



# SOUTHEASTERN LIVESTOCK EXPOSITION 2022 RODEO SPONSORSHIP PACKAGES

## MAJOR SPONSOR (UNLIMITED) \$15,000

- Rodeo announced as: Presented by SLE and YOUR COMPANY
- YOUR COMPANY named in all rodeo print advertising
- YOUR COMPANY banner prominently displayed in 2 areas of the arena before 20,000 rodeo fans
- 16 VIP seating tickets and 16 passes to the SLE Hospitality Tent
- 100 reserved seating tickets to use at the performance of your choice
- Your flag presented at the opening and closing ceremonies of each performance
- Special mention in *Alabama Cattleman* magazine

## ROUGH STOCK PREMIUM SPONSOR (4 AVAILABLE) \$10,000

*Provides added money to winners for Bull Riding, Saddle Bronc Riding, Bareback Riding, or Fighting Bulls*

- YOUR COMPANY logo on the event winner check presented
- YOUR COMPANY banner prominently displayed during each of the four rodeo performances
- 12 VIP seating tickets and 12 passes to the SLE Hospitality Tent
- 60 reserved seating tickets to use at the performance of your choice
- Your sponsor flag will be presented during the victory lap with the event winner each performance
- Special mention in *Alabama Cattleman* magazine

## TIMED EVENT PREMIUM SPONSOR (5 AVAILABLE) \$5,000

*Provides added money to winners for Team Roping, Tie-down Roping, Breakaway Roping, Steer Wrestling, or Barrel Racing*

- YOUR COMPANY banner displayed in the arena during each of the four rodeo performances
- 10 VIP seating tickets and 10 passes to the SLE Hospitality Tent
- 30 reserved seating tickets to use at the performance of your choice
- Your sponsor flag will be presented during the victory lap with the event winner each performance
- Special mention in *Alabama Cattleman* magazine

## RODEO PROGRAM COVER SPONSOR (1 AVAILABLE) \$5,000

- YOUR COMPANY provides imagery for the front cover of the official souvenir SLE rodeo program
- YOUR COMPANY banner displayed in the arena during each of the four rodeo performances
- 10 VIP seating tickets and 10 passes to the SLE Hospitality Tent
- 30 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## LEADERBOARD SPONSOR (1 AVAILABLE) \$4,000

- YOUR COMPANY logo displayed on the video leaderboard
- YOUR COMPANY banner displayed in the arena during each of the four rodeo performances
- 10 VIP seating tickets and 10 passes to the SLE Hospitality Tent
- 20 reserved seating tickets and to use at the performance of your choice
- Special mention in the *Alabama Cattleman* magazine

## LIVE ACTION SPONSOR (1 AVAILABLE) \$4,000

- YOUR COMPANY logo displayed on the video board during the live action camera moments (kiss cam, simba cam, etc.)
- YOUR COMPANY banner displayed in the arena during each of the four rodeo performances
- 10 VIP seating tickets and 10 passes to the SLE Hospitality Tent
- 20 reserved seating tickets and to use at the performance of your choice
- Special mention in the *Alabama Cattleman* magazine

## **THIN BLUE LINE SPONSOR (5 AVAILABLE) \$3,000**

*Security, Montgomery Police Department, Montgomery County Sheriff's Department*

- YOUR COMPANY banner displayed at the entrance gates during each of the four rodeo performances
- YOUR COMPANY banner displayed in the arena during each of the four rodeo performances
- Announced as the Thin Blue Line Sponsor during each performance
- 8 VIP seating tickets and 8 passes to the SLE Hospitality Tent
- 18 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **CHUTE GATE SPONSOR (6 AVAILABLE) \$3,000**

- YOUR COMPANY banner on one of six chute gates for all rodeo performances before 20,000 rodeo fans
- Announce YOUR COMPANY each time a bucking bronc or bull comes out of your chute gate
- 8 VIP seating tickets and 8 passes to the SLE Hospitality Tent
- 18 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **CENTER GATE SPONSOR (1 AVAILABLE) \$3,000**

