

24th San Dimas Charity Pro Rodeo

2018 Sponsorships

October 13th & 14th, 2018

It's action packed...



**San Dimas Charity Pro Rodeo • P.O. Box 3180 • San Dimas, CA 91773
Voice mail (909) 394-7633 • Fax (909) 394-1233 • www.sandimasrodeo.com**

Celebrating its 24th Rodeo, the San Dimas Charity Pro Rodeo invites you to join the celebration as a V.I.P. sponsor. The information on the following pages will introduce you to the Rodeo events and the benefits of becoming a sponsor.

The coveted V.I.P. sponsorships are a wonderful opportunity to share the excitement of the rodeo with your family, friends, and associates.

Confirm your sponsorship category today to receive the following advertising benefits:

- Radio and newspaper advertising will reach around 500,000
- Banners in the arena will be seen by more than 8,000 fans during the two day event
- Corporate name will appear in the Official Rodeo Program
- Advertising on the Official Video Rodeo Scoreboard may be available for the two days of the rodeo



See inside for:

Corporate Opportunities • Sponsorship Levels • Application • Previous Sponsors



See you at the Rodeo!

2018 Sponsorship Levels

★ Platinum Buckle Sponsor \$10,000.00

- ✓ 60 V.I.P. tickets with V.I.P. parking passes
- ✓ Banner on Chute Gate
- ✓ Additional three banners on the rodeo grounds and two in prime arena locations
- ✓ Corporate name in Official Rodeo Program
- ✓ Corporate name included on tickets, print media, television and radio when possible
- ✓ Announcer recognition during each performance
- ✓ Your corporate flag and logo presented 5 times during each performance
- ✓ "Exclusive Video Scoreboard Advertising Package"
- ✓ Seating in special V.I.P. Hospitality area
- ✓ Recognition on Day Sheet (distributed on Saturday and Sunday)
- ✓ Commemorative San Dimas Rodeo Plaque awarded the first year of Sponsorship with an Anniversary Plaque awarded at 5 year intervals with continuous sponsorship
- ✓ Commemorative San Dimas Rodeo Buckle **OR** a San Dimas Rodeo "**Sponsor**" embroidered vest
- ✓ Banner displayed at all San Dimas Rodeo Events through out the following year

★ Gold Buckle Sponsor \$7,500.00

- ✓ 40 V.I.P. tickets with V.I.P. parking passes
- ✓ Banner on Chute Gate
- ✓ Additional two banners on the rodeo grounds and two in prime arena locations
- ✓ Corporate name in the Official Rodeo Program
- ✓ Corporate name included on tickets, print media, television and radio when possible
- ✓ Announcer recognition during each performance
- ✓ Your corporate flag and logo presented 4 times during each performance
- ✓ "Exclusive Video Scoreboard Advertising Package"
- ✓ Seating in special V.I.P. Hospitality area
- ✓ Recognition on Day Sheet (distributed on Saturday and Sunday)
- ✓ Commemorative San Dimas Rodeo Plaque awarded the first year of Sponsorship with an Anniversary Plaque awarded at 5 year intervals with continuous sponsorship
- ✓ Commemorative San Dimas Rodeo Buckle **OR** a San Dimas Rodeo "**Sponsor**" embroidered vest
- ✓ Banner displayed at all San Dimas Rodeo Events throughout the following year

★ Rodeo Scoreboard Sponsor \$6,000.00

- ✓ 30 V.I.P. tickets with V.I.P. parking passes
- ✓ Banner will be hung above scoreboard
- ✓ Additional banner in prime location on the Rodeo grounds and one inside the arena
- ✓ Corporate name in the Official Rodeo Program
- ✓ Corporate name included in newspaper advertising when possible
- ✓ Announcer recognition during each performance
- ✓ Your corporate flag and logo presented 3 times during each performance
- ✓ "Exclusive Video Scoreboard Advertising Package"
- ✓ Logo to appear during opening ceremonies
- ✓ Seating in special V.I.P. Hospitality area
- ✓ Recognition on Day Sheet (distributed on Saturday and Sunday)
- ✓ Commemorative San Dimas Rodeo Plaque awarded the first year of Sponsorship with an Anniversary Plaque awarded at 5 year intervals with continuous sponsorship
- ✓ Commemorative San Dimas Rodeo Buckle **OR** a San Dimas Rodeo "**Sponsor**" embroidered vest

