



2019 Partner Menu

SPONSOR BENEFITS

Benefits listed for cash sponsors only. Trade sponsorships are negotiable.

CATEGORY	SPONSOR LEVEL		Stable	Corral	Paddock	Cinch	Bridle	Lariat	Saddle	Messenger	Stallion	Thoroughbred	Grand Champion	All-Around	Triple Crown	Contract must be signed by:
	\$2,500 to \$4,999	\$5,000 to \$9,999														
Category Exclusivity	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Nov. 1 Deadline
Signage	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Nov. 1 Deadline
Social Media	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Nov. 1 Deadline
TV	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Nov. 1 Deadline
Concert Lineup	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Nov. 1 Deadline
Radio	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Select	Select	All	All	All	Nov. 1 Deadline
Official Poster	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Select	Select	All	All	All	Nov. 1 Deadline
RodeoAustin.com	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Logo	Logo	Logo	Logo	Logo	Nov. 1 Deadline
Schedule of Events Brochure	N/A	N/A	N/A	N/A	N/A	Listing on Sponsor Page	Listing on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Logo on Sponsor Page	Nov. 1 Deadline
Rodeo Austin Gala (Cash Contracts)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Nov. 1 Deadline
Official Sponsor Jackets	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2	2	2	2	3	3	4	4	Nov. 1 Deadline
Rodeo & Concert Tickets	N/A	N/A	N/A	N/A	N/A	N/A	4/perf (Reserved)	4/perf (Box)	4/perf (Box)	4/perf (Box)	8/perf (Box)	8/perf (Box)	8/perf (Box)	12/perf (Box)	12/perf (Box)	Nov. 1 Deadline
Founders/100X Club Passes	N/A	N/A	N/A	N/A	N/A	4	4	4	4	4	8	8	8	12	12	Nov. 1 Deadline
Season Fairgrounds Pass(es)	1	2	4	8	12	16	20	24	28	32	36	40	44	44	44	Nov. 1 Deadline
Season Parking Pass(es)	1	1	2	4	6	8	10	12	14	16	18	20	22	22	22	Nov. 1 Deadline

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RODEO

#	Sold	Qty.	Item Description	Price
1	<input type="checkbox"/>	1	Main Arena - Naming Rights (15 days)	\$150,000
2	<input type="checkbox"/>	1	ProRodeo Bull Riding Event Sponsor – Digital signage	\$65,000
3	<input checked="" type="checkbox"/>	1	Big Screen Naming Rights	\$50,000
4	<input type="checkbox"/>	1	Instant Replay – Digital signage on the Big Screen	\$50,000
5	<input checked="" type="checkbox"/>	1	Mutton Bustin' Event Sponsor – Digital signage	\$50,000
6	<input type="checkbox"/>	1	ProRodeo Bareback Event Sponsor – Digital signage	\$42,500
7	<input type="checkbox"/>	1	ProRodeo Steer Wrestling Event Sponsor – Digital signage	\$42,500
8	<input type="checkbox"/>	1	ProRodeo Team Roping Header Event Sponsor – Digital signage	\$42,500
9	<input checked="" type="checkbox"/>	1	ProRodeo Team Roping Heeler Event Sponsor – Digital signage	\$42,500
10	<input checked="" type="checkbox"/>	1	ProRodeo Saddle Bronc Event Sponsor – Digital signage	\$42,500
11	<input checked="" type="checkbox"/>	1	ProRodeo Tie-Down Roping Event Sponsor – Digital signage	\$42,500
12	<input type="checkbox"/>	1	ProRodeo Barrel Racing Event Sponsor – Digital signage	\$42,500
13	<input checked="" type="checkbox"/>	1	Rodeo Performance – Television Broadcast	Negotiable
14	<input type="checkbox"/>	1	Leaderboard – Digital signage on the Big Screen	\$40,000
15	<input checked="" type="checkbox"/>	1	Bullfighter Event Sponsor – Digital signage	\$35,000
16	<input type="checkbox"/>	6	Neon Sign – East end	\$30,000
17	<input type="checkbox"/>	1	Stars Dressing Area	\$25,000
18	<input type="checkbox"/>	5	Host Hotel	\$20,000
19	<input type="checkbox"/>	2	Nightly Interactive Fan Promotion	\$20,000
20	<input type="checkbox"/>	3	Ticket Sales Promotion	\$20,000
21	<input checked="" type="checkbox"/>	1	Stage Tractor – Pull entertainment stage for Concert Performances	\$17,500
22	<input type="checkbox"/>	1	Ride of the Night – Digital signage on the Big Screen	\$15,000
23	<input type="checkbox"/>	30	Digital Rotating Signage – West end	\$15,000
24	<input type="checkbox"/>	30	Digital Rotating Signage – East end	\$15,000
25	<input checked="" type="checkbox"/>	1	Bullfighter Cam	\$15,000
26	<input checked="" type="checkbox"/>	1	Arena Usher Vests – Company logo on Rodeo Arena and Founders Club vests	\$15,000
27	<input type="checkbox"/>	1	Intermission Sponsor	\$10,000
28	<input type="checkbox"/>	1	ProRodeo Finals – Sponsor of Final Go Round Rodeo Performance	\$10,000
29	<input type="checkbox"/>	1	ProRodeo Playoff Round - Sponsor of Playoff Round Rodeo Performance	\$10,000
30	<input checked="" type="checkbox"/>	1	Founders Club – Presenting Sponsor of Private Club for Founders Members	\$10,000
31	<input type="checkbox"/>	1	Xtreme Seat Upgrade Promotion	\$10,000
32	<input type="checkbox"/>	1	Corporate Group Ticket Experience	Various