- YOUR COMPANY banner displayed on the center alley way gate for all four rodeo performances before 20,000 rodeo fans
- Announce YOUR COMPANY periodically as livestock enters or exits the YOUR COMPANY center gate
- 8 VIP seating tickets and 8 passes to the SLE Hospitality Tent
- 18 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **HOSPITALITY TENT SPONSOR (4 AVAILABLE) \$2,500**

*Tent, Band, Beverage, Food*

- YOUR COMPANY banner displayed on the SLE Hospitality Tent
- YOUR COMPANY banner displayed in the arena during each of the four rodeo performances
- 6 VIP seating tickets and 6 passes to the SLE Hospitality Tent
- 15 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **EVENT SPONSOR (8 AVAILABLE) \$1,500**

*Bull Riding, Saddle Bronc Riding, Bareback Riding, Steer Wrestling, Tie-down Roping, Team Roping, Breakaway Roping, Barrel Racing*

- One of the eight rodeo events will be named the YOUR COMPANY Event, and YOUR COMPANY will be named throughout the event
- YOUR COMPANY banner displayed during each of the four rodeo performances
- 4 VIP seating tickets and 4 passes to the SLE Hospitality Tent
- 9 reserved seating tickets to use at the performance of your choice
- Your sponsor flag will be presented during the victory lap with the event winner each performance
- Special mention in *Alabama Cattleman* magazine

## **MIRACLE RODEO SPONSOR (1 AVAILABLE) \$1,500**

*You get to sponsor a special event for children from Jackson Hospital to have an exclusive and private rodeo experience.*

- YOUR COMPANY gets to bring a float and be part of the SLE Rodeo Kickoff Parade on Friday
- YOUR COMPANY banner displayed during each of the four rodeo performances
- YOUR COMPANY announced during each rodeo performance as the Miracle Rodeo Sponsor
- 4 VIP seating tickets and 4 passes to the SLE Hospitality Tent
- 9 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **FAMILY FUN SPONSOR (3 AVAILABLE) \$1,500**

*Rodeo Clown, Specialty Act, Stick Horse Rodeo*

- YOUR COMPANY sponsors the Rodeo Clown, Specialty Act, or Stick Horse Rodeo for each of the four performances
- YOUR COMPANY is invited to bring a float and be part of the SLE Rodeo Kickoff Parade on Friday
- YOUR COMPANY banner displayed during each of the four rodeo performances
- 4 VIP seating tickets and 4 passes to the SLE Hospitality Tent
- 9 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **RODEO PERSONNEL SPONSOR (5 AVAILABLE) \$1,000**

*Announcers, Pickup Men, Judges, Bull Fighters, Cowboy Hospitality Room*

- YOUR COMPANY banner displayed during each of the four rodeo performances
- YOUR COMPANY announced multiple times throughout each of the four rodeo performances
- 6 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **JBE PARADE OF CHAMPIONS SPONSOR (1 AVAILABLE) \$1,000**

- YOUR COMPANY banner displayed during each of the four rodeo performances
- The Junior Beef Expo parade of champions will be "brought to you by: YOUR COMPANY"
- 6 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **ARENA BANNER (20 AVAILABLE) \$500**

- YOUR COMPANY name will be displayed on a 3' x 6' banner on the catwalk over the center of the arena
- 3 reserved seating tickets to use at the performance of your choice
- Special mention in *Alabama Cattleman* magazine

## **FRIENDS OF THE RODEO (UNLIMITED) < \$500**

- YOUR COMPANY logo displayed on the rodeo jumbotron
- SLE cap



**SOUTHEASTERN LIVESTOCK EXPOSITION**  
**2022 RODEO SPONSORSHIP PACKAGE**  
**CONTACT & PAYMENT INFORMATION**

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

\_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Sponsorship:** \_\_\_\_\_ **Amount:** \_\_\_\_\_

**Payment:** Check \_\_\_\_ Invoice Me \_\_\_\_ Credit Card \_\_\_\_

**Make checks payable to:** Southeastern Livestock Exposition

**Credit Card #:** \_\_\_\_\_

**Name on Card:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_ **3-digit code:** \_\_\_\_\_ **Zip Code:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Return form with payment to:**

Southeastern Livestock Exposition  
Attn: Sarah Hunter  
201 S. Bainbridge Street  
Montgomery, AL. 36104