

2020 Coarsegold Rodeo

Sponsor Packet

Friday, May 1st &

Saturday May 2nd



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Saturday, May 2nd
Coarsegold, CA**



Coarsegold Rodeo is a volunteer supported organization that is put on by the 501(c)(3) Non Profit Organization, Coarsegold Stampede. By utilizing the Coarsegold Stampede EIN 83-1445088, contributions made to the Coarsegold Stampede are now considered charitable contributions. The primary goal of the rodeo, and its subsidiary events, is to preserve western heritage, culture, volunteerism, community involvement, education, and economic stimulus. A portion of revenue is donated to nonprofit charities, which may include mountain area schools, and the remainder is invested back into rodeo ground's facilities, programs, and future rodeo events. All sponsor levels, \$200 and up, will receive a mention on our Coarsegold Rodeo Facebook page.

\$10,000 - Rodeo Sponsor

- Live in-House sponsor messages by announcer during rodeo performances advertising your company's products or services (min of 6 per day)
- Ten (10) General Admission Tickets for rodeo per day
- Sponsor Provided 4' X 8' banner in parking lots and in ticket counter lines, parking entrance & exit (max 6)
- Sponsor Provided 4' X 8' banner placement in the rodeo arena (max 2)
- Sponsor Provided 4' X 8' banner(s) placement display in prime locations in venue (max 4)
- Sponsor Provided flag carried by mounted rider during rodeo activities (min 2)
- Company logo included on event posters/fliers (Coarsegold Rodeo presented by: Sponsor Name)
- Company mention in all press releases
- Company recognition on all event social media
- Company name and logo included in all print advertising and on cgradeogrounds.com
- Company name included in all advertising
- Private "behind the scenes" tour of rodeo arena and contestant meet & greet, optional onsite booth/presence in Vendor Area. Coupons and/or handouts allowed. (Prior approval required)
- "Live commercial & interaction". Present your company to the crowd during a break in the rodeo action. (Merchandise giveaway opportunity)

\$5,000 - Platinum Sponsor

- Live-in House sponsor messages by announcer during rodeo performances advertising your company's products or services (Min of 4)
- Ten (10) General Admission Tickets per day of the rodeo.
- Sponsor Provided 4' X 8' banner placement in the rodeo arena (max 2)
- Sponsor Provided 4' X 8' banner(s) placement display in prime locations in venue (max 4)
- Sponsor Provided flag carried by mounted rider during rodeo activities (min 2)
- Company logo included on event posters/fliers
- Company mention in all press releases
- Company recognition on all event social media and on cgradeogrounds.com
- Company name included in all print advertising
- On site booth/presence at Rodeo Grounds. Coupons and/or handouts allowed. (Prior approval required)

\$5,000 – Digital Scoreboard/Video Display Sponsorship

- Live-in House sponsor messages by announcer during rodeo performances advertising your company's products or services (Min of 4)
- Company logo displayed on Digital Scoreboard between events (Min of 5)
- Ten (10) General Admission Tickets per day of the rodeo.
- Sponsor Provided 4' X 8' banner placement in the rodeo arena (max 2)
- Sponsor Provided 4' X 8' banner(s) placement display in prime locations in venue (max 4)
- Sponsor Provided flag carried by mounted rider during rodeo activities (min 2)
- Company logo included on event posters/fliers
- Company mention in all press releases
- Company recognition on all event social media and on cgradeogrounds.com
- Company name included in all print advertising
- On-site booth/presence at Rodeo Grounds. Coupons and/or handouts allowed (Prior approval required).

\$3000 – Gold Sponsor

- Live in-House sponsor messages during rodeo performances advertising your company
- Eight (8) General Admissions for each day of rodeo
- Sponsor Provided 4' X 8' banner placement displayed at all prime Rodeo Ground locations (up to 2)
- Sponsor Provided 4' X 8' banner placement in Rodeo Arena
- Sponsor Provided flag carried by mounted rider during rodeo activities
- Company recognition on all event social media and on cgradeogrounds.com
- Company mention in all press releases.
- Company logo included in all print advertising
- On site booth/presence at Rodeo Grounds. Coupons and/or handouts allowed. (Prior approval required)