★ Rodeo Silver Buckle Sponsor \$5,000.00

- ✓ 30 V.I.P. tickets with V.I.P. parking passes
- ✓ Banner on chute gate
- ✓ Additional banner in prime location on the Rodeo grounds and one inside the arena
- ✓ Corporate name in the Official Rodeo Program
- ✓ Corporate name included in newspaper advertising when possible
- ✓ Announcer recognition during each performance
- ✓ Your corporate flag and logo presented 3 times during each performance
- ✓ "Exclusive Video Scoreboard Advertising Package"
- ✓ Seating in special V.I.P. Hospitality area
- ✓ Recognition on Day Sheet (distributed on Saturday and Sunday)
- ✓ Commemorative San Dimas Rodeo Plaque awarded the first year of Sponsorship with an Anniversary Plaque awarded at 5 year intervals with continuous sponsorship
- ✓ Commemorative San Dimas Rodeo Buckle **OR** a San Dimas Rodeo "**Sponsor**" embroidered vest
- ✓ Banner displayed at all San Dimas Rodeo Events throughout the following year

All sponsors will receive recognition on the sponsor page of the rodeo's website at www.sandimasrodeo.com and on our Facebook page by November 1st.

- ★ **Social Media Sponsor** **\$4,000.00**
 - ✓ 26 V.I.P. tickets with V.I.P. parking passes
 - ✓ Featured as Official Rodeo Social Media Sponsor on All Rodeo social media
 - ✓ One banner in prime location on the Rodeo grounds and one inside the arena
 - ✓ Corporate name included in newspaper advertising when possible
 - ✓ Recognition in the Official Rodeo Program
 - ✓ Your corporate flag and logo presented 2 times during each performance
 - ✓ "Exclusive Video Scoreboard Advertising Package"
 - ✓ Seating in special V.I.P. Hospitality area
 - ✓ "Exclusive Video Scoreboard Advertising Package"
 - ✓ Seating in special V.I.P. Hospitality area
 - ✓ Recognition on Day Sheet (distributed on Saturday and Sunday)
 - ✓ Commemorative San Dimas Rodeo Plaque awarded the first year of Sponsorship with an Anniversary Plaque awarded at 5 year intervals with continuous sponsorship
 - ✓ Commemorative San Dimas Rodeo Buckle **OR** a San Dimas Rodeo "**Sponsor**" embroidered vest

- ★ **Rodeo Buckle Sponsor** **\$2,500.00**
 - ✓ 20 V.I.P. tickets with V.I.P. parking passes
 - ✓ One banner in prime location on the Rodeo grounds and one inside the arena
 - ✓ Corporate name included in newspaper advertising when possible
 - ✓ Recognition in the Official Rodeo Program
 - ✓ Your corporate flag and logo presented 2 times during each performance
 - ✓ "Exclusive Video Scoreboard Advertising Package"
 - ✓ Seating in special V.I.P. Hospitality area
 - ✓ Recognition on Day Sheet (distributed on Saturday and Sunday)
 - ✓ Commemorative San Dimas Rodeo Plaque awarded the first year of Sponsorship with an Anniversary Plaque awarded at 5 year intervals with continuous sponsorship
 - ✓ Commemorative San Dimas Rodeo Buckle **OR** a San Dimas Rodeo "**Sponsor**" embroidered vest

- ★ **San Dimas Challenged Buckaroos Rodeo Sponsor**..... **\$2,000.00**
 - ✓ 14 V.I.P. tickets with V.I.P. parking passes
 - ✓ One banner inside the arena
 - ✓ Recognition in the official rodeo program
 - ✓ Logo on Video Scoreboard during Event
 - ✓ Seating in special V.I.P. Hospitality area

- ★ **Rodeo Ticket Sponsor**..... **\$2,000.00**
*(*Ticket sponsor has corporate name on tickets, back bottom corner)*
 - ✓ 14 V.I.P. tickets with V.I.P. parking passes
 - ✓ One banner inside the arena
 - ✓ Recognition in the official rodeo program
 - ✓ Celebrity Video Scoreboard Advertising Package
 - ✓ Seating in special V.I.P. Hospitality area

- ★ **Rodeo Queen Sponsor**..... **\$1,500.00**
 - ✓ 12 V.I.P. tickets with V.I.P. parking passes
 - ✓ One banner inside the arena
 - ✓ Recognition in the official rodeo program
 - ✓ Celebrity Video Scoreboard Advertising Package
 - ✓ Seating in special V.I.P. Hospitality area

