



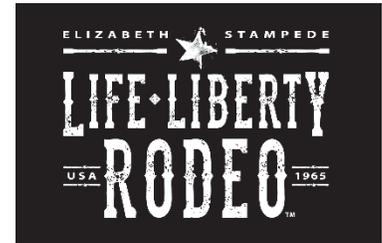
Elizabeth Stampede Rodeo 2021 Partnership Opportunities

Life. Liberty. Rodeo.

LIFE: Celebrating our western way of life.

LIBERTY: Honoring our freedoms.

RODEO: Keeping tradition alive and making it happen!



Rodeo -- It's in our genes. It's who we are. It's the very air that we breathe.

Over the years, our rodeo committee has faced many challenges. From snowstorms to tornadoes, from scorching sun to rain and hail falling from the heavens, our volunteers have always just pulled their hats down tight, put on a steely-eyed gaze and did what it takes to make it happen.

In 2020, we faced a whole different type of challenge. It resulted in the cancelation of multiple rodeos around the country and the Elizabeth Stampede was one of them. We said we would be back stronger than ever, and we believed it. We still do. But 2021 is our toughest challenge yet. We can't sugar coat it. We need YOUR help. Our team has run the numbers for every scenario and in order to hold the rodeo, our sponsorship target is \$175,000. Your partnership is much more than a financial donation – it is a commitment to celebrating our western way of life, honoring our freedoms, and keeping tradition alive.

Why invest in the Elizabeth Stampede?

- We are recognized as providing top rate rodeo entertainment nationally and regionally.
 - Three-time national award winner as PRCA Small Rodeo of the Year.
 - Fifteen-time regional winner as PRCA Rodeo of the Year in the Colorado/Wyoming circuit.
- We have over 10,000 people attend our rodeo and concert each year.
- We maintain a strong social media presence where we promote our rodeo and corporate partners.
- We publish an annual rodeo magazine that is distributed to 15-25,000 households in Douglas, Elbert and Arapahoe Counties that features our rodeo, the western lifestyle, and our corporate partners.

We are located in beautiful Elizabeth, Colorado, just to the southeast of Denver and on the border of Douglas and Elbert Counties.

Douglas County:	Population 351,000; 23% increase over the past 10 years Median Household Income \$119,700 Consistently ranked in the Top 10 wealthiest counties in the country by Forbes.
Elbert County:	Population 26,700; 15.8% increase over the past 10 years Median Household Income \$99,199

We invite you to be a part of this event and we need your help this year more so than ever. Let's work together to customize a plan that works for you and your brand. The Stampede is the first professional rodeo of the year in the Circuit and we draw the top cowboys and cowgirls in the sport because they are eager to get their year started! Our typically sold out crowds will see your brand prominently displayed and our social media presence will increase the visibility of our top sponsors. Thank you for your consideration.



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Corporate Packages Available

PRESENTING RODEO PARTNER: You are the STOCKMAN and your brand is central to all things Stampede Rodeo!

We consider you to be our Title Partner, and that means you are closely involved in the entire rodeo experience. You will be featured in all print and broadcast advertising as “The Elizabeth Stampede Presented by Your Company.” We will tailor this experience for you and your guests to show you the inner workings behind the scenes and in the public eye. You can even get down in the dirt and participate in presenting our Xtreme Bulls Champion his trophy spurs as well as be in our rodeo grand entry.

Number of Sponsorships Available: 1 Financial: \$30,000

PREMIER RODEO PARTNER: Our evening shows are the most popular and best attended performances. The excitement and energy in the arena carry over into the crowd!

You can sponsor the exciting Friday night PRCA Xtreme Bulls performance or Saturday night’s Legend PRCA Rodeo. The sold-out crowds will hear about your organization and we will work with you to create the right promotions!

Number of Sponsorships Available: 2 Financial: \$15,000

GOLD BUCKLE PARTNER: Partnering with our family events for the matinee performances will offer you a chance to reach a large audience who are celebrating our western way of life as a family!

Sponsoring our Saturday afternoon Tough Enough to Wear Pink PRCA Rodeo or the Sunday afternoon Red, White and Blue PRCA Rodeo will give you the up front and center promotion in the support of Rodeo!

Number of Sponsorships Available: 2 Financial: \$10,000

SILVER BUCKLE PARTNER: This special partnership provides highly visible branding throughout each of our rodeo performances.

