

CROOKED RIVER ROUNDUP SPONSORSHIP OPPORTUNITIES *2021*



RODEO
JUNE 24-26



HORSE RACES
JULY 14-17

RODEO

ALL SPONSORS WILL RECEIVE ACKNOWLEDGEMENT OF THEIR CONTRIBUTION ON SOCIAL MEDIA CHANNELS. WHERE STATED, CERTAIN SPONSORS WILL RECEIVE RECOGNITION BY THE ANNOUNCER DURING THE RODEO AND BE LISTED ON THE DAY SHEETS GIVEN TO ALL SPECTATORS. RECOGNITION WILL BE GIVEN ON THE VIDEO BOARD. NO PROGRAM WILL BE PRINTED IN 2021 FOR THE RODEO.

PERF SPONSOR:

\$6000 – LIMITED! Perf Sponsors are included in all marketing materials where possible (print, TV, radio, social media) and recognition on the video board at the rodeo. Flag can be run in throughout the perfs (flag to be provided to CRR). Eight VIP Sponsor Passes and 16 drink tickets will be included. (*3 TOTAL – THURSDAY, FRIDAY OR SATURDAY*)

SECTION SPONSOR:

\$5000 – There are THREE *sections* available for sponsorships. Each *section* has an unlimited number of sponsors. Sponsors of these sections will be invited to help decorate and create an exciting environment for the attendees. Sponsors of a section will receive 10 tickets or passes to the section they sponsor UNLESS they want to receive the VIP Sponsor pass. Sponsors will not be able to attend the VIP Sponsor Section and then also go to their sponsored section (ie: the LIVE Section if that is what they sponsor – attendance has to remain in only one section per night). The three sections include:

- **LIVE SECTION** (located on the grass including the big tent – live streaming of the rodeo on a big screen and TV screens, bar, food and retail vendors)
- **INFIELD SECTION** (where most of the contestants will be gathering; there are bleachers and a very relaxed atmosphere on this side, will also have a bar and food vendor)
- **VIP SPONSOR SECTION** (the VIP Sponsor Section will be where all sponsors can attend the event and have catered food and receive drink tickets. There will also be bars at either end of the arena and viewing can happen along the fence of the arena.)

VIDEO BOARD SPONSOR:

\$4000 – LIMITED! Signage on the video board displayed throughout all 3 night performances and each day of slack. There are 2 banners on the sides of the video board and one across the top. Take your pick!

EVENT SPONSOR:

\$2000 – Your sponsorship helps cover the cost of the event you specify. This includes purse money and awards. Your name will appear on the Day Sheet and you will receive 4 VIP Sponsor Passes to the VIP Sponsor Section. Also includes arena signage (TBD by CRR) and recognition by announcer during the event.

CHUTE GATE SPONSOR:

\$1500 – Receive signage above a rough stock chute. Two VIP Passes to the VIP Sponsor Section. These will mainly be renewals from 2019/20. Limited chutes available. Must be approved by the Sponsorship Committee to avoid confusion of renewing sponsor vs. new sponsor.

SLACK SPONSOR:

\$1000 – This sponsorship level will receive arena signage and recognition by the announcer, along with video board announcements.

QUEEN SPONSOR:

Any amount you'd like to contribute to our queen would be amazing! She is our face at other rodeos and people of all ages enjoy watching the queens run into the arena before the event starts. Our 2021 Reride 75 Queen is Emily Lauman, a Prineville native who has a contagious smile and passion for the Crooked River Roundup. Let's help her get around the State of Oregon and pass on rodeo passion!

RACES

ALL SPONSORS WILL RECEIVE ACKNOWLEDGEMENT OF THEIR CONTRIBUTION ON SOCIAL MEDIA CHANNELS. WHERE STATED, CERTAIN SPONSORS WILL RECEIVE RECOGNITION BY THE ANNOUNCER DURING THE RACES AND BE LISTED IN THE PROGRAMS GIVEN TO ALL SPECTATORS. RECOGNITION WILL BE GIVEN ON THE VIDEO BOARD.