\$2,500 - Silver Sponsor

- Live-In House Sponsor messages during performance's advertising your company
- Six (6) General Admission Tickets for each day of rodeo
- Sponsor provided 4' X 8' banner placement at Rodeo Grounds
- Sponsor provided 4' X 8' banner placement in Rodeo Arena
- Sponsor provided flag carried by mounted rider during rodeo activities
- Company logo and link included on cgradeogrounds.com
- Company mention in all press releases
- Company name included in all print advertising
- On site booth/presence at Rodeo Grounds. Coupons and/or handouts allowed. (Prior approval required)

\$2,000 – Parachute Sponsor (1 Available)

- Have your company flag brought in via Parachute, along with the American flag to kick off the Rodeo! The spotlight is on you!
- Company name announced during parachutist flight.
- On-site Sponsor announcements various times when gate is opened.
- Live In House Sponsor messages by announcer, advertising your company's products or services during performance.
- Sponsor provided 4' X 8' banner located on exit-gate.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Four (4) tickets General Admission Tickets for each day of rodeo.

\$2,000 – Mutton Bustin' Event Sponsor (2 Available)

- Company name announced during Mutton Bustin' event prior to grand entry during Mutton event.
- On-site Sponsor announcements various times when gate is opened.
- Live In House Sponsor messages by announcer, advertising your company's products or services during performance.
- Sponsor provided 4' X 8' banner located on exit-gate.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Four (4) tickets General Admission Tickets for each day of rodeo.

\$1,500 – Exit Gate/Center Return Sponsor (1 Available)

- On-site Sponsor announcements various times when gate is opened.
- Live In House Sponsor messages by announcer, advertising your company's products or services during performance.
- Sponsor provided 4' X 8' banner located on exit-gate.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Four (4) tickets General Admission Tickets for each day of rodeo.

\$1,200 – Bucking Chutes (6 Available)

- Sponsor provided banner (*custom size required) will be placed on 1 of 6 Bucking Chutes that will be used during competition.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Live in house sponsor message by announcer.
- Four (4) General Admission Tickets each day of the rodeo.

\$1,000 - Water Truck Sponsor (1 Available)

- Sponsor provided 2 each - 4' X 8' banners – one on each side of the water truck.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Live in house sponsor message by announcer.
- Four (4) General Admission Tickets each day of the rodeo.

\$800 - Flag Team Sponsor (5 Available)

- Sponsor provided 1 each - 4' X 8' banner – placed in the arena.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Live in house sponsor message by announcer.
- Four (4) General Admission Tickets each day of the rodeo.

\$750 - Kid's Corral Area Banner Sponsor (10 Available)

- Sponsor provided 1 each - 4' X 8' banner – placed on fencing around Kids Corral Play area, facing vendor row.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Live in house sponsor message by announcer.
- Two (2) General Admission Tickets each day of the rodeo.

\$600 - Contestant Hospitality Banner Sponsor (1 Available)

- Sponsor provided 2 each - 4' X 8' banners – placed on Contestant Hospitality Building check in facing contestants, and on side of building in view of rodeo guests.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Two (2) General Admission Tickets each day of the rodeo.

\$500 - Event Sponsor (8 Available Events)

- Before “Name of Event” sponsor (Bull Riding brought to you buy “Sponsor Name”)
 - Bull Riding, Bareback Bronc Riding, Saddle Bronc Riding, Team Roping, Barrel Racing, Steer Wrestling, Tie-Down Roping, Break-away Roping
- Sponsor provided 4' X 8' banner placed in arena
- Sponsor provided flag carried by mounted rider during rodeo activities
- Live in house sponsor message by announcer
- Two (2) General Admission Tickets for each day of rodeo

\$500 – Children’s Parade Sponsor (1 Available)

- Sponsor provided 4' X 8' banner placed in arena.
- Sponsor provided flag carried by mounted rider during rodeo activities
- Live in house sponsor message by announcer during the children’s parade PRIOR to Grand Entry.
- Two (2) General Admission Tickets for each day of rodeo

\$400 – Flag Sponsor (Unlimited)

- Sponsor provided flag carried by mounted rider during rodeo activities.
- Two (2) General Admission Tickets for each day of rodeo

\$300 - Arena Banner (Unlimited)

- Sponsor provided 4' X 8' banner placed in arena
- Two (2) General Admission Tickets for the performance of your choice.

\$300 – Cornhole Tournament Sponsor (Unlimited)

- Sponsor provided 4' X 8' banner placed in cornhole gaming area
- Two (2) General Admission Tickets for the performance of your choice.

