

RODEO



AUSTIN

**REAL
TEXAS
GRIT[®]**

PARTNER MENU

2022 - 2023 SPONSOR OPPORTUNITIES



#	Status	Qty	ITEM DESCRIPTION	PRICE
1	<input type="checkbox"/>	1	Main Arena - Naming Rights (15 Days)	\$150,000
2	<input checked="" type="checkbox"/>	1	ProRodeo Bull Riding - Event Sponsor	\$65,000
3	<input checked="" type="checkbox"/>	1	Big Screen Naming Rights	\$50,000
4	<input checked="" type="checkbox"/>	1	Instant Replay - Digital Signage	\$50,000
5	<input checked="" type="checkbox"/>	1	Mutton Bustin - Event Sponsor	\$50,000
6	<input type="checkbox"/>	1	ProRodeo Bareback - Event Sponsor	\$42,500
7	<input checked="" type="checkbox"/>	1	ProRodeo Steer Wrestling - Event Sponsor	\$42,500
8	<input checked="" type="checkbox"/>	1	ProRodeo Team Roping Header - Event Sponsor	\$42,500
9	<input type="checkbox"/>	1	ProRodeo Team Roping Heeler - Event Sponsor	\$42,500
10	<input checked="" type="checkbox"/>	1	ProRodeo Saddle Bronc - Event Sponsor	\$42,500
11	<input checked="" type="checkbox"/>	1	ProRodeo Tie-Down Roping - Event Sponsor	\$42,500
12	<input checked="" type="checkbox"/>	1	ProRodeo Barrel Racing - Event Sponsor	\$42,500
13	<input type="checkbox"/>	1	Leader Board - Digital Signage on the Big Screen	\$40,000
14	<input type="checkbox"/>	1	Bullfighter Event Sponsor - Digital Signage	\$35,000
15	<input checked="" type="checkbox"/>	1	Neon Sign - East End	\$30,000
16	<input checked="" type="checkbox"/>	1	Stars Dressing Area	\$25,000
17	<input checked="" type="checkbox"/>	2	Nightly Interactive Fan Promotion	\$20,000
18	<input type="checkbox"/>	1	Ticket Sales Promotion	\$20,000
19	<input checked="" type="checkbox"/>	1	Stage Tractor - Pull entertainment stage for Concert Performance	\$17,500
20	<input type="checkbox"/>	1	Digital Rotating Signage - West End	\$15,000
21	<input type="checkbox"/>	30	Digital Rotating Signage - East End	\$15,000
22	<input checked="" type="checkbox"/>	30	Bullfighter Cam	\$15,000
23	<input checked="" type="checkbox"/>	1	Arena Usher Vests	\$15,000
24	<input type="checkbox"/>	1	Intermission Sponsor	\$10,000
25	<input checked="" type="checkbox"/>	1	ProRodeo Finals - Sponsor of Final Go Round Rodeo Performance	\$10,000
26	<input type="checkbox"/>	3	ProRodeo Playoff - Sponsor of Playoff Round Rodeo Performance	\$10,000
27	<input checked="" type="checkbox"/>	1	Founders Club - Presenting Sponsor of Private Club for Founders Members	\$15,000
28	<input checked="" type="checkbox"/>	1	Xtreme Seat Upgrade Promotion	\$10,000
29	<input type="checkbox"/>	1	WiFi	Negotiable



#	Status	Qty	ITEM DESCRIPTION	PRICE
31	<input type="checkbox"/>	1	Animal Science Center - Naming Rights (15 Days)	\$75,000
32	<input type="checkbox"/>	1	Big Screen Naming Rights	\$25,000
33	<input checked="" type="checkbox"/>	1	Gold Stirrup Horse Show - Presenting Sponsor	\$20,000
34	<input type="checkbox"/>	1	Avenue of Breeds - Educational Display of Livestock	\$18,500
35	<input checked="" type="checkbox"/>	1	Youth Auction - Presenting Sponsor	\$15,500
36	<input type="checkbox"/>	1	Junior Leaders - Presenting Sponsor	\$15,000
37	<input checked="" type="checkbox"/>	1	Ultimate Calf Scramble Championship - Presenting Sponsor	\$10,000
38	<input type="checkbox"/>	1	Digital Rotating Signage	\$10,000
39	<input type="checkbox"/>	1	Youth Row of Champions - Champion Animal Displays	\$10,000
40	<input type="checkbox"/>	1	Veterinary Clinic	\$10,000
41	<input checked="" type="checkbox"/>	1	Howdy Welcome Center - Presenting Sponsor	\$10,000
42	<input type="checkbox"/>	1	Youth Auction Supporting Sponsor	\$10,000