- ★ **Rodeo Event Sponsor**..... **\$1,500.00**
 - ✓ 12 V.I.P. tickets with V.I.P. parking passes
 - ✓ One banner inside the arena
 - ✓ Recognition in the official rodeo program
 - ✓ Celebrity Video Scoreboard Advertising Package
 - ✓ Seating in special V.I.P. Hospitality area

- ★ **Rodeo Supporting Sponsors**..... **\$1,250.00**
 - ✓ 10 V.I.P. tickets with V.I.P. parking passes
 - ✓ One banner inside the arena
 - ✓ Recognition in the official rodeo program
 - ✓ Premium Video Scoreboard Advertising Package
 - ✓ Seating in special V.I.P. Hospitality area

- ★ **Rodeo Partner**..... **\$800.00**
 - ✓ 6 V.I.P. tickets with V.I.P. parking passes
 - ✓ Recognition in the official rodeo program
 - ✓ Deluxe Video Scoreboard Advertising Package
 - ✓ Seating in special V.I.P. Hospitality area

- ★ **Friends of the Rodeo**..... **\$500.00**
 - ✓ 4 V.I.P. tickets (Saturday only) with a V.I.P. Parking Pass

Sponsorships

2018 Corporate Opportunities



ADVERTISING EXPOSURE:

Major Corporate Sponsors (Platinum Buckle, Gold Buckle, Silver Buckle, and Rodeo Buckle, Video Scoreboard and Social Media) will be highlighted as Corporate Sponsors in most paid newspaper and electronic advertising. The marketing plan for the event will include the following:

- **Radio:** A radio advertising campaign reaching the greater Los Angeles County, Orange County and Inland Empire markets.
- **Social Media:** Year round sponsor exposure through all San Dimas Rodeo social media, mobile and static web sites.
- **Newspaper:** The *Daily Bulletin*, *San Gabriel Valley Tribune*, *Pasadena Weekly*, *San Dimas Community News* and *Pasadena Star News* will be the major print buy.
- **Publicity:** An extensive publicity campaign will feature news and event information by social media, Chambers of Commerce email blasts, and in print.
- **Arena Advertising:** Recognition on the giant Live Action Video Scoreboard in the arena and broadcasted in the VIP Hospitality Tent.
- **Cable:** Local cable LTV re-broadcasts the San Dimas PRCA Rodeo throughout the year to over 60,000 local residents.

SIGNAGE: Corporate Sponsors will have banners in the rodeo arena with additional banners on the rodeo grounds as outlined in the sponsorship agreement.

FLAG: Major Corporate Sponsors (Platinum Buckle, Gold Buckle, Silver Buckle, Rodeo Buckle and Scoreboard) will have their flags presented during each performance .

RODEO ANNOUNCER and SCOREBOARD RECOGNITION: During both performances Kelly Kenny, our Rodeo Announcer, while on horseback will call attention to all Corporate Sponsors and thank them for their sponsorship and participation in this rodeo.

EXHIBIT SPACE: Exhibit space is limited and subject to availability.

PROGRAM: Corporate sponsors will receive corporate recognition in the official Rodeo Souvenir Program and Day Sheets.

VIP TICKETS & PARKING, VIP HOSPITALITY TENT & SEATING: Prime location tickets are included for Sponsors & guests, a special V.I.P. area with complimentary food and beverages is included, and you will also have the opportunity to meet and greet and get autographs from rodeo contestants.

SCHOLARSHIP PROGRAM

The Rodeo Scholarship program began twelve years ago and has awarded over \$110,000 to local students. High school seniors residing in San Dimas, La Verne, or Glendora and college students who attend Mt. Sac and Cal Poly Pomona are eligible. To date, over 100 young people have benefited from this program with individual awards ranging from \$250 to \$2500.

The generosity and continued support of our sponsors has allowed us to increase the amounts awarded to between \$5,000 and \$10,000 which has been offered the past ten years.

Sanctioned by the Professional Rodeo Cowboys Association and produced by a top rodeo stock contractor, this rodeo will appeal to the hard-core rodeo fans and families seeking an afternoon of entertainment. This year's stock contractor will once again be Bridwell Pro Rodeo Company.

The PRCA (Professional Rodeo Cowboys Association) sanctions the San Dimas Charity Pro Rodeo and ensures that our rodeo is professionally and safely operated.

