



SPONSORSHIP OPPORTUNITIES

Gold Country Fairgrounds Auburn, CA
Tradition at Its Finest

3 Action Packed Performances

Friday, May 15, 2026
Saturday, May 16, 2026
Sunday, May 17, 2026

Step right up to the ultimate rodeo extravaganza! Join over 15,000 eager fans as they gather for a thrilling family experience at our long-standing rodeo event. Year after year, this beloved tradition captivates audiences with heart-pounding action, world-class athletes, and unforgettable entertainment. Don't miss out on the excitement and camaraderie that make this event a highlight on every family's calendar. Grab your cowboy hat and get ready for a day of fun and adventure at the rodeo that's been captivating audiences for generations!

BENEFITTING THE COMMUNITY

At the heart of our rodeo tradition lies a deep commitment to our community. The rodeo committee is dedicated to giving back in meaningful ways, ensuring that our event not only entertains but enriches the lives of those around us. Through charitable initiatives and support for local causes, we strive to make a positive impact year-round.

Join us as we harness the spirit of giving and celebrate together at our rodeo, where every buckaroo and bull ride supports a brighter future for our community.

PROCEEDS BENEFIT

- Heartfull Ministries
- Knights of Columbus
- Placer High School
- Rodeo Queen Program
- 49er Lions Club
- Placer Band Boosters
- Placer Jr Hillmen Football and Cheer
- Placer County Sheriff Youth Ride with Pride Horse Program
- Gold Country Fairgrounds
- Crime Victims United Scholar Fund
- Gold Country Heritage Foundation

WE REACH YOUR AUDIENCE!



Annual Website Visits

1,025,003



Social Media

7,268 ... Likes

8,357 ... Followers

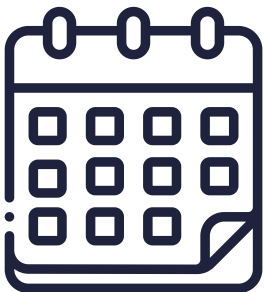
6,592 ... Check-Ins

Average Fan Age

3-18 .. 16%

19-40 .. 48%

41+ .. 36%



Marketing Time

12 Weeks of Visual
Communications

Rodeo Fans

52% Female

48% Male



SPONSOR OPPORTUNITIES

Title Sponsor

\$35,000

- Industry Exclusive
- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Banner in Arena
- Event Grounds Signage
- Official Ticket Outlet
- 12 Friday VIP Tickets
- 12 Saturday VIP Tickets
- 12 Sunday VIP Tickets
- 20 General Admission

Presenting Sponsor

\$25,000

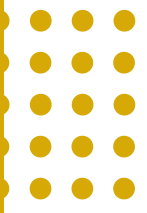
- Industry Exclusive
- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Banner in Arena
- Event Grounds Signage
- 10 Friday VIP Tickets
- 10 Saturday VIP Tickets
- 10 Sunday VIP Tickets
- 16 General Admission

Media Sponsor

\$12,500

- 30 Sec Event Commercial
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Top Ad Placement on Digital Screen
- Banner in Arena
- 16 VIP Tickets Day of Choice
- 8 General Admission

SPONSOR OPPORTUNITIES



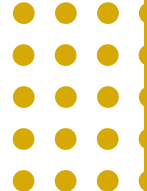
Beer Sponsor \$10,000

- TV and/or Radio Tags
- 1 Commercial Per Day on Digital Screen
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Banner in Arena
- Event Grounds Signage
- 16 VIP Tickets Day of Choice

Liquor Sponsor \$10,000

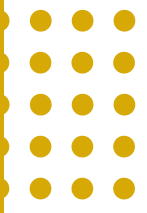
- Tv and/or Radio Tags
- 1 Commercial on Big Screen per day
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Banner in Arena
- Event Grounds Signage
- 16 VIP Tickets Day of Choice

20' Bridge Banner \$9,950



- Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- Social Media Tags
- 16 VIP Tickets Day of Choice

SPONSOR OPPORTUNITIES



Friday Night Party \$7,500

- After Party Naming Rights
- Exclusive Party Signage
- Live Public Announcement
- Logo on Digital Screen
- Social Media Tags
- Logo on Website
- Banner in Arena
- 10 VIP Tickets Day of Choice
- 10 General Admission

