

Let's Rodeo Ball

EDUCATIONAL COMMITMENT TO THE YOUTH OF TEXAS

Education is vital to the continued success of the American agriculture industry. The San Antonio Stock Show & Rodeo has supported Texas youth by providing a venue for competition and a marketplace for their agricultural and livestock projects. The San Antonio Stock Show & Rodeo's Executive Committee continuously encourages 4-H and FFA students to

continue their interest in agricultural careers in college, which led to the creation of the Scholarship Fund.

Over \$243 Million has been awarded to the Youth of Texas through Scholarships, grants, endowments, junior livestock auction, western art, calf scramble program, and show premiums since 1984. 1,500 scholars currently attending college. 40% of scholarships awarded through livestock, horse show & junior contests.

The Let's Rodeo Ball Committee "LRB" was formed in 2011 and was previously known as the "Go Western Gala". LRB is hosted in the Historic Freeman Coliseum venue.

The first event took place on January 21, 2012. Our committee is responsible of promoting, producing, and hosting the LRB each year in January.

With over 2000 attendees LRB is the Premiere Fundraiser and SALE's Finest Event. All Proceeds Benefit the San Antonio Livestock Show & Rodeo Scholarship Fund. The event is a major fundraiser for the San Antonio Livestock Exposition Scholarship Fund. The upscale party features top entertainment, great food, unlimited premium bar and dancing from 6:30 p.m. - 11:30 p.m.

We are preparing for our 2024 year and would like to extend an exclusive opportunity for your company to partner in Sponsorship with LRB.

LRB Sponsors have always shared the same goals, values and professional vision. We are honored to present this opportunity to your company and look forward to a successful partnership in the coming year.



The LET'S RODEO *Ball Sponsorships*

360 Camera Sponsor

\$5,000 - includes Branding in 360 Camera Booth, Printed Backdrop with Company Logo on Backdrop, Name & Logo featured on Each Video Produced for Social Media Upload, Product Booth Setup for Sponsor in Corridor, 2 tickets for representatives to attend, Social Media Pkg including SALE website recognition, Name & Logo printed in Program, Official Certificate of Sponsorship

Red Carpet Sponsor

\$5,000 - includes Branding in Red Carpet Event, Printed Backdrop with Company Logo Step & Repeat Background, Product Booth Setup for Sponsor, 2 tickets for representatives to attend, Social Media Pkg including SALE website recognition, Name & Logo printed in Program, Official Certificate of Sponsorship

Centerpiece Sponsor

\$5,000 - includes Branding on all Finals Circle Centerpieces, Approximately 200 tables, Social Media Pkg including SALE website recognition, Name & Logo printed in Program, Official Certificate of Sponsorship

LRB Sponsor

\$1,000- includes: Social Media Pkg including SALE website recognition, Name & Logo printed in Program, Official Certificate of Sponsorship







