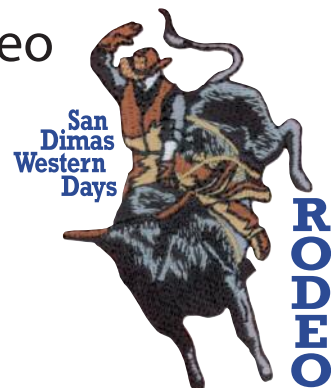


# 22nd Annual San Dimas Western Days Rodeo

## 2016 Sponsorships

October 1st & 2nd, 2016



*It is action packed...*



**SAN DIMAS WESTERN DAYS RODEO • P.O. Box 3180 • SAN DIMAS, CA 91773**  
**VOICE MAIL (909) 394-RODEO • FAX (909) 394-1233 • [www.sandimasrodeo.com](http://www.sandimasrodeo.com)**

Celebrating its **22nd Rodeo**, the San Dimas Western Days 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
- Featured on our web site at [www.sandimasrodeo.com](http://www.sandimasrodeo.com)

*See you at the Rodeo!*

### See inside for:

- Corporate Opportunities • Sponsorship Levels • Previous Sponsors • Agreement



**Sponsors are invited to the Rodeo Partner reception at the Rodeo grounds, Thursday, September 29, 2016, at 5:30 p.m. This invitation is included with each sponsorship package.**

# 2016 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 Buckle or a San Dimas Rodeo **Embroidered Rodeo Vest**
- ✓ Commemorative San Dimas Rodeo Plaque
- ✓ Banner displayed at all San Dimas Rodeo Events throughout 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 Buckle or a San Dimas Rodeo **Embroidered Rodeo Vest**
- ✓ Commemorative San Dimas Rodeo Plaque
- ✓ 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 Buckle or a San Dimas Rodeo **Embroidered Rodeo Vest**
- ✓ Commemorative San Dimas Rodeo Plaque

## ★ 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 Buckle or a San Dimas Rodeo **Embroidered Rodeo Vest**
- ✓ Commemorative San Dimas Rodeo Plaque
- ✓ 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](http://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”
- ✓ Your logo will appear on Rodeo T-shirts
- ✓ Seating in special V.I.P. Hospitality area
- ✓ Recognition on Day Sheet (distributed on Saturday and Sunday)
- ✓ Commemorative San Dimas Rodeo Buckle or a San Dimas Rodeo **Embroidered Rodeo Vest**
- ✓ Commemorative San Dimas Rodeo Plaque

★ **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 Buckle or a San Dimas Rodeo **Embroidered Rodeo Vest**
- ✓ Commemorative San Dimas Rodeo Plaque

★ **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
- ✓ Seating in special V.I.P. Hospitality area
- ✓ “Celebrity Video Scoreboard Package”
- ✓ Corporate Appearances (limited)

★ **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
- ✓ Seating in special V.I.P. Hospitality area
- ✓ “Celebrity Video Scoreboard Package”

★ **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

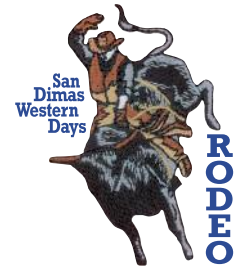
- ✓ 6 V.I.P. tickets for Saturday and a VIP Parking Pass
- ✓ Recognition in the official rodeo program
- ✓ Deluxe Video Scoreboard Advertising Package
- ✓ Seating in special V.I.P. Hospitality area

★ **Friend of the Rodeo** .....\$500.00

- ✓ 4 V.I.P. tickets (Saturday only) and a VIP Parking Pass

# Sponsorships

## 2016 Corporate Opportunities



### ADVERTISING EXPOSURE:

Major Corporate Sponsors (Platinum Buckle, Gold Buckle, Silver Buckle, Rodeo Buckle, Video Scoreboard and Social Media) will be highlighted as Corporate Sponsors in most paid newspaper 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*, and *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 LVTV 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 and at the Rodeo Pardon Reception Thursday evening, September 29, 2016.

**PUBLIC ADDRESS SYSTEM RECOGNITION:** During the rodeo, the announcer (on horseback in the arena) 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.

