

# Rodeo de Santa Fe Sponsorship Packages



- [www.rodeodesantafe.org](http://www.rodeodesantafe.org)

# Diamond sponsor



- \$10,000.00
  - Custom Package
  - First right to keep same position each year
  - Red carpet treatment
- 
- Banners on Rodeo road and arena – you provide
  - “Rodeo brought to you by....” through out the rodeo by announcer
  - Business featured in radio advertising and TV (if spots are long enough)
  - Business on Jumbo Tron as an instant rodeo replay
  - Logo in top position on website
  - 10 GA tickets to rodeo – each night
  - Flag displayed during all performances
  - Includes VIP seating for 8 plus 2 box seats
  - Business and Logo on print media
  - Full page ad in Official Rodeo Program
  - Booth space at the Rodeo Grounds
  - **Contracts must be signed before print ad deadlines. Payment due in full by June 1.**
  - **No logos on day sheets**

# Platinum Sponsor



- \$7500.
  - Custom package
  - First right to keep same position each year
  - VIP Treatment
- 
- Banners on Rodeo road and in the arena –provided by you
  - “Rodeo brought to you by....” (announced through out the rodeo)
  - Business featured in radio advertising and TV (if spots are long enough)
  - Business on Jumbo Tron
  - Logo in second position on website
  - 8 GA tickets to rodeo – each night
  - Flag displayed during all performances (provided by RDSF if you don't have one)
  - Includes VIP seating for 6 plus 2 box seats
  - Business and Logo on print media
  - Full page ad in Official Rodeo Program
  - Booth space at the Rodeo Grounds
- 
- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
  - **No logos on day sheets**

# Gold Event Sponsor



- \$5000.
  - Custom package
  - First right to keep same position each year
  - VIP Treatment
- 
- Banners hung on Rodeo Rd. and in the arena provided by you
  - Business mentioned during rodeo
  - Business on Jumbo Tron
  - Business mentioned in radio & TV interviews
  - Logo on website
  - 6 GA tickets to rodeo each night
  - Flag carried during rodeo (provided by RDSF if you don't have one)
  - Includes VIP seating for 4 and 1 box seat
  - Business listed on all print media
  - $\frac{3}{4}$  page Ad in Official Rodeo Program
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- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
  - **No logos on day sheets**

# Silver Sponsor



- \$3500.
  - Custom package
  - First right to keep same position each year
  - VIP Treatment
- 
- Banners hung on Arena fence and on Rodeo Road – provided by you
  - Business mentioned during rodeo
  - Business on Jumbo Tron
  - Business mentioned during radio Interviews
  - 4 GA Tickets to rodeo each night
  - VIP package VIP seating for 4
  - Business listed on website
  - Business listed on day sheets
  - ½ page ad in official Rodeo Program
- 
- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
  - **No logos on day sheets**

# Additional Sponsorship Opportunities

- Bucking Chute Sponsor
- The bucking chute is a main feature of the arena and can be used to gain awareness for your business or product. Your signage will be placed on the gate of one of six bucking chutes. This level of sponsorship includes audio address from our announcer each time a bareback, saddle bronc, or bull leaves the chute.

# Bronze Chute Sponsor



- \$3000.
  - Custom package
  - First right to keep same position each year
  - VIP Treatment
- 
- Banners hung on Arena fence and on Rodeo Road –provided by you
  - Banner hung on one of six chute gates
  - Business mentioned each time that chute gate is used
  - Business on Jumbo Tron
  - 10 GA Tickets to rodeo Wednesday or Thursday night (you must choose at by May 1)
  - Includes VIP seating for 4
  - Business and logo listed on website
  - Business listed on day sheets
  - ½ page ad in official Rodeo Program
- 
- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
  - **No logos on day sheets**

# Special Event Sponsor



- \$2000.
  - Custom package
  - First right to keep same position each year
  - VIP Treatment
- 
- Banners hung on Arena fence and on Rodeo Road – provided by you
  - Business on Jumbo Tron
  - 6 GA Tickets to rodeo Wednesday or Thursday Night (you must choose at by May 1)
  - VIP package VIP seating for 2
  - Business and Logo listed on website
  - Business listed on day sheets
  - 1/4 page Ad in official Rodeo Program
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- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
  - **No logos on day sheets**



# Buckle Sponsor



- \$1500.00 with buckle  
\$1350.00 with pin
  - Custom package
  - First right to keep same position each year
  - VIP Treatment
- 
- Banners hung on Arena fence and on Rodeo Road – provided by you
  - Business scrolled on Jumbo Tron
  - 4 GA Tickets to rodeo Wednesday or Thursday Night (Must choose by May 1)
  - Includes VIP seating for 2
  - Business and logo listed on website
  - Business listed on day sheets
  - Business Card size Ad in official Rodeo Program
- 
- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
  - **No logos on day sheets**

# Good Neighbor Sponsor



- \$1000.
- Mid range package
- First right to keep same position each year
- VIP Treatment

- Banners hung on Arena fence and on Rodeo Road – you provide
- Business scrolled on Jumbo Tron
- 2 GA Tickets to rodeo Wednesday or Thursday Night (must choose by May 1)
- VIP package VIP seating for 2
- Business listed on website
- Business listed on day sheets
- Business card size Ad in official Rodeo Program
  
- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
- **No logos on day sheets**

# Patron Sponsor



- \$500.00
- First right to keep same position each year
- Add \$75.00 for a business card size add in Program

- Basic Ad package
  - 4 GA Tickets to rodeo Wednesday or Thursday Night (you must choose by May 1)
  - Business listed on website
  - Business listed on day sheets
- 
- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
  - **No logos on day sheets**

# Arena Banner Sponsor



- \$500.00
- First right to keep same position each year
- Add \$75.00 for a business card size add in Program

- Basic package
- Banner hung in Arena - provided by you
- Business listed on website
- Business listed on day sheets
  
- **Contracts must be signed before print ad deadlines Payment due in full by June 1.**
- **No logos on day sheets**

**Saddle up and ride with us!**  
**You can be part of one of the top**  
**rodeo's in the nation.**

- The following sponsorship opportunities and benefits are a guide to what sponsors can expect for their investment in the 2016 Rodeo de Santa Fe.
- Rodeo de Santa Fe Committee welcomes your feedback on sponsorship benefits and is happy to work with you to ensure that your marketing and promotional objectives are met.