

UTAH'S OWN PRCA RODEO

The Utah State Fair is the largest annual event in Utah and is an unparalleled cultural asset to Utah since 1856. The Utah State Fair boasts one of the top rodeos in the state and is one of the few to feature a Sunday rodeo.

The Utah's Own Rodeo has been a PRCA (Professional Rodeo Cowboys Association) approved rodeo for over 35 years. Top cowboys and cowgirls from around the world stop off for one last chance to earn money and to qualify for the NFR in December. The rodeo is held the first weekend of the Utah State Fair in our 10,000 seat, state of the art, multi-million dollar "Days of '47" outdoor arena.

Our sponsorable events include Bareback Bronc Riding, Team Roping, Saddle Bronc Riding, Tie-down Roping, Steer Wrestling, Barrel Racing and the fan favorite, Bull Riding! We also feature the crowd-pleasing Mutton Bustin' competition, a rodeo clown and barrel man, and specialty acts.

The Utah State Fair is operated by the Utah State Fair Corporation, a public, non-profit 501(c)3 corporation formed in 1995 that is responsible for managing, supervising and controlling all activities relating to the Utah State Fair and the Utah State Fairpark facilities.

For questions on rodeo sponsorships please contact
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	OPPORTUNITY	Cost	VIP Seats (per night)	Upper Bowl Seats (per night)	Jumbotron Commercial (5-10 sec)	VIP Parking (per night)	Banner*	Sponsor Flag	Logo on website w/ link	Ad in Program	Logo in Program
RODEO EVENT	Bull Riding	\$ 2,000	8	8		2	X		X		X
	Barrel Racing	\$ 2,000	8	8		2	X		X		X
	Steer Wrestling	\$ 2,000	8	8		2	X		X		X
	Team Roping	\$ 2,000	8	8		2	X		X		X
	Saddle Bronc	\$ 2,000	8	8		2	X		X		X
	Bareback Riding	\$ 2,000	8	8		2	X		X		X
	Tie Down Roping	\$ 2,000	8	8		2	X		X		X
	Specialty Act	\$ 2,000	8	8		2	X		X		X
	Mutton Bustin'	\$ 2,000	8	8		2	X		X		X
RODEO ARENA	Scoreboard	\$ 5,000	14	14		4	X	X	X	X	X
	Chute Gates	\$ 2,500	6	6		2			X		X
	Specialty Act	\$ 2,000	8	8		2	X		X		X
	Barrels	\$ 2,000	8	8		2			X		X
	Banner	\$ 500	4	4		1			X		
	Jumbotron Commercial only	\$ 1,500			X				X		
PERFORMANCE	Sponsor of the Night	\$ 5,000	14	14	X	4		X	X	X	X
	Instant Replay	\$ 3,000	10	10		2			X	X	X
	Arena Staff caps or shirts	\$ 4,000	12	12	X	3			X	X	X
	Restroom & stalls	\$ 500	4	4		1			X		X
PARTNERS	Title Sponsorship	\$15,000	24	24	X	8		X	X	X	X
	Buckle Level	\$ 5,000	14	14	X	4		X	X	X	X
	Hat Level	\$ 3,000	10	10		2	X		X	X	X
	Boot Level	\$ 1,000	6	6		2	X		X		X
	Spurs Level	\$ 500	4	4		1	X		X		X

