



**Thank you for your interest in the Redding Rodeo! We are so excited to celebrate the 75<sup>th</sup> Anniversary of the Redding Rodeo on May 17 – 20, 2023.**

**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](mailto:sponsorships@reddingrodeo.com)  
530-228-8708**



# 75<sup>th</sup> Redding Rodeo Celebration

## May 17 – 20, 2023

### Sponsorship Opportunities

#### Day Sponsor

**Cost:** \$15,000 (Friday & Saturday) \$13,000 (Wednesday & Thursday Nights)

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

- ✓ Private Box in Rodeo Flats with room for 30 of your guests the night of your performance including dinner and a no-host bar.
- ✓ 10 Rodeo Flats Bleacher seats for the other 3 performances not on your night
- ✓ Shared title sponsorship of one of the rodeo events for all three rodeo 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 will lead all flag presentations on your performance night
- ✓ Sponsor Logo with link on Reddingrodeo.com
- ✓ Full Page Ad in commemorative 75<sup>th</sup> Program Book.

#### Rodeo Event Sponsor

**Cost:** \$8,000

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

- ✓ 10 seats in the Sponsor Box in Rodeo Flats for all four performances including dinner and a no-host bar
- ✓ 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 Reddingrodeo.com
- ✓ ½ Page Ad in commemorative 75<sup>th</sup> Program Book.

#### Platinum Sponsor

**Cost:** \$5,000

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

- ✓ 6 Rodeo Flats Bleacher seats 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 Reddingrodeo.com

## **Scoreboard Sponsor**

**Cost:** \$5000.00 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 as the replay cam.
- ✓ Sponsor's flag displayed at Pre-Rodeo functions including Media Events, Parades and other rodeo events
- ✓ Sponsor's flag will be presented in the arena at the discretion of the Rodeo Committee.
- ✓ Logo with link on ReddingRodeo.com
- ✓ 30 tickets in a private elevated tent South of the Announcers Booth for the Friday night performance

## **Gold Sponsor**

**Cost:** \$3,000

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

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

## **Arena Signage**

Interested in purchasing signage in the Redding Rodeo arena during the rodeo? We offer the following options:

- ✓ Chute Sign \$3000
- ✓ Arena Sign \$1,200
- ✓ Inside Chute Sign \$1500 Back of chute gate and/or back of chute.

## **75<sup>th</sup> Anniversary Program Book**

Redding Rodeo is pleased to be able to offer a 75<sup>th</sup> Anniversary Commemorative Rodeo Program in 2023. Ads are available (Please see separate price sheet)

## **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 1<sup>st</sup>, 2023



## Redding Rodeo Commemorative 75th anniversary Program ad opportunities

2023 Marks the 75th anniversary of the Redding rodeo. With this huge milestone we are producing a commemorative program book to be distributed in Early 2023. This book will contain the history on the Rodeo grounds and the history of the Redding Rodeo in it beginning days

A second program will be out in spring 2023 called the 75h Anniversary Program which will include the present day Redding Rodeo along with portions of the history of the Redding Rodeo.

The ad cost for this will be for both programs, **but ad space is limited!**

Ad space may be sold for the second version but will be at the same cost.

Take advantage of the early opportunity for both of these collector 75th anniversary programs

### Souvenir Program Book Ad Rates

<b>Souvenir Program Book Advertising Options</b>	2 Full Page (facing pages) Ad	\$2,200	Business Card Ad	\$200
	1 Full Page Ad	\$1,000	Inside Front Cover	\$1,500
	3/4 Page Ad	\$700	Inside Back Cover	\$1,500
	1/2 Page Ad	\$500	Outside Back Cover	\$2,500
	1/4 Page Ad	\$350	Center 2 Pages Ad	\$2,500

- Ads must be submitted by December 15, 2022.
- Specifications for ad artwork are available on-line or through information contact number.



