

RODEO



AUSTIN

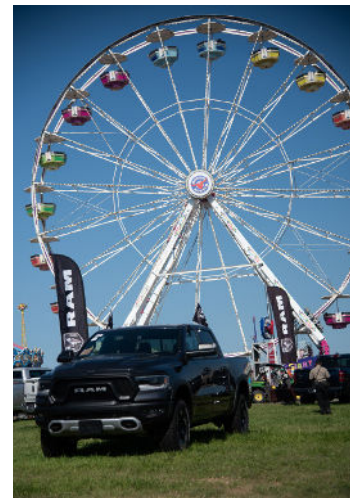
REAL TEXAS GRIT

PARTNER MENU

2023 - 2024 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 type="checkbox"/>	1	Big Screen Naming Rights	\$50,000
4	<input checked="" type="checkbox"/>	1	Instant Replay - Digital Signage	\$50,000
5	<input type="checkbox"/>	1	Mutton Bustin - Event Sponsor	\$50,000
6	<input type="checkbox"/>	1	ProRodeo Bareback - Event Sponsor	\$50,000
7	<input checked="" type="checkbox"/>	1	ProRodeo Steer Wrestling - Event Sponsor	\$50,000
8	<input checked="" type="checkbox"/>	1	ProRodeo Team Roping Header - Event Sponsor	\$50,000
9	<input checked="" type="checkbox"/>	1	ProRodeo Team Roping Heeler - Event Sponsor	\$50,000
10	<input checked="" type="checkbox"/>	1	ProRodeo Saddle Bronc - Event Sponsor	\$50,000
11	<input checked="" type="checkbox"/>	1	ProRodeo Tie-Down Roping - Event Sponsor	\$50,000
12	<input checked="" type="checkbox"/>	1	ProRodeo Barrel Racing - Event Sponsor	\$50,000
13	<input type="checkbox"/>	1	Leader Board - Digital Signage on the Big Screen	\$50,000
14	<input type="checkbox"/>	1	Bullfighter Event Sponsor - Rotating Digital Signage	\$35,000
15	<input type="checkbox"/>	1	Neon Sign - East End	\$30,000
16	<input checked="" type="checkbox"/>	2	Nightly Interactive Fan Promotion	\$20,000
17	<input type="checkbox"/>	1	Ticket Sales Promotion	\$20,000
18	<input type="checkbox"/>	30	Digital Rotating Signage - West End	\$15,000
19	<input checked="" type="checkbox"/>	1	Bullfighter Cam	\$20,000
20		1	Arena Usher Vests	\$20,000
21	<input checked="" type="checkbox"/>	1	Intermission Sponsor	\$10,000
22	<input type="checkbox"/>	1	ProRodeo Finals - Sponsor of Final Go Round Rodeo Performance	\$10,000
23	<input type="checkbox"/>	3	ProRodeo Playoff - Sponsor of Playoff Round Rodeo Performance	\$10,000
24	<input checked="" type="checkbox"/>	1	Founders Club - Presenting Sponsor of Private Club for Founders Members	\$15,000
25	<input checked="" type="checkbox"/>	1	Xtreme Seat Upgrade Promotion	\$15,000
26	<input type="checkbox"/>	1	WiFi	Negotiable



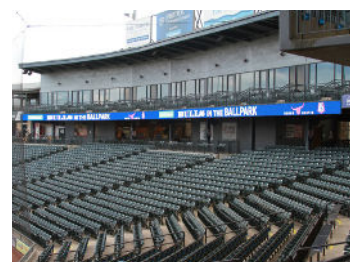
#	Status	Qty	ITEM DESCRIPTION	PRICE
27	<input type="checkbox"/>	1	Show Barn - Naming Rights (15 Days)	\$75,000
28	<input type="checkbox"/>	1	Big Screen Naming Rights	\$25,000
29	<input checked="" type="checkbox"/>	1	Gold Stirrup Horse Show - Presenting Sponsor	\$20,000
30	<input type="checkbox"/>	1	Avenue of Breeds - Educational Display of Livestock	\$18,500
31	<input checked="" type="checkbox"/>	1	Youth Auction - Presenting Sponsor	\$15,500
32	<input type="checkbox"/>	1	Junior Leaders - Presenting Sponsor	\$15,000
33	<input checked="" type="checkbox"/>	1	Ultimate Calf Scramble Championship - Presenting Sponsor	\$10,000
34	<input type="checkbox"/>	10	Digital Rotating Signage	\$10,000
35	<input type="checkbox"/>	1	Veterinary Clinic	\$10,000
36	<input checked="" type="checkbox"/>	1	Howdy Welcome Center - Presenting Sponsor	\$10,000
37	<input type="checkbox"/>	1	Youth Auction Supporting Sponsor	\$10,000
38	<input type="checkbox"/>	1	Youth Art Show	\$5,000
39	<input type="checkbox"/>	1	Ag Mechanics Contest - Presenting Sponsor	\$10,000
40	<input type="checkbox"/>	1	Robotics Contest - Presenting Sponsor	\$10,000