Your logo or name displayed on the back/inside of ALL Six (6) bucking chutes and two signs on either side of the scoreboard during PRCA Xtreme Bulls performance and all three PRCA Rodeo performances.

Number of Sponsorships Available: 1 Financial: \$7,500

OUTLAW PARTNER: Front and Center! Your choice of a prime location of the Timed Event Gate, Rough Stock Gate, or VIP Corral is a great place to display your brand.

Your choice of three prime locations is a great way to highlight your brand. Your business can be the Rough Stock Center Gate Partner, the host to our special guests and VIP ticket holders corralled in a special, up front and close location near the chutes; or the Timed Event Gate partner!

Number of Sponsorships Available: 3 Financial: \$6,000

CHUTE BOSS PARTNER: All eyes are on the Chutes because the biggest bucks and wildest rides starts there. This is the most photographed area in the arena!

Your business name and logo displayed on outside of one of six (6) chute gates for the PRCA Xtreme Bulls performance and all PRCA Rodeo performances.

Number of Sponsorships Available: 6 Financial: \$5,000



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Let's Tailor a Corporate Partnership Package for You Today!

Sponsorship Levels	Presenting Sponsor	Premier Partner	Gold Buckle Partner	Silver Buckle Partner	Outlaw Partner	Chute Boss Partner
Advertising in Magazine	Premier Location, Back cover, 1 internal page or center fold; logo on cover	One page internal ad; prime location; logo on cover	One page, internal ad	3/4 page ad	1/2 page ad	1/2 page ad
Advertising in ESR Posters/Ads	Presenting sponsor name/logo. Logo on tickets.	Sponsor logo on posters/ads. Logo on tickets.	Sponsor logo on posters/ads. Logo on tickets.	Sponsor logo on tickets.	--	--
Event Sponsorship	Pick of event to sponsor (as available)	--	--	--	--	--
Scoreboard Visibility	Video commercial (ESR can provide), logo, and signage	Logo displayed during rodeo and video (you provide)	Logo displayed during rodeo and video (you provide)	Logo displayed during rodeo and grand entry	Logo displayed during rodeo and grand entry	Logo displayed during rodeo and grand entry
VIP Hospitality	10 Crow's Nest Tickets each perf and VIP Concert tickets	10 VIP Tickets in VIP Corral for your perf	10 VIP Tickets in VIP Corral for your perf	10 VIP Tickets Total, access to VIP Corral	6 VIP Tickets total	6 VIP Tickets total
Grand Entry Participation	Lead Flag in each perf and parade, rep invited to join	Flag in each perf and parade	Flag in each perf and parade	Flag in each perf and parade	Flag in each perf and parade	Flag in each perf and parade
Signage and Recognition During Rodeo	Up to 6 banners/signs in high visibility area; Xtreme Bulls award presentation; logo on barrels	Up to 4 banners/signs in high visibility area; Xtreme Bulls award present	Up to 4 banners/signs in high visibility areas	Up to 4 banners/signs posted	1 banner on gate, 1 in arena; signs posted	2 banners in area/stands; signs posted
Inside Bucking Chutes	Logo x2 to be prominently displayed	Logo to be displayed prominently	Logo to be displayed	Logo to be displayed	Logo to be displayed	Logo to be displayed
Announcement During Rodeo	Commercial play during rodeo	Announcements during rodeo perf	Announcements during rodeo perf	Announcements during rodeo perf	Announcements during rodeo perf	Announcements in Grand Entry
Social Media	Share and Advertise for partner	Share and announcement	Share and announcement	Share and announcement	Share and announcement	Share and announcement
Promotional Items (shirts, cozies, hats) for crowd (opt.)	You can provide promo items to crowd during breaks; Selfie Wall for photos	Can provide promo items for crowd	Can provide promo items for crowd	Can provide promo items for crowd	Can provide promo items for crowd	Can provide promo items for crowd
Parking	7 VIP parking passes each perf	5 spaces, spectator lot each perf	5 spaces, spectator lot each perf	5 spaces, spectator lot each perf	3 spaces, total spectator lot	3 spaces, total spectator lot
Vendor Space	Inside gates prime 20x10 space	20x10 space	20x10 space	10x10 space	10x10 space	10x10 space
Behind the Chutes Tour	Personalized chute tour with Royalty	Personalized chute tour	Personalized chute tour	Tour with group	Tour with group	Tour with group
Website	Logo display year-round; link to web	Logo display year-round	Logo display year-round	Logo display year-round	Logo display year-round	Logo display year-round
Stampede Holiday and Kickoff Parties	Invites for ten people and reserved table	Invites for eight people	Invites for eight people	Invites for six people	Invites for six people	Invites for six people
Total Amount	1@ \$30,000	2@ \$15,000	2@ 10,000	1@ \$7,500	3@ \$6,000	6@ \$5,000



