



**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 three 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 2 performances not on your night
- ✓ Shared title sponsorship of one of the rodeo events for all three 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 three performances of the Redding Rodeo.

- ✓ 10 seats in the Sponsor Box in Rodeo Flats for all three 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 three performances of the Redding Rodeo.

- ✓ 6 Rodeo Flats Bleacher seats for all three 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 three performances of the Redding Rodeo.

- ✓ 2 Rodeo Flats Bleacher seats for all three 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