**TICKETS, HOSPITALITY and RODEO PARDNER RECEPTION:** Prime location tickets are included for Corporate Sponsors. A special V.I.P. area with complimentary food and beverages is included, and you will also have the opportunity to meet and greet many rodeo contestants. Also, an invitation to Thursday, September 29th, evening's **Rodeo Pardon Reception** with a preview of the coming weekend's entertainment, music and celebrities.

### SCHOLARSHIP PROGRAM

The Rodeo Scholarship program began twelve years ago and has awarded over \$100,000 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—**John Growney of Growney Brothers Rodeo Company**.

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

# 2015 Rodeo Sponsors

**Platinum**

BUCKLE SPONSOR



SAN DIMAS

COMMUNITY HOSPITAL

*A Prime Healthcare Services Hospital*

**Gold Buckle Sponsors**



**Silver Buckle Sponsor**



**Social Media Sponsor**

Business Men's Team Roping

**Rodeo Ticket Sponsor**

Century 21 – Marty Rodriguez

**Challenged Buckaroo Sponsor**

Franco Concrete Inc.

## Rodeo Buckle Sponsors

Chile Bandido Restaurant ★ Clayton Brewery ★ Dr. Singh ★ Flat Iron Construction  
Lindblade Metalworks ★ Olander Foundation ★ Pacific West Communications  
Pinnacle Peak Steakhouse ★ Rotolo Chevrolet ★ Sanders Towing/Lock and Key ★ Walmart ★ Sam's Club

## Rodeo Event Sponsors

ADP ★ Boot Barn ★ Chris Holden – State Assemblyman  
Falcon Ridge Ranch ★ Foothill Presbyterian Hospital (Citrus Valley Medical)  
Jackson & Jackson Insurance ★ On Quest

## Rodeo Supporting Sponsors

ePIPE Pipe Restoration ★ Golden State Water ★ Pomona Valley Hospital Medical Center  
US Bank ★ West Coast Site Services

## Rodeo Partner Sponsors

Bennett C. Jeong DDS ★ Double D's BBQ Bar ★ East Shore RV Park ★ Foothill Transit ★ Glendora Floor Store  
In-N-Out Burger ★ Land Design Consultants ★ Mission Viejo Christian Church ★ Pension Portfolios  
Sea West ★ Law Offices of Paul Antill ★ Raging Waters

## Friend of the Rodeo Sponsors

Eagle Escrow ★ Foothill Dermatology ★ Kosmos ★ Larry Miller Consulting  
Law Offices of Paul Antil ★ Linco Picture Framing, Inc. ★ Lordsburg Taphouse & Grill  
Los Angeles County Professional Peace Officers' Association ★ Mac Tools Distributor  
Thrifty Horse ★ Warehouse Pizza

## **Donation...**

Nancy Hasback Accounting ★ Raytheon ★ Sherry Panzer, Attorney ★ Tom Nesss ★ Wednesday Morning Club

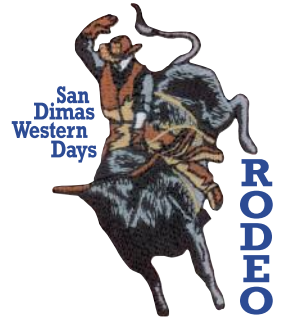
***A special Thank You for your generous contributions to this year's rodeo...***

Albertson's Market • Chris Klingerman • Claro's Italian Markets • Cole-Schaefer Ambulance • Costco • Gaston Termite  
Golden Stars Sky Diving Team • Higgins Carpet Care • Kids Kutz • Los Angeles County Sheriff Department • Sideways Print  
Madi K's • Phillip James Feast • United Rock • Waste Management

# 2016 San Dimas Western Days Rodeo

## Sponsorship Agreement

I'm proud to be a part of Pro-Rodeo by signing up as a sponsor for the 2016 San Dimas Western Days Rodeo to be held on October 1st and 2nd.



Sponsorship benefits subject to availability. To receive certain Sponsorship benefits this Agreement must be received by **June 1st**.

**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
- Rodeo 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 2016 San Dimas Western Days Rodeo.**

**SAN DIMAS WESTERN DAYS RODEO**

P.O. Box 3180 • SAN DIMAS, CA 91773 • VOICE MAIL (909) 394-RODEO • FAX (909) 394-1233 • [www.sandimasrodeo.com](http://www.sandimasrodeo.com)

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

Email Address \_\_\_\_\_

Alt Contact Name \_\_\_\_\_

Alt Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

Alt Email Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_