\$200 - Front Arena Banner (Unlimited)

- Sponsor provided 2' X 4' low front arena banner (This size is the MAXIMUM) size allowed for the front arena.
- Two (2) General Admission Tickets for the rodeo performance of your choice

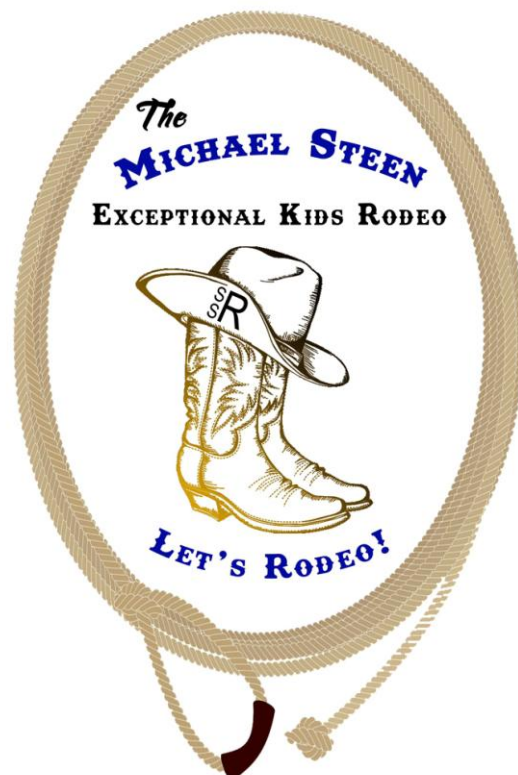
Donation to The Michael Steen Exceptional Kids Rodeo

The 2017 Grand Marshall, Michael Steen, proudly sponsored the Exceptional Kids Rodeo each May. After a courageous battle he passed away in January 2018. It was his wish, and the wishes of his family, that any donations be made to continue this tradition. The Coarsegold Rodeo Committee proudly has renamed this event "The Michael Steen Exceptional Kids Rodeo."

The Michael Steen Exceptional Kids Rodeo 2020 Sponsorship options:

- Trophies- \$280 or shared for \$140
(Single or dual sponsor option)
- Rodeo photo shoot sponsor- \$100
(Photo paper, engraved photo folders)
- Cowboy & Cowgirl sponsor- \$85
(Cowboy hats & bandanas)
- Donation in Memory of Michael Steen- unlimited
(Donations would be applied to ensure a successful Rodeo!)

All sponsors of the Michael Steen Exceptional Kids Rodeo will be recognized at the Exceptional Rodeo! There will also be a sponsor booth to display flyers, business cards, and information for parents to take home!



Coarsegold Rodeo Sponsor Application – Due by April 17, 2020

To be completed by Sponsor:

Please indicate the package name: _____

Please write the amount of your sponsorship package: \$ _____

Please Print Clearly

Contact Person: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Signature: _____

Name of Committee Member, or Royalty Contestant that assisted you: _____

- For packages that require your business logo, please email your logo to swak1@live.com
- For packages that include admission tickets, please provide your email address below to **receive your e-ticket(s)**. This email will come from Eventbrite, please check your “junk” folder. Simply print your ticket(s), or save them to your phone to be scanned in at the event. **Please email my e-ticket(s) to:** _____
- For packages that include a live announcement, please provide the BRIEF Bio of Business to be read by announcer: _____

To make your sponsorship a charitable donation, make checks payable to:

Coarsegold Stampede

(EIN: 83-1445088)

OR

For marketing purposes, and not a donation, you may make checks payable to:

Coarsegold Rodeo Grounds

Please return this form and payment to your rep, or mail to:

Coarsegold Rodeo Grounds - Attn: Sponsorship Committee

44777 Rodeo Grounds Lane

Coarsegold, CA 93614

Check Number: _____ Amount: _____

*If you would like to pay by credit card, visit our Online Ticket Eventbrite page and select “Sponsor Payment”. Eventbrite does charge a percentage based on amount paid, however this form must still be turned in.

***It is the responsibility of the Sponsor to have all Banners/Flags delivered to CRG at least 1 week prior to event, and picked up from CRG anytime beginning at least one day after the event. To schedule your pickup, email swak1@live.com to arrange your pickup date/time.**