#	Status	Qty	ITEM DESCRIPTION	PRICE
41	<input type="checkbox"/>	1	Outdoor Stage - Signage on Stage Towers	\$50,000
42	<input checked="" type="checkbox"/>	1	Wild West Arena - Presenting Sponsor	\$30,000
43	<input checked="" type="checkbox"/>	1	Kidstown - Presenting Sponsor	\$30,000
44	<input type="checkbox"/>	1	General Store - Presenting Sponsor	\$20,000
45	<input type="checkbox"/>	1	Pig Races - Presenting Sponsor	\$20,000
46	<input checked="" type="checkbox"/>	1	100X Dance Hall - Presenting Sponsor	\$25,000
47	<input checked="" type="checkbox"/>	1	Petting Zoo	\$15,000
48	<input type="checkbox"/>	1	100X Dance Hall - Front Porch	\$15,000
49	<input type="checkbox"/>	1	Main Fairgrounds Gate - Presenting Sponsor	\$10,000
50	<input type="checkbox"/>	1	Baby Lounge	\$10,000
51	<input type="checkbox"/>	1	Pony Rides	\$10,000
52	<input type="checkbox"/>	1	School Tours - Presenting	\$10,000
53	<input type="checkbox"/>	5	Tomas Garcilazo Charro Show	\$7,500
54	<input type="checkbox"/>	1	Turkey Races Showdown	\$5,000
55	<input type="checkbox"/>	1	Longhorn Exhibit	\$5,000
56	<input type="checkbox"/>	4	School Tours - Supporting	\$5,000
57	<input type="checkbox"/>	4	Rodeo Rumble	\$2,500
58	<input type="checkbox"/>	5	Exhibit Space	Negotiable
59	<input checked="" type="checkbox"/>	1	Beer Garden	Negotiable
60	<input type="checkbox"/>	1	Wine Garden	Negotiable
61	<input type="checkbox"/>	1	Charging Stations	Negotiable
62	<input type="checkbox"/>	1	Photo Op	Negotiable



#	Status	Qty	ITEM DESCRIPTION	PRICE
63	<input checked="" type="checkbox"/>	1	BBQ Austin - Presenting Sponsor	\$50,000
64	<input checked="" type="checkbox"/>	1	Gala - Presenting Sponsor	\$45,000
65	<input checked="" type="checkbox"/>	1	Gala - Supporting Sponsor	\$30,000
66	<input checked="" type="checkbox"/>	1	Bulls in the Ballpark - Presenting Sponsor	\$40,000
67	<input type="checkbox"/>	1	BBQ Austin - Supporting Sponsor	\$15,000
68	<input type="checkbox"/>	1	Kick Open the Chutes - Presenting Sponsor	\$15,000
69	<input type="checkbox"/>	1	Cowboy Breakfast - Presenting Sponsor	\$15,000
70	<input type="checkbox"/>	1	Rodeo Roundup Annual Meeting - Presenting Sponsor	\$10,000
71	<input checked="" type="checkbox"/>	1	Scholarship Awards Ceremony - Presenting Sponsor	\$10,000
72	<input type="checkbox"/>	1	Bulls in the Ballpark - Supporting Sponsor	\$10,000
73	<input type="checkbox"/>	1	Kick Open the Chutes - Supporting Sponsor	\$5,000
74	<input type="checkbox"/>	1	Cowboy Breakfast - 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	
	RodeoAustin.com Sponsor Page	Listing	Listing	Listing	Listing	Listing	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Dec. 1
Hospitality	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	24	28	32	36	40	44	Dec. 1
	Season Parking Passes(es)	1	1	3	4	6	8	10	12	12	14	16	18	20	22	Dec. 1

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Rodeo Austin March 10-25, 2023