Elizabeth Stampede Rodeo 2021 Partnership Opportunities

Local Partnership Packages Available

WILD AND WOOLY MUTTON BUSTIN: *The most popular local event out there! Seriously what is cuter than a kid in boots, riding a wild and wooly sheep in a celebration of the western spirit?*

The Mutton Bustin' event pairs kids and sheep, supported by the Rodeo's Royalty, Barrelman, and pickup helpers as the kids hang on for a wild ride across the arena. Event entries always exceed our capacity, and we get calls on this event all year long! The trophies that are awarded to the kids can have your name on them, let's discuss!

Number of Sponsorships Available: 1 Financial: \$3,000

TRAIL BOSS: *Eight exciting events and your brand can support them – take your choice of event(s) and your business is named as an event sponsor for each rodeo performance.*

You can sponsor the exciting and newly added women's Breakaway or hear your name as the horses break out of the chutes for Bareback or Saddle Bronc Riding! Or how about the traditional ranching events of Team Roping and Tiedown Roping? Is the fast and furious barrel racing more your style? Want to support the heart-stopping Steer Wrestling? Or how about the crowd favorite, action-packed Bull Riding?

Number of Sponsorships Available: 8 Financial: \$2,000

TOP SCOUT: *When logo placement is key, we have thought of every detail. When the bucking chutes open and the broncs or the bulls jump, that is when the most photos are taken! And your logo can be the backdrop for this action!*

Your logo or name is displayed on the back side of one of the six bucking chutes. When the gate swings open, that becomes the "front and center" location.

Number of Sponsorships Available: 6 Financial: \$2,000

TOP HAND: *When it comes to Cowboying, the Top Hand is the best rider around. The leader of the pack, they are who you call when the chips are down!*

Come enjoy the rodeo with us, and we will share your business information on the jumbotron for the fans, highlight your support during announcements, and recognize you as a key supporter of the Stampede!

Number of Sponsorships Available: 20 Financial: \$875

WRANGLER: *The Wrangler is the cowboy who professionally handles the horses on the ranch. It is a special skill and the Wrangler is essential to a smooth operation!*

Where there is a rodeo, you just have to be there! Come join us as a key supporter of this western sport and cheer on the champions. We will recognize your business during announcements and support you on our web as well!

Number of Sponsorships Available: 20 Financial: \$600

ALA CART VIDEO: *As a sponsor for any of our primary packages, you can put your name up in lights!*

We have a great opportunity for enhancing your message with video. A professional firm has been contracted to create a video message that can be displayed on the jumbotron at the rodeos. Your message will air during the time people are coming in and getting seated and during the rodeo as time allows. You can provide the video from your firm as well. Talk to us about discounts if you provide the video!

Number of Sponsorships Available: as available Financial: \$2,000



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Our Local Partnership is the Lifeblood of the Stampede!

Sponsorship Levels	Wild and Woolly Mutton Bustin	Trail Boss	Top Scout	Top Hand	Wrangler	Video Commercial *
Advertising in Magazine	1/4 page ad	1/4 page ad	1/4 page ad	1/8 page ad	1/8 page ad	--
Scoreboard Visibility	Logo shown during intros and event	Logo shown during intros	Logo shown during intros	Name shown during intros	Name shown during intros	Yes
VIP Hospitality	6 Tickets and VIP Hospitality Passes to choice of Rodeo Perf	6 Tickets and VIP Hospitality Passes to choice of Rodeo Perf	4 Tickets and VIP Hospitality Passes to choice of Rodeo Perf	2 GA Tickets to choice of Rodeo Perf	2 GA Tickets to choice of Rodeo Perf	--
Grand Entry Participation	Flag in each perf and parade	Flag in each perf and parade	Name announced	Name announced	Name announced	--
Signage and Recognition During Rodeo	Banners located where the sheep break free!	2 Banners on rodeo fences or grandstands	2 Banners on grandstands	2 Banners on grandstands	1 Banner on grandstands	Will air commercial
Announcement During Rodeo	Yes	Yes	Yes	Yes	Yes	Will air commercial
Social Media Listing of Name	Yes	Yes	Yes	Yes	Yes	Will air commercial
Promotional Items for Crowd (optional)	Yes	Yes	Yes	Yes	Yes	--
Parking	3 spectator lot passes, total	3 spectator lot passes, total	--	--	--	--
Behind the Chutes Tour	Included	Included	Included	Included	Included	--
Website Lists Logo/Name	Yes	Yes	Yes	Yes	Yes	--
Total Amount	1@ \$3,000	8@ \$2,000	20@ \$2,000	20@ \$875	\$600	+ \$2,000