Saturday Night Party \$7,500

- After Party Naming Rights
- Exclusive Party Signage
- Live Public Announcement
- Logo on Digital Screen
- Social Media Tags
- Logo on Website
- Banner in Arena
- 10 VIP Tickets Day of Choice
- 10 General Admission

Bullfighting Sponsor \$5,950

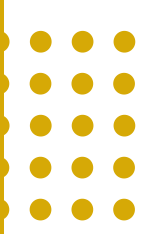
- Live Event Announcements
- Branded Arena Barrel
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- XX VIP Tickets Day of Choice



Chute Sponsor (6) \$5,950 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets
- 4 Sunday VIP Tickets

SPONSOR OPPORTUNITIES



Digital Sign Banners (2) \$5,000 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 8 VIP Tickets Day of Choice

VIP Tent Sponsor (4) \$5,000 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- Event Grounds Signage
- 8 VIP Tickets Day of Choice

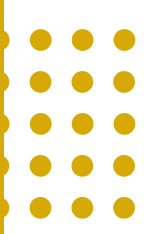
Barrel Racing Sponsor \$3,950

- Live Public Announcement
 - Logo on Digital Screen
 - Logo on Website
 - Logo on Day Sheets
 - Banner in Arena
 - 2 Friday VIP Tickets
 - 2 Saturday VIP Tickets
 - 2 Sunday VIP Tickets
- 

Bareback Sponsor \$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets

SPONSOR OPPORTUNITIES



Steer Wrestling Sponsor \$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets

Saddle Bronc Sponsor \$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets

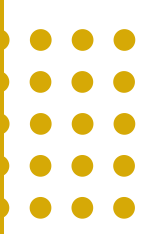
Team Roping Sponsor \$3,950

- Live Public Announcement
 - Logo on Digital Screen
 - Logo on Website
 - Logo on Day Sheets
 - Banner in Arena
 - 2 Friday VIP Tickets
 - 2 Saturday VIP Tickets
 - 2 Sunday VIP Tickets
- 

Calf Roping Sponsor \$3,800

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets

SPONSOR OPPORTUNITIES



Silver Spur Sponsor (3) \$3,000

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 VIP Tickets
- 4 General Admission Tickets

Extreme Ramp Sponsor \$2,950

- Live Public Announcement
- Logo on Digital Screen
- 2 General Admission Tickets
- Logo on Website
- Banner in Arena

Half Time Entertainment \$2,950

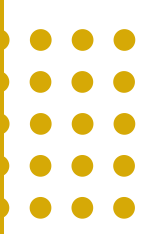
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets

Arena Gate Sponsor \$2,950



- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets

SPONSOR OPPORTUNITIES



Parachute Jumper Sponsor \$2,950

- Live Public Announcement
- Logo on Day Sheet
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets Day of Choice

Specialty Act Sponsor \$2,950

- Live Public Announcement
- Logo on Day Sheet
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets Day of Choice

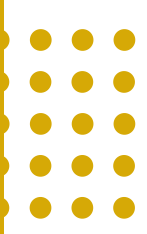
Mutton' Buster Sponsor \$2,950

- Live Public Announcement
 - Logo on Day Sheet
 - Logo on Website
 - Banner in Arena
 - Swag Item In Kids Bag
 - (100 Bags Sponsor to Provide Item)
 - 2 General Admission Tickets Day of Choice
- 

Arena Gate Sponsor \$2,750

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets

SPONSOR OPPORTUNITIES



Flag Sponsor (6) \$2,250

- Flag Rode Through Arena
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website

Pre-show Coin Dig \$1,500

- Logo on Day Sheet
- Live Public Announcement
- Logo on Website

Uncovered Stands Banner \$1,500

- Banner On Grandstands
- Logo on Digital Screen

Digital Logo \$1,600

- Logo on Digital Screen Daily
- 

Arena Banner \$700

- Banner in Arena

SPONSOR COMMITMENT

The rodeo is a cherished family-friendly event that thrives on community spirit and support, engaging participants from all walks of life.

With the dedicated efforts of **over 100 volunteers**, this three-day extravaganza is made possible.

