



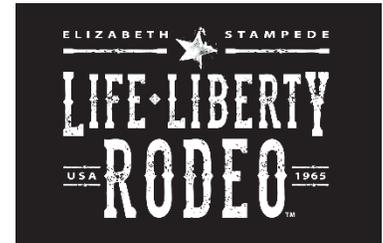
## Elizabeth Stampede Rodeo 2021 Partnership Opportunities

### 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.

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.

For More Information: [Sponsors@elizabethstampede.com](mailto:Sponsors@elizabethstampede.com)



## Elizabeth Stampede Rodeo Partnership Opportunities

### 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*

[Consider locking in a three year commitment at this year's prices! You pay each year as it comes, but are locked in to the current sponsorship financial commitment. Ask us for more details.](#)



## Elizabeth Stampede Rodeo 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?*

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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.*

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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!*

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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!*

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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!*

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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*

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# Elizabeth Stampede Rodeo Partnership Opportunities

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.

<b>Benefit for Sponsorship</b>	<b>Description of the benefit. Let's work together to tailor a package that meets your support desire and brand requirements.</b>
<b>Advertising in Magazine</b>	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.
<b>Scoreboard Visibility</b>	Our large scoreboard is visible to every fan, and your logo can be displayed on digital scoreboard during Partner appreciation announcements throughout the rodeo.
<b>VIP Hospitality</b>	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.
<b>Grand Entry Participation</b>	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.
<b>Signage and Recognition during Rodeo</b>	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.
<b>Inside Bucking Chutes</b>	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.
<b>Announcements During Rodeo</b>	Your business announced during grand entry, performance Partner announcements and Partner appreciation announcements.
<b>Social Media</b>	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.
<b>Promotional Items</b>	Option to provide 'give-a-ways' to be thrown into the crowd during breaks in rodeo performances. Promotional items provided by Partner.
<b>Parking</b>	We provide parking passes valid in spectator lot.
<b>Vendor Space</b>	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.
<b>Behind the Chutes Tour</b>	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.
<b>Website</b>	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.
<b>Stampede Holiday and Kickoff Parties</b>	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.