SPONSORSHIP OPPORTUNITIES

The San Antonio Stock Show & Rodeo has championed Texas youth in agriculture since 1949, awarding more than $292 million in scholarships, grants, and educational programs statewide. In 2026 alone, the Rodeo impacted over 17,000 students across all 254 Texas counties, fueling the next generation of agricultural leaders.

Hosted in the historic Freeman Coliseum, the Let's Rodeo Ball (LRB) is one of San Antonio's premier fundraising events, drawing more than 2,000 guests for an evening of top-tier entertainment, gourmet dining, an open premium bar, and dancing. Every dollar raised supports the San Antonio Stock Show & Rodeo Scholarship Fund.

As a valued sponsor, your company will gain exposure to a high-profile audience of community leaders, business professionals, and Rodeo supporters—while making a direct, lasting impact on Texas youth and the future of agriculture.

Your sponsorship provides valuable exposure in our marketing publications and to attendees while demonstrating your commitment to supporting the San Antonio Stock Show & Rodeo Scholarship Fund and the youth of Texas.

Presenting Sponsor • $20,000
Prominently placement of your Company Name and/or Logo on the official event step-and-repeat backdrop. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event. Sponsorship name/logo placed on souvenir cups and koozies.

Centerpiece Sponsor • $10,000
Prominent placement of your Company Name and/or Logo on the official event step-and-repeat backdrop. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event. Sponsorship recognition on all tables.

Bar Sponsor (Includes 6 Bars) • $10,000
Prominent placement of your Company Name and/or Logo behind each bar on the floor of the coliseum. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event.

Let's Rodeo Ball Sponsor & Table • $7,500
Prominent placement of your Company Name and/or Logo on the official event step-and-repeat backdrop. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event. Preferred table with amenities and seating for 10.

Ticket Sponsor • $5,000
Company Name and/or Logo placed on all tickets, including digital emailed tickets and printed tickets. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourses and Coliseum floor during the event.

Program Sponsor • $5,000
Company Name and/or Logo prominently placed on all programs. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event.

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Dance Band Sponsor • $5,000
Prominent placement of your Company Name and/or Logo on the official event step-and-repeat backdrop. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event.

White Chair Sponsor • $5,000
Prominent placement of your Company Name and/or Logo on the official event step-and-repeat backdrop. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event.

Red Carpet Sponsor • $5,000
Prominent placement of your Company Name and/or Logo on the official event step-and-repeat backdrop. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event.

360 Camera Sponsor • $5,000
Prominent placement of your Company Name and/or Logo on the official event step-and-repeat backdrop. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event.

Turquoise Carpet Sponsor • $5,000
Includes Branding in Camera Booth, Printed Backdrop with Company Logo on Backdrop, Name & Logo featured on Each Photo Produced for Social Media Upload, SALE website recognition, Name & Logo printed in Program, Official Certificate of Sponsorship

Student Artist Sponsor • $3,500
Prominent placement of your Company Name and/or Logo on the official event step-and-repeat backdrop. Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event.

LRB Sponsor • Over $1,000
Recognition in the official Rodeo Ball event program. Featured acknowledgment on official event social media posts before, during, and after the event. Sponsorship signage prominently displayed through the concourse and Coliseum floor during the event.

S-Hat Sponsor (Per hat) • $250
Name/or logo placed on S-Hat emblem and prominently displayed on coliseum floor. (Available to take with you at end of event)