



**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 – SOLD OUT FOR 2023**

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

**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 75<sup>th</sup> Program Book.
- ✓ 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

#### **Hall of Fame Sponsor – One available**

**Cost:** \$12,000

**Benefits:** Your company will be the Redding Rodeo Hall of Fame presenting sponsor. The Redding Rodeo Hall of Fame has been formed to recognize individuals who have contributed to the success of the Redding Rodeo.

- ✓ Sponsors banner displayed at the Hall of Fame Induction Dinner at the Redding Rodeo grounds on Tuesday, May 16, 2023.
- ✓ Table of 10 at the Hall of Fame Induction Dinner,
- ✓ Sponsor's logo on the page on the Hall of Fame Page 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](http://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 each performance of the Redding Rodeo.
- ✓ Public address announcements each performance of the Redding Rodeo.
- ✓ Sponsor provided banner (not to exceed 3' x 8') will be displayed on the rodeo grounds for the duration of the Redding Rodeo.
- ✓ 15 Rodeo Flats tickets for each performance (60 tickets). Rodeo Flats Seating includes catered dinner and no-host bar.
- ✓ 15 General Admission tickets for each performance (60 tickets)

Redding Rodeo Sponsorships • [sponsorships@reddingrodeo.com](mailto:sponsorships@reddingrodeo.com) • 530.241.5731

## **Rodeo Announcer Sponsor – SOLD OUT FOR 2023**

**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](http://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](http://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: \$10,000**

**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](http://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](http://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.
- ✓ 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 – One available for 2023**

**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 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 75<sup>th</sup> 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)

## **Gold Sponsor**

**Cost:** \$5,000

**Benefits:** As a Gold 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 – Sold out for 2023**

**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
- ✓ 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 the Friday night 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

## **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](http://www.reddingrodeo.com).
- ✓ 4 Rodeo Flats Bleacher seats for all four performances of the Redding Rodeo.

## **Arena Signage**

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

- ✓ Chute Sign \$2500 – Sold out for 2023
- ✓ 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.



## 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 at the Redding Rodeo. This book will contain the history on the Rodeo grounds and the history of the Redding Rodeo in it beginning days. The Program will be full color, 8 1/2 by 11 full bleed.

Ad space is limited.

### 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 March 31, 2023.
- Specifications for ad artwork are available on-line or through information contact number.



## 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.