#	Status	Qty	ITEM DESCRIPTION	PRICE
43	<input type="checkbox"/>	1	Outdoor Stage - Signage on Stage Towers	\$50,000
44	<input checked="" type="checkbox"/>	1	Wild West Arena - Presenting Sponsor	\$50,000
45	<input checked="" type="checkbox"/>	1	Kidstown - Presenting Sponsor	\$30,000
46	<input type="checkbox"/>	1	General Store - Presenting Sponsor	\$20,000
47	<input checked="" type="checkbox"/>	1	Pig Races - Presenting Sponsor	\$20,000
48	<input checked="" type="checkbox"/>	1	100X Dance Hall - Presenting Sponsor	\$20,000
49	<input type="checkbox"/>	1	Petting Zoo	\$15,000
50	<input checked="" type="checkbox"/>	1	100X Dance Hall - Front Porch	\$15,000
51	<input type="checkbox"/>	1	Main Fairgrounds Gate - Presenting Sponsor	\$10,000
52	<input type="checkbox"/>	1	Baby Lounge	\$10,000
53	<input type="checkbox"/>	1	Pony Rides	\$7,500
54	<input type="checkbox"/>	1	Vaquero & Trick Riders Show	\$7,500
55	<input type="checkbox"/>	5	School Tours	\$5,000
56	<input type="checkbox"/>	1	Turkey Races Showdown	\$5,000
57	<input type="checkbox"/>	1	Longhorn Exhibit	\$5,000
58	<input type="checkbox"/>	1	Parakeet Encounter	\$5,000
59	<input type="checkbox"/>	4	Rodeo Rumble	\$2,500
60	<input type="checkbox"/>	5	Exhibit Space	Negotiable
61	<input checked="" type="checkbox"/>	1	Beer Garden	Negotiable
62	<input type="checkbox"/>	1	Wine Garden	Negotiable
63	<input type="checkbox"/>	1	Charging Stations	Negotiable
64	<input type="checkbox"/>	1	Photo Op	Negotiable



#	Status	Qty	ITEM DESCRIPTION	PRICE
65	<input checked="" type="checkbox"/>	1	BBQ Austin - Presenting Sponsor	\$50,000
66	<input checked="" type="checkbox"/>	1	Gala - Presenting Sponsor	\$40,000
67	<input checked="" type="checkbox"/>	1	Gala - Supporting Sponsor	\$30,000
68	<input type="checkbox"/>	1	Bulls in the Ballpark - Presenting Sponsor	\$10,000
69	<input type="checkbox"/>	1	BBQ Austin - Supporting Sponsor	\$15,000
70	<input checked="" type="checkbox"/>	1	Kick Open the Chutes - Presenting Sponsor	\$15,000
71	<input type="checkbox"/>	1	Cowboy Breakfast - Presenting Sponsor	\$15,000
72	<input type="checkbox"/>	1	Rodeo Roundup Annual Meeting - Presenting Sponsor	\$10,000
73	<input checked="" type="checkbox"/>	1	Gala - Supporting Sponsor	\$15,000
74	<input type="checkbox"/>	1	Scholarship Awards Ceremony - Presenting Sponsor	\$10,000
75	<input type="checkbox"/>	1	Cowboy Breakfast - Supporting Sponsor	\$5,000
76	<input type="checkbox"/>	1	Kick Open the Chutes - Supporting Sponsor	\$5,000
77	<input type="checkbox"/>	1	Bulls in the Ballpark - Supporting Sponsor	\$5,000



OUR MISSION IS TO GROW THE NEXT GENERATION...IT'S IN OUR ROOTS!

BENEFITS LISTED FOR CASH SPONSORS



SPONSOR BENEFITS

Rights	SPONSOR LEVEL	\$2,500 - \$4,999	\$5,000 - \$7,499	\$7,500 - \$9,999	\$10,000 - \$14,999	\$15,000 - \$19,000	\$20,000 - \$24,999	\$25,000 - \$49,000	\$50,000 - \$74,999	\$75,000 - \$99,000	\$100,000 - \$149,000	\$150,000 - \$199,000	\$200,000 - \$250,000	\$250,000+	CONTRACT MUST BE SIGNED BY	
	CATEGORY	STABLE	CORRAL	PADDOCK	CINCH	BRIDLE	LARIAT	SADDLE	MUSTANG	STALLION	THOROUGHBRED	GRAND CHAMPION	ALL - AROUND	TRIPLE CROWN		
Promotional	Category Exclusivity	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Negotiable	Negotiable	Yes	Dec. 1	
	Signage	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Dec. 1
Promotional	Social Media	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Mention	Dedicated	Dedicated	Dedicated	Dedicated	Dec. 1	
	TV	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Select	All	All	All	Dec. 1	
	Promotional Push Card	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Logo	Logo	Logo	Logo	Logo	Dec. 1	
	Radio (Cash Contracts)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Select	Select	All	All	All	Dec. 1	
	Official Poster	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Logo	Logo	Logo	Logo	Logo	Logo	Dec. 1	
Hospitality	RodeoAustin.com Sponsor Page	Listing	Listing	Listing	Listing	Listing	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Dec. 1	
	Schedule of Events	N/A	N/A	N/A	Listing	Listing	Listing	Listing	Logo	Logo	Logo	Logo	Logo	Logo	Dec. 1	
	Rodeo Austin Gala (Cash Contracts)	N/A	N/A	N/A	N/A	N/A	N/A	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Negotiable	Dec. 1	
	Official Sponsor Jackets	N/A	N/A	N/A	N/A	N/A	2	2	2	2	3	3	4	4	Dec. 1	
	Rodeo & Concert Tickets	N/A	N/A	N/A	N/A	4/perf (RESERVED)	4/perf (BOX)	4/perf (BOX)	4/perf (BOX)	4/perf (BOX)	8/perf (BOX)	8/perf (BOX)	8/perf (BOX)	12/perf (BOX)	12/perf (BOX)	Dec. 1
	Founders 100X Dance Hall Passes	N/A	N/A	N/A	4	4	4	4	4	4	8	8	8	12	12	Dec. 1
	Season Fairgrounds Pass(es)	1	2	4	8	12	16	20	24	28	32	36	40	44	Dec. 1	
Season Parking Passes(es)	1	1	3	4	6	8	10	12	14	16	18	20	22	Dec. 1		

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Rodeo Austin March 10-25, 2023