

2021 RODEO KICK OFF
CONCERT

TOBY KEITH

**07.09
2021**

Presented by

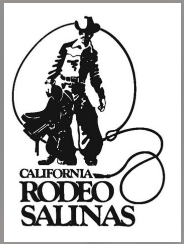


BECOME A SPONSOR

For Sponsorship Information
Victoria 831 775 3109 - vcarlisle@carodeo.com
Barbara 831 595 0060 - bvalentine@carodeo.com

SPONSORSHIP PACKAGES

07.09.2021
RODEO KICK OFF CONCERT
WITH TOBY KEITH

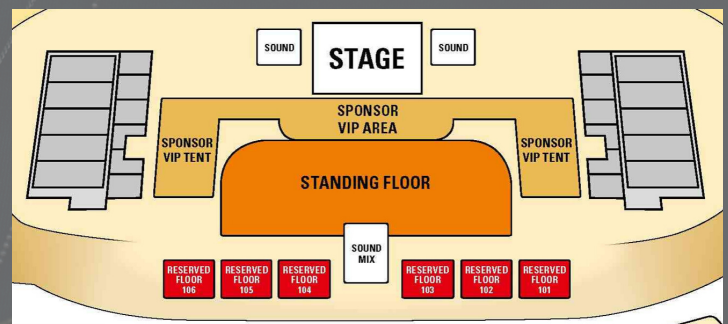


ALL SPONSORSHIP PACKAGES INCLUDE:

- **EXCLUSIVE** front stage VIP area access with each Sponsor Hospitality VIP Tent Ticket
- All you can eat dinner service from 6 pm to 8:30 pm.
- Complimentary alcohol service from 6 pm to 9:30 pm*
- Private Restrooms

Additional Sponsor VIP Tent tickets are available at a first come, first served basis for \$300 each and are only available to sponsors.

Subject to approval per your sponsorship package. Additional tickets subject to additional convenience and services fees.



**Times are subject to change due to artist needs, sound checks, etc.*

SPONSORSHIP PACKAGES

DIAMOND ALBUM SPONSOR- \$15,000

TICKETING & ADDED VALUE

- Twenty (20) Sponsor Hospitality VIP Tent Tickets for complimentary food and beverage. Each ticket is good for one (1) admission into the Salinas Sports Complex (concert venue). Each Sponsor Hospitality VIP Tent Ticket is good for one (1) admission into the Sponsor VIP viewing area. NOT available for the general public.
- Twelve (12) Standing Floor Tickets. Each ticket is good for admission into the Salinas Sports Complex.
- Four (4) Parking Passes

SIGNAGE ELEMENTS

- Agreed placement of two (2) Sponsor provided banners for day of the show.
- Agreed placement of one (1) Sponsor provided banner in the Sponsor Hospitality Tent for the day of the show.
- Sponsor logo and listing on the concert page of the California Rodeo website.
- Sponsor logo on two (2) event banners, one (1) placed in the Sponsor Hospitality Tent and one (1) placed on the front fence near the Box Office entrance on the day of the show.
- California Rodeo to produce event banners.

PLATINUM ALBUM SPONSOR - \$10,000

TICKETING & ADDED VALUE

- Fourteen (14) Sponsor Hospitality VIP Tent Tickets for complimentary food and beverage. Each ticket is good for one (1) admission into the Salinas Sports Complex (concert venue). Each Sponsor Hospitality VIP Tent Ticket is good for one (1) admission into the Sponsor VIP viewing area. Not available for the general public.
- Eight (8) Standing Floor Tickets. Each ticket is good for admission into the Salinas Sports Complex.
- Three (3) Parking Passes.

SIGNAGE ELEMENTS

- Agreed placement of two (2) Sponsor provided banners for day of the show.
- Agreed placement of one (1) Sponsor provided banner in the Sponsor Hospitality Tent for the day of the show.
- Sponsor logo and listing on the concert page of the California Rodeo website.
- Sponsor logo on two (2) event banners, one (1) placed in the Sponsor Hospitality Tent and one (1) placed on the front fence near the Box Office entrance on the day of the show. California Rodeo to produce event banners.

GOLD ALBUM SPONSOR- \$5,000

TICKETING & ADDED VALUE

- Six (6) Sponsor Hospitality VIP Tent Tickets for complimentary food and beverage. Each ticket is good for one (1) admission into the Salinas Sports Complex (concert venue). Each Sponsor Hospitality VIP Tent Ticket is good for one (1) admission into the Sponsor VIP viewing area. Not available for the general public.
- Four (4) Standing Floor Tickets. Each ticket is good for admission into the Salinas Sports Complex.
- Three (3) Parking Passes

SIGNAGE ELEMENTS

- Agreed placement of one (1) Sponsor provided banners for day of the show.
- Agreed placement of one (1) Sponsor provided banner in the Sponsor Hospitality Tent for the day of the show.
- Sponsor logo and listing on the concert page of the California Rodeo website.
- Sponsor logo on two (2) event banners, one (1) placed in the Sponsor Hospitality Tent and one (1) placed on the front fence near the Box Office entrance on the day of the show. California Rodeo to produce event banners.