SECTION SPONSOR:

\$5000 – There are TWO *sections* available for sponsorships. Each *section* has an unlimited number of sponsors. Sponsors of these sections will be invited to help decorate and create an exciting environment for the attendees. Sponsors of a section will receive 10 passes to the VIP Sponsor Section. The sections include:

- **PADDOCK** Signage can be hung in specified areas of the paddock. All race horses are shown off in the paddock prior to each race. Recognition on social media and announced throughout the races each night.
- **VIP SPONSOR SECTION** (the VIP Sponsor Section will be where all sponsors can attend the event and have catered food and receive drink tickets. Location yet to be determined.)

NIGHT SPONSOR:

\$4000 – Only 4 Night Sponsors available. Included in all marketing materials where possible (print, TV, radio, social media) and recognition on the video board at the races. Each night sponsor has the opportunity to hold a “company event” on the grounds and will have 2 full boxes reserved at the finish line for guests. Each sponsor will also have access to the grounds to hang signs, display equipment, etc the day of their race. All signage and displays must be down in time for the next Night Sponsor to display themselves at the grounds.

VIDEO BOARD SPONSOR:

\$4000 – LIMITED! Signage on the video board displayed throughout all 4 nights of racing. There are 2 banners on the sides of the video board and one across the top. Take your pick!

RACE SPONSOR:

\$300 – Here is your opportunity to “own” a race. Give it a name if you want! Your name will appear in the program given to all spectators each night and you will have the opportunity for a photo with the winning horse (you must be at the track gate to be granted access for this photo op...)

BETTING WINDOW SPONSOR:

\$200 – Have your name seen by anyone who is betting or walking by the betting windows! Signage will be posted above the betting windows for the duration of the races.

SIGN ME UP FOR "RERIDE 75"!

Company/Contact Name:

Billing/Mailing address:

Email:

Phone:

RODEO

PERF SPONSOR:

\$6000 ~~Thursday~~ Friday Saturday *(circle one)*

SECTION SPONSOR:

\$5000 Live Infield VIP Sponsor *(circle one)*

VIDEO BOARD SPONSOR:

\$4000

EVENT SPONSOR:

\$2000 Bareback Saddle Bronc Bull Riding
 Breakaway Team Roping Tie Down *(circle one)*
 Barrel Racing Steer Wrestling Steer Roping
 Locals Ribbon Roping

CHUTE SPONSOR:

\$1500

SLACK SPONSOR:

\$1000

QUEEN SPONSOR: Specify your contribution \$_____

RACES

SECTION SPONSOR:

\$5000 Infield VIP Sponsor *(circle one)*

NIGHT SPONSOR:

\$4000 ~~Wednesday~~ Thursday Friday Saturday *(circle one)*

VIDEO BOARD SPONSOR:

- \$4000

RACE SPONSOR:

- \$300 (We will be in touch to determine which race you want)

BETTING WINDOW SPONSOR:

- \$200

ASSOCIATION

Association Sponsorships can be used wherever the need is - this helps support the organization for both the rodeo and races. Recognition will be given at both events on the video board and social media channels.

- \$1000
 \$2000
 \$3000
 \$4000
 \$5000
 \$6000
 \$_____

TOTAL SPONSORSHIP \$_____

- Send an invoice to the address above
 Check enclosed (Payable to CRR, PO Box 536, Prineville OR 97754)

***VIP Pass info: The VIP Sponsor section will be a catered area at both the North and South ends of the arena on the racetrack during the rodeo. This section will be connected by the area in front of the grandstands, along the fence. The location of the VIP Sponsor section for the races has yet to be determined. The VIP Passes DO NOT allow you general admission to the rodeo or races. General admission tickets would need to be purchased separately. With limited seating available this year all seats must be purchased. IF tickets are not sold-out through online sales, there will be a limited number available at the events each night.*

Questions can be directed to Kara Snider at 541/280-4097 or simply email **reride75sponsor@gmail.com**. You can also sign up for sponsorships on our website located at www.crookedriverroundup.com and navigate to the Sponsor Opportunities page located under both the Rodeo and Race tabs. THANK YOU!