



Gold Country Pro RODEO

April 28-30, 2023

Gold Country Fairgrounds • Auburn, CA

SPONSORSHIP PACKAGES

Custom packages available!

You can be as simple or
as interactive as you can imagine.

- Event Sponsor
- Buckle Spontsor
- Arena Sponsor
- Special Event Sponsor
- *And More!*

For more information

Janessa Fields
530.718.8737



**Gold Country
Pro Rodeo**

EVENT CALENDAR

FRIDAY, April 28th

4:30pm Gates Open
7:00 pm Rodeo Starts

SATURDAY, April 29th

1:30 pm Gates Open
4:00 pm Rodeo Starts

SUNDAY, April 30th

11:30 am Gates Open
2:00 pm Rodeo Starts

GoldCountryProRodeo.com

2023

SPONSOR OPPORTUNITIES

	PRICE	INDUSTRY EXCLUSIVE	30 SEC EVENT COMMERCIAL	RADIO TAGS	LIVE PUBLIC ANNOUNCEMENTS	LOGO ON DIGITAL SCREEN	LOGO ON WEBSITE	LOGO ON DAY SHEETS	BANNER IN ARENA	TOP AD PLACEMENT ON DIGITAL SCREEN	EVENT GROUNDS SIGNAGE	2 COMMERCIALS PER DAY ON DIGITAL SCREEN	FRI VIP TICKETS	SAT VIP TICKETS	SUNDAY VIP TICKETS	SUNDAY GENERAL ADMISSION
TITLE PARTNER	\$25,000	★	★	★	★	★	★	★	★		★	★	12	12	12	40
MEDIA SPONSOR	\$16,500		★	★	★	★	★	★	★	★			10	10	10	20
20" BRIDGE BANNER	\$7,500			★	★	★	★	★	★				6	6	6	
VIP TENT SPONSOR (2)	\$5,000			★	★	★	★	★	★		★		4	4	4	
DIGITAL SIGN BANNERS (2)	\$5,000			★	★	★	★	★	★				4	4	4	
LIQUOR SPONSOR (2)	\$5,000			★	★	★	★	★	★				4	4	4	
CHUTE SPONSOR (6)	\$3,950				★	★	★	★	★				2	2	2	
BARREL RACING SPONSOR	\$3,500				★	★	★	★	★			2	2	2		
BAREBACK SPONSOR	\$3,500				★	★	★	★	★				2	2	2	
SADDLE BRONC SPONSOR	\$3,500				★	★	★	★	★				2	2	2	
BULL RIDING SPONSOR	\$3,500				★	★	★	★	★			2	2	2		
CALF ROPING SPONSOR	\$3,500				★	★	★	★	★			2	2	2		
STEER WRESTLING SPONSOR	\$3,500				★	★	★	★	★			2	2	2		
STEER TIE SPONSOR	\$3,500				★	★	★	★	★				2	2	2	
TEAM ROPING SPONSOR	\$3,500				★	★	★	★	★				2	2	2	
SILVER SPUR SPONSOR (3)	\$3,000				★	★	★		★				2	2	2	
EXTREME RAMP SPONSOR	\$2,500				★	★	★		★							2
HALF TIME ENTERTAINMENT	\$2,500				★	★	★		★							2
ARENA GATE SPONSOR	\$2,500				★		★		★							2
DIGITAL & ARENA BANNER	\$2,000					★			★							
LOGO ON DIGITAL SCREEN DAILY	\$950					★										
ADD-ON BUCKLE	\$800				★	★	★	★	★							
ARENA BANNER	\$500								★							
ADD-ON 10X10 BOOTH	\$500															

Custom packages are available.

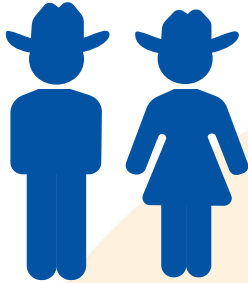
Contact us today to learn more.

*Reserve tickets are total allotted. VIP tickets are per day. VIP tickets are 21+ only

GoldCountryProRodeo.com

2023

COMMUNITY FAN BASE



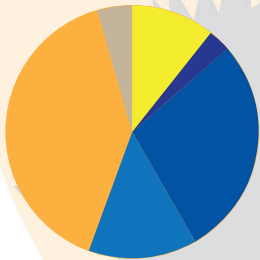
RODEO FANS

Female 52%
Male 48%



MARKETING TIME

12 weeks of visual communications



AVERAGE FAN AGE

3-12..... 12%	25-40..... 19.25%
13-18..... 4%	41-55..... 37%
19-24..... 22.75%	56+..... 5%



ANNUAL WEBSITE VISITS

786,927



SOCIAL MEDIA

6,184 Likes
6,397 Followers
3,921 Check-Ins

EVENT ATTENDANCE

12,000+

2023 SPONSOR COMMITMENT

The rodeo is a family friendly event that is supported by a wealth of community spirit and resources, drawing participation at all levels.

OVER 100 VOLUNTEERS

will actively participate and support this 3-day event.

A CROWD OF OVER 12,000 PEOPLE

will attend one or both days of the rodeo and the other events and thousand more will see the digital ads, video, social media, billboards, posters, post cards, signs, banner and hear hundreds of radio ads in addition to the word-of-mouth buzz around town.
More that 10 non-profits benefit from this event!

We rely on businesses just like you to help support the event financially through a wide variety of sponsorship opportunities or material support. All opportunities are customizable to best fit your business's needs.

YOUR DETAILS

COMPANY OR ORGANIZATION _____ CONTACT PERSON _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____ WEBSITE _____

SPONSOR PACKAGE

- | | | |
|--|--|---|
| <input type="checkbox"/> Title Sponsor | <input type="checkbox"/> Ticket Outlet Sponsor | <input type="checkbox"/> Silver Spur Sponsor |
| <input type="checkbox"/> 20' Bridge Banner | <input type="checkbox"/> Barrel Racing Sponsor | <input type="checkbox"/> Extreme Ramp Sponsor |
| <input type="checkbox"/> Media Sponsor | <input type="checkbox"/> Bareback Sponsor | <input type="checkbox"/> Arena Gate Sponsor |
| <input type="checkbox"/> VIP Tent Sponsor | <input type="checkbox"/> Saddle Bronc Sponsor | <input type="checkbox"/> Digital & Arena Logo Daily |
| <input type="checkbox"/> Liquor Sponsor | <input type="checkbox"/> Bull Riding Sponsor | <input type="checkbox"/> Logo on Digital Screen Daily |
| <input type="checkbox"/> Digital Sign Banner | <input type="checkbox"/> Calf Roping Sponsor | <input type="checkbox"/> Arena Banner |
| <input type="checkbox"/> Friday Night Corral Sponsor | <input type="checkbox"/> Steer Wrestling Sponsor | <input type="checkbox"/> Add-on Buckle |
| <input type="checkbox"/> Chute Sponsor | <input type="checkbox"/> Steer Tie Sponsor | <input type="checkbox"/> Add-on 10x10 Booth |
| | <input type="checkbox"/> Team Roping Sponsor | |

PAYMENT INFORMATION

Credit Card* MC ☐ VISA ☐ AMEX ☐ Exp Date ____/____/____ CC# _____ Sec Code _____

**There will be a 4% processing fee automatically added for ALL credit card payments*

Amount Authorized _____ Signature Authorization (required) _____

Check No. _____ Amount _____ Date _____

Please email or mail your completed partnership form to:

janessa@T3sixty.com or EzEvents, Inc. P.O. Box 7046, Auburn, CA 95604

Notes (for office use only)