2017 Rodeo Sponsors

Platinum Buckle Sponsor



San Dimas Community Hospital

Gold Buckle Sponsor



Gold Buckle Sponsor



Silver Buckle Sponsor



Rodeo Ticket Sponsor



Silver Buckle Sponsor

Rodeo Buckle Sponsors

- ★ Act 1 Construction
- ★ Jackson & Jackson Insurance
- ★ Pacific West Communications
- ★ San Dimas Animal Hospital
- ★ Sea West to Rodeo
- ★ Clayton Brewhouse & Eatery
- ★ Lindblade Metalworks
- ★ Pinnacle Peak Steakhouse
- ★ Sanders Towing/Lock and Key
- ★ Franco's Concrete Glendora Chevrolet
- ★ Olander Educational Foundation
- ★ Sam's Club
- ★ SC Pools

Rodeo Event Sponsors

- ★ Kathryn Barger - Los Angeles County Supervisor
- ★ Boot Barn-San Dimas
- ★ Pacific Foot & Ankle Associates
- ★ Foothill Presbyterian Hospital

Rodeo Supporting Sponsors

- ★ ADP
- ★ Claro's Italian
- ★ Pomona Valley Hospital Medical Center
- ★ Southern California
- ★ United Rock
- ★ Chris Holden Assemblyman
- ★ Gas Company
- ★ Savala Equipment Rentals
- ★ Thrifty Horse
- ★ Waste Management
- ★ Falcon Ridge Ranch
- ★ Golden State Water
- ★ Seidner's Collision Centers
- ★ United Rentals
- ★ US Bank

Rodeo Partner Sponsors

- ★ American Trailer
- ★ Gehl Electric
- ★ Braeger Construction
- ★ Glendora Floor Store
- ★ East Shore RV Park
- ★ In & Out
- ★ Foothill Transit
- ★ Pension Portfolios

Friends of the Rodeo

- ★ Better Home Financial
- ★ Delco Construction
- ★ Gentry Brothers Construction
- ★ Lordsburg Taphouse & Grill
- ★ Mission Viejo Christian Church
- ★ Bill Lewis
- ★ Dr. Doshi
- ★ Kosmos Burgers
- ★ Los Angeles County Professional Peace Officers Association
- ★ Warehouse Pizza
- ★ Dr. Bennett Jeong
- ★ Eagle Escrow
- ★ Larry Miller Consulting
- ★ Braeger Construction, Inc.
- ★ Gehl Electric Inc.
- ★ Linco Picture Framing, Inc.

Student Ticket Sponsors: ★ Boys Cleaners East ★ Higgins Carpet Care ★ Little Kuts

Donations: Nancy Hasback Accounting, Cheryl Panzer, Attorney



2018 San Dimas Chairty Pro Rodeo

Sponsorship Agreement

I'm proud to be a part of Pro-Rodeo by signing up as a sponsor for the 2018 San Dimas Charity Pro Rodeo to be held on October 13th and 14th.



Sponsorship benefits subject to availability. To receive certain Sponsorship benefits this Agreement must be received by **June 15, 2018**.

Please enroll me as:

- Platinum Buckle Sponsor \$10,000
- Gold Buckle Sponsor 7,500
- Rodeo Scoreboard Sponsor 6,000
- Silver Buckle Sponsor 5,000
- Social Media Sponsor 4,000
- Rodeo Buckle Sponsor 2,500
- San Dimas Challenged Buckaroo's Rodeo Sponsor 2,000
- Ticket Sponsor 2,000
- Rodeo Queen Sponsor 1,500
- Rodeo Event Sponsor 1,500
- Rodeo Supporting Sponsor 1,250
- Rodeo Pardner 800
- Friend of the Rodeo Sponsor 500

Indicated above is our commitment for the 2018 San Dimas Charity Pro Rodeo.

San Dimas Chairty Pro Rodeo

P.O. Box 3180 • SanDimas, CA 91773 • Voice mail (909) 909-394-7633 • FAX (909) 394-1233 • www.sandimasrodeo.com

Company Name _____

Address _____

Name _____

Phone No. _____ Fax No. _____

Email Address _____

Alt Contact Name _____

Phone No. _____ Fax No. _____

Alt Email Address _____

Signature _____ Date _____

Sponsorship payment is due by October 31st • SAN DIMAS RODEO INC. IS A 501(c)(3) NOT FOR PROFIT ORGANIZATION (TAX ID# 95-4848221)