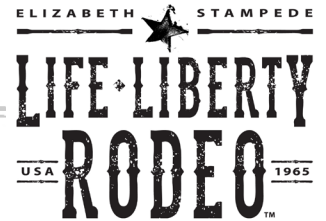




RODEO SPONSORSHIPS

CORPORATE SPONSOR PACKAGES



| SPONSORSHIP LEVELS | PRESENTING SPONSOR | PREMIER PARTNER | GOLD BUCKLE PARTNER | SILVER BUCKLE PARTNER | OUTLAW PARTNER | CHUTE BOSS PARTNER |
|------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------|---------------------------------------------------|--------------------------------------------|---------------------------------------------------|-------------------------------------------|
| BENEFITS | 1 @ \$30,000 | 2 @ \$15,000 | 2 @ \$10,000 | 2 @ \$7,500 | 3 @ \$6,000 | 6 @ \$5,000 |
| ADVERTISING IN MAGAZINE | Premier Location, Back cover + 1 internal page OR double spread; cover logo | 1 page internal ad; prime location; logo on cover | 1 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 posters & tickets | Sponsor logo on posters | Sponsor logo on posters |
| EVENT SPONSORSHIP | Pick of Event to Sponsor (as available) | — | — | — | — | — |
| SCOREBOARD VISIBILITY | Video Commercial, logo and signage | Logo displayed during rodeo & video (you provide) | Logo displayed during rodeo & video (you provide) | Logo displayed during rodeo & grand entry | Logo displayed during rodeo & grand entry | Logo displayed during rodeo & grand entry |
| VIP HOSPITALITY | 10 Crow's Nest Tickets each perf & 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 & parade, rep invited to join | Flag in each perf & parade | Flag in each perf & parade | Flag in each perf & parade | Flag in each perf & parade | Flag in each perf & parade |
| SIGNAGE & RECOGNITION DURING RODEO | Up to 6 banners/signs in high visibility area; Xtreme bulls awards; logo on barrels | Up to 4 banners/signs in high visibility area; award present | Up to 4 banners/signs in high visibility areas | Up to 2 banners/signs posted | 1 banner on gate, 1 banner in arena; signs posted | 2 banners in area/stands; signs posted |
| INSIDE BUCKING CHUTES | Logo x2 to be prominently displayed | Logo to be prominently displayed | 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 & Advertise | Share & Announcement | Share & Announcement | Share & Announcement | Share & Announcement | Share & Announcement |
| PROMOTIONAL ITEMS (SHIRTS, COZIES...FOR CROWD) | You can provide promo items for 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 gate prime 20x10 space | 20x10 space | 20x10 space | 10x10 space | 10x10 space | 10x10 space |
| BEHIND THE CHUTES TOUR | Personal chute tour w/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 & KICKOFF PARTIES | Invites for 10 people & reserved table | Invites for 8 people | Invites for 8 people | Invites for 6 people | Invites for 6 people | Invites for 6 people |