YOUTH EVENTS

#	Sold	Qty.	Item Description	Price
32	<input type="checkbox"/>	1	Animal Science Center – Naming Rights (15 days)	\$75,000
34	<input type="checkbox"/>	1	Big Screen Naming Rights - Digital Signage	\$25,000
34	<input checked="" type="checkbox"/>	1	Gold Stirrup Horse Show - Presenting Sponsor	\$20,000
36	<input type="checkbox"/>	1	Youth Auction – Presenting Sponsor	\$20,000
37	<input type="checkbox"/>	1	Avenue of Breeds – Educational Display of Livestock	\$18,500
38	<input type="checkbox"/>	1	Ultimate Scramble Championship – Presenting Sponsor	\$10,000
39	<input type="checkbox"/>	30	Digital Rotating Signage	\$10,000
40	<input type="checkbox"/>	1	Youth Row of Champions – Sponsor of Champion Animal Displays	\$10,000
41	<input type="checkbox"/>	1	Veterinary Clinic	\$10,000
42	<input type="checkbox"/>	1	Howdy Welcome Center	\$10,000
43	<input type="checkbox"/>	1	Youth Auction Supporting Sponsor	\$5,000

FAIRGROUNDS

#	Sold	Qty.	Item Description	Price
44	<input type="checkbox"/>	1	Outdoor Stage – Signage on Left & Right Tower	\$50,000
45	<input type="checkbox"/>	1	Wild West Show – Presenting Sponsor	\$50,000
46	<input checked="" type="checkbox"/>	1	Kidstown – Presenting Sponsor	\$30,000
47	<input type="checkbox"/>	1	Ticket Stock Promotion	\$25,000
48	<input type="checkbox"/>	1	General Store - Presenting Sponsor	\$20,000
49	<input type="checkbox"/>	1	Pig Races - Presenting Sponsor	\$20,000
50	<input checked="" type="checkbox"/>	1	The 100X Dance Hall – Presenting Sponsor	\$20,000
51	<input checked="" type="checkbox"/>	1	Petting Zoo	\$15,000
52	<input type="checkbox"/>	1	First Aid Headquarters	\$15,000
53	<input type="checkbox"/>	1	The 100X Club – Gold Buckle Zone	\$15,000
54	<input type="checkbox"/>	1	Main Fairgrounds Gate - Naming Rights	\$15,000
55	<input type="checkbox"/>	2	Fairgrounds Act	\$10,000
56	<input type="checkbox"/>	1	Vaquero, Equestrian & Trick Roping Show	\$10,000
57	<input type="checkbox"/>	1	Bubble Bayou	\$10,000
58	<input type="checkbox"/>	1	Parking Gate 1 - Naming Rights	\$10,000
59	<input type="checkbox"/>	1	Parking Gate 2 - Naming Rights	\$10,000
60	<input type="checkbox"/>	1	Parking Gate 4 - Naming Rights	\$10,000
61	<input type="checkbox"/>	1	Pony Rides	\$7,500
62	<input type="checkbox"/>	5	School Tours	\$5,000
63	<input checked="" type="checkbox"/>	1	Longhorn Exhibit	\$5,000
64	<input type="checkbox"/>	1	Butterfly Exhibit	\$5,000
65	<input type="checkbox"/>	1	Parakeet Encounter Exhibit	\$5,000
66	<input type="checkbox"/>	5	Rodeo Rumble	\$2,500
67	<input checked="" type="checkbox"/>	1	Exhibit Space	Negotiable
68	<input checked="" type="checkbox"/>	1	Craft Beer Garden	Negotiable
69	<input type="checkbox"/>	1	Wine Garden	Negotiable



SPECIAL EVENTS

#	Sold	Qty.	Item Description	Price
70	<input type="checkbox"/>	1	BBQ Austin – Presenting Sponsor	\$50,000
71	<input type="checkbox"/>	1	Gala – University Scholar Level Sponsor	\$35,000
72	<input type="checkbox"/>	2	Gala – Collegiate Scholar Level Sponsor	\$25,000
73	<input type="checkbox"/>	1	BBQ Auction & Concert – Presenting Sponsor	\$20,000
74	<input type="checkbox"/>	4	BBQ Austin - Supporting Sponsor	\$15,000
75	<input checked="" type="checkbox"/>	1	Bullet Proof - Presenting Sponsor	\$15,000
76	<input checked="" type="checkbox"/>	1	Cowboy Breakfast - Presenting Sponsor	\$15,000
77	<input type="checkbox"/>	1	Rodeo Round Up Annual Meeting – Presenting Sponsor	\$15,000
78	<input type="checkbox"/>	4	Gala – Dean's List Level Sponsor	\$10,000
79	<input type="checkbox"/>	1	Scholarship Awards Ceremony – Presenting Sponsor	\$10,000
80	<input type="checkbox"/>	1	Shoot Out Sporting Clay Tournament – Presenting Sponsor	\$10,000
81	<input checked="" type="checkbox"/>	1	Cowboy Breakfast - Supporting Sponsor	\$5,000
82	<input type="checkbox"/>	1	Bullet Proof - Supporting Sponsor	\$5,000