A bustling crowd of more than 15,000 attendees gathers across the rodeo's multiple days, alongside thousands more reached through digital ads, videos, social media, billboards, posters, postcards, signs, banners, and hundreds of radio ads, fueled by enthusiastic word-of-mouth throughout the town. Over 10 non-profit organizations benefit directly from this impactful event.

To sustain this tradition, we rely on businesses like yours to contribute financial support through a range of customizable sponsorship opportunities and material contributions. These partnerships are tailored to align with your business's goals, ensuring mutual benefit and community enhancement.

COMPANY INFORMATION

COMPANY / ORGANIZATION _____

CONTACT PERSON _____ PHONE _____

ADDRESS _____

EMAIL _____ WEBSITE _____

SPONSOR PACKAGE SELECTION

- | | | |
|---|--|---|
| ☐ Title Sponsor | ☐ Liquor Sponsor | ☐ Silver Spur Sponsor |
| ☐ The Club Sponsor | ☐ Chute Sponsor | ☐ Extreme Ramp Sponsor |
| ☐ Media Sponsor | ☐ Barrel Racing Sponsor | ☐ Half Time Entertainment |
| ☐ Promotional Sponsor | ☐ Bareback Sponsor | ☐ Arena Gate Sponsor |
| ☐ Bullfighting Sponsor | ☐ Saddle Bronc Sponsor | ☐ Digital & Arena Banner Daily |
| ☐ Beer Sponsor | ☐ Bull Riding Sponsor | ☐ Flag Sponsor |
| ☐ 20' Bridge Banner | ☐ Calf Roping Sponsor | ☐ Uncovered Seating Banner |
| ☐ VIP Tent Sponsor | ☐ Steer Wrestling Sponsor | ☐ Logo on Digital Screen Daily |
| ☐ Digital Sign Banner | ☐ Team Roping Sponsor | ☐ Arena Banner |

PAYMENT INFORMATION

Credit Card* ☐ MC ☐ VISA ☐ AMEX - CC# _____

Exp Date ____ / ____ Sec Code _____ Zip 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 form to:

GCPProRodeo@gmail.com or EzEvents, Inc. P.O. Box 7046, Auburn, CA 95604

SPONSOR 2YR COMMITMENT

Lock in the 2025 price for 2 years

COMPANY INFORMATION

COMPANY / ORGANIZATION _____

CONTACT PERSON _____ PHONE _____

ADDRESS _____

EMAIL _____ WEBSITE _____

SPONSOR PACKAGE SELECTION

- | | | |
|---|--|---|
| ☐ Title Sponsor | ☐ Liquor Sponsor | ☐ Silver Spur Sponsor |
| ☐ The Club Sponsor | ☐ Chute Sponsor | ☐ Extreme Ramp Sponsor |
| ☐ Media Sponsor | ☐ Barrel Racing Sponsor | ☐ Half Time Entertainment |
| ☐ Promotional Sponsor | ☐ Bareback Sponsor | ☐ Arena Gate Sponsor |
| ☐ Bullfighting Sponsor | ☐ Saddle Bronc Sponsor | ☐ Digital & Arena Banner Daily |
| ☐ Beer Sponsor | ☐ Bull Riding Sponsor | ☐ Flag Sponsor |
| ☐ 20' Bridge Banner | ☐ Calf Roping Sponsor | ☐ Uncovered Seating Banner |
| ☐ VIP Tent Sponsor | ☐ Steer Wrestling Sponsor | ☐ Logo on Digital Screen Daily |
| ☐ Digital Sign Banner | ☐ Team Roping Sponsor | ☐ Arena Banner |

PAYMENT INFORMATION

_____ I would like to secure my sponsorship for a 2 year commitment. I understand that I will be the secured sponsor for the selected package above for 2025 & 2026.

Credit Card* ☐ MC ☐ VISA ☐ AMEX - CC# _____

Exp Date _____ / _____ Sec Code _____ Zip Code _____

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

50% Deposit for 2025 + 25% Deposit for 2026 - Amount Authorized _\$ _____

Balance for 2025 is due January 15, 2025. Balance for 2026 is due January 15, 2026

Signature Authorization (required) _____ Date _____

Check No. _____ Amount _____ Date _____

Please email or mail your completed form to:
GCProRodeo@gmail.com or EzEvents, Inc. P.O. Box 7046, Auburn, CA 95604