 5.5. - \$350

Business card ad 3.5 x 2 - \$ 200

Other ad options: Inside front or back cover: \$1500

2 full facing pages: \$2200

2 full facing pages center: \$2500

Outside Back Cover: \$2500

Additional Tickets

As a Redding Rodeo Sponsor you will be entitled to purchase extra tickets at a reduced price while supplies last. Redding Rodeo Reserves the right to limit these extra ticket sales. Further information will be included in your sponsor contract.

Details

Upon selection of any of the above sponsor levels you will be sent a contract with detail about your sponsorship and presented with an invoice at that time. Sponsorship payments are due April 1st, 2024.