*(add on to other packages)



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Due to the uncertainty created by the COVID-19 pandemic, all corporate partner perks cannot be guaranteed. Any corporate partner perks that cannot be provided will be disclosed to the corporate partner at the earliest time possible and reasonable substitutions or accommodations will be negotiated with the corporate partner.

What is Offered? Talk to a Stampede representative for a full listing of benefits of each package.

Benefit for Sponsorship	Description of the benefit. Let's work together to tailor a package that meets your support desire and brand requirements.
Advertising in Magazine	Official Magazine of the Elizabeth Stampede distributed to 15,000 to 25,000 households in Elbert, Douglas and Arapahoe County. Camera Ready Ad Art provided by sponsor: DUE DATE: March 15; Full payment or Approved payment plan by April 1 to be in the magazine. Ad Design and Production can also be provided by Stampede designer for additional cost.
Scoreboard Visibility	Our large scoreboard is visible to every fan, and your logo can be displayed on digital scoreboard during Partner appreciation announcements throughout the rodeo.
VIP Hospitality	Presenting Partner Seating is located in the Crow's Nest featuring the best view of the rodeo and refreshments are included. VIP seating includes access to the VIP Corral located beside the bucking chutes. Additional VIP passes and reserved seating tickets can be purchased at discounted rates, based on availability. Additional GA tickets may be purchased by the sponsor through standard ticketing process. Tickets are of course more limited for Extreme Bulls on Friday due to demand.
Grand Entry Participation	Your Flag can be presented on horseback by one of our drill team members in community parade held Saturday morning and in the Grand Entry of the PRCA Xtreme Bulls performance and all three PRCA Rodeo performances. Flag provided by Partner.
Signage and Recognition during Rodeo	Your signs can be posted on rodeo arena fences and other prominent places around rodeo grounds (size permitting). Signs provided by rodeo; paid for by Partner for the first year and then maintained by the Rodeo. Existing or new banners, flags, stickers and signs are provided by the sponsor. Banner, flags and chute gate sign specifications, costs and suppliers can be provided.
Inside Bucking Chutes	Prime placement of your logo stickers (provided by corporate partner) on inside rails of each bucking chute. This highly visible location is frequently videoed and photographed in professional photos of our rough stock action.
Announcements During Rodeo	Your business announced during grand entry, performance Partner announcements and Partner appreciation announcements.
Social Media	Your business will be recognized and/or tagged in social media posts year-round on all Stampede media platforms. Opportunities will be provided for social media promotions where you can reach our volunteers, fans, and supporters.
Promotional Items	Option to provide 'give-a-ways' to be thrown into the crowd during breaks in rodeo performances. Promotional items provided by Partner.
Parking	We provide parking passes valid in spectator lot.
Vendor Space	Vendor space on the Vendor Midway to meet your customers and sell your products and services. We also assist our corporate partners who do not wish to use this partner perk to find a compatible non-profit organization to use their vendor space.
Behind the Chutes Tour	You and your guests get up close to the livestock, meet rodeo athletes and visit with event personnel to learn more about rodeo and the history of our award-winning rodeo.
Website	Your logo featured on Elizabethstampede.com home page and Partner page, both providing a Direct Link to Your Web Site. The web site gives you year-long exposure.
Stampede Holiday and Kickoff Parties	Invitations to and recognition at our Rodeo Kickoff Party and Holiday Party. Presenting sponsor will receive a reserved prominent location table for ten (10) at the Holiday Party with gift basket.

We are excited this year to be in negotiations with RFD-TV's the Cowboy Channel to have some or all performances of the Elizabeth Stampede Xtreme Bulls and Rodeo broadcast on the Cowboy Channel. We cannot guarantee that the event(s) will be broadcast nor that there will be voice or other advertisement availability for our corporate partners; we will endeavor to get any advertising available to benefit the above-listed corporate partnership levels with priority given to Presenting, Premier, and Gold Buckle Corporate Partners.