

## **Title Sponsor**

**\$50,000.00**

**January through December**

The Title Sponsor is our most prestigious sponsorship. This sponsor will be a part of every aspect of our media relations. Our Title Sponsor will also be the sponsor of the Women's Professional Barrel Racers. We will provide the following for this sponsorship package:

Your company's name or logo will be displayed and announced in all media (i.e. television, radio, print and Internet) as "The [your company] Arcadia All-Florida Championship Rodeo." This title will be included on all tickets sold

Sponsor will be announced and displayed prominently in all press releases as the Title Sponsor as well as at any news conferences or promotional engagements conducted to promote the Rodeo Association.

Sponsor's logo will be featured on a flag in the opening ceremonies at each performance. While the flag is circling the arena the announcer will call attention to the Title Sponsor and their promotional participation.

The Sponsor will be permitted to distribute promotional material at each event with the consent of the Rodeo Association. Space will be made available for a display booth on the premises. The Sponsor and the Rodeo Association will agree on specific locations.

The Sponsor will be allowed to use the Arcadia Rodeo theme for promotions outside the rodeo events with prior agreement between the Sponsor and the Rodeo Association. The sponsor will receive a full page, color ad in the program.

Fifty complimentary tickets (50) will be provided for each rodeo event.

Copies of television ads, radio ads and printed materials will be provided upon request 60 days following the event.

The Title Sponsor will provide the following:

- Color and black/white camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo.

## **Premium Sponsorship**

**\$10,000.00**

**January through December**

Sponsors have a 7' X 7' sign hung at the edge of our arena roof on the north side seating area, or an 8' x 16' sign may be chosen at an additional cost on the south side seating area. These signs are displayed year 'round at all events.

For this sponsorship the Rodeo Association will provide the following:

- Your company's logo will be displayed in all television, radio and printed advertising as well as our website and social media.
- Sponsor's logo will be featured on a flag in the opening ceremonies during the March and Fall PRCA Rodeos.
- Sponsor will be permitted to distribute promotional material at each event. An area inside the grounds will be provided. Content and size of display must be approved by AAFRA staff.
- Sponsor will receive 30 complimentary tickets for each rodeo event.
- Sponsor will have a full page, black/white ad in the program.
- Copies of the television ads, radio ads and printed materials may be provided, upon request, 60 days after the event.

The Premium Sponsor will provide the following:

- Black/White ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

**\*\* If a three year commitment is made, the Arcadia Rodeo Association will discount the sponsorship to \$7,500.00 per year.**

## **V.I.P. Building Sponsor**

**\$8,000.00**

January through December

This sponsorship offers repeated exposure of your company in our VIP building which will be seen by our honored guests.

For this sponsorship the Rodeo Association will provide the following:

- Your company's logo will be displayed in all television, radio and printed advertisements as well as on our website and social media.
- Sponsor's logo will be featured on a flag in the opening ceremonies during the March and Fall PRCA Rodeos.
- A 4' x 4' aluminum sign featuring your company name/logo will be placed in the VIP building.
- A 2' x 8' banner featuring your company name/logo will be placed in a prominent area inside the arena.
- The announcer will call attention to your company [or product] least twice, as the "the \_\_\_\_\_ VIP Seating Area,"
- Sponsor will be permitted to set up a display area inside the grounds and product inside the VIP area. The Rodeo Association, at contract signing, must approve size of display.
- Sponsor will have full page black/white ad in the program.
- Sponsor will receive 20 complimentary tickets for each event.
- Sponsor may request copies of printed materials and radio ads 60 days after the event.

The VIP Tent Sponsor must provide the following:

- Black/white camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

## **Chute Gate Sponsor**

**\$6,000.00**

**January through December**

**This is our most popular sponsorship because when the chute gate opens, the company's name is announced. The company logo is often featured in photographs of the cowboys/bucking stock because of its location.**

**For this sponsorship the Rodeo Association will provide the following:**

- **Your company's logo will be displayed in all radio ads, printed materials, our website and social media.**
- **Sponsor's logo will be featured on a flag in the opening ceremonies at each performance.**
- **Sponsor will be permitted to distribute promotional material at each event with the approval of the Rodeo Association. An area inside the grounds will be provided. Content and size of display must be approved by AAFRA staff.**
- **Sponsor name/logo will be featured on the front of one chute gate (1-6).**
- **Two 2' X 8' banners featuring the company name/logo will be placed inside the arena.**
- **Sponsor will have a half-page, black/white ad in the program.**
- **Sponsor will receive 15 complimentary tickets for each rodeo event.**
- **Copies of the television ads, radio ads and printed materials may be provided, upon request, 60 days after the event.**

**The Chute Sponsor will provide the following:**

- **Black/White ready artwork at contract signing.**
- **Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.**

## **Arena Section Sponsor**

**\$3,500**

**January through December**

The arena section sponsor will have two 2' x 8' banners displayed on the front and back sides on the chosen section. The sponsor name/logo will be visible from all areas in and around the specified section during all events. The announcers at our various events will refer to the chosen section as "the \_\_\_\_\_ seating area."

The sections include M, N, X, Y, O and P on the North side of the arena. Sections I, H, G, F, A, B, C, D are on the South side of the arena.

For this sponsorship the Rodeo Association will provide the following:

- Your company's name or logo will be displayed in all printed advertisements, our website and social media.
- Sponsor will be permitted to set up a display area inside the grounds during the Cattleman's Ranch Rodeo, March PRCA Rodeo, the Memorial Day Barrel Race and Fall PRCA Rodeo. Size and content of display must be provided at contract signing.
- Sponsor will receive 10 complimentary tickets for each rodeo.
- Sponsor will have a half page, black/white ad in our program for our main event in March.
- Sponsor may request copies of printed materials 60 days after the event.

The Arena Section sponsor will provide the following:

- Three 2' x 8' banners. The Arcadia Rodeo would be happy to order the banners with the artwork provided by the sponsor. The cost is \$80 per banner.
- Black/white camera-ready artwork at contract signing.
- Payment in full at contract signing unless prior arrangements have been made with the Rodeo Association.

## **Event Sponsor**

**(Saddle Bronc Riding, Bareback Riding, Barrel Racing, Bull Riding, Team Roping, Calf Roping, Steer Wrestling)**

**\$2,500.00 per event**

**January through December**

Disciplines (bull riding, roping, etc.) featured in the Event Sponsorship are included during the March and Fall PRCA Rodeos. The announcer will refer to your chosen event as “the \_\_\_\_\_ Saddle Bronc Riding.” If you are interested in sponsoring one of the events we will provide the following:

- Your company’s name or logo will be displayed in all printed material pertaining to the chosen event. i.e. Advertising and Contestant Sheet.
- A flag with your company logo will be featured with a rider circling the arena at the beginning of your event and the beginning event prior to yours.
- Sponsor will be permitted to set up a display area inside the grounds during the March and Fall PRCA Rodeos. Content and size of display must be approved by AAFCR staff.
- A 2’ x 8’ sign with the sponsor name and/or logo will be displayed in the arena.
- Sponsor will receive 8 complimentary tickets for each rodeo.
- Sponsor will have a half page, black/white ad in the program.
- Sponsor may request copies of printed materials 60 days after the event.

The Event sponsor will provide the following:

- Black/white camera-ready artwork at contract signing.
- A 2’ X 7’ banner for displaying inside the arena
- Payment in full at contract signing unless prior arrangement have been made with the Rodeo Association.