



ADVERTISING OPPORTUNITIES

Gold Country Fairgrounds in Auburn, CA
TRADITION AT ITS FINEST

3 ACTION PACKED PERFORMANCES

Friday, May 14, 2027
Saturday, May 15, 2027
Sunday, May 16, 2027



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 is a deep rooted commitment to our community. Our rodeo committee is dedicated to giving back in meaningful ways. This ensures 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 event and bull ride supports a brighter future for our community.

PROCEEDS BENEFIT

- Heartfull Foundation
- Horses HealingHearts
- Knights of Columbus
- Placer High School
- Rodeo Queen Program
- 49er Lions Club
- High School Rodeo
- Placer County SheriffYouthRide with PrideHorseProgram
- Placer Band Boosters
- Gold Country Fairgrounds
- Gold Country Heritage Foundation
- Placer FFA
- Coach Harvey Foundation

WE REACH YOUR AUDIENCE!



Annual Website Visits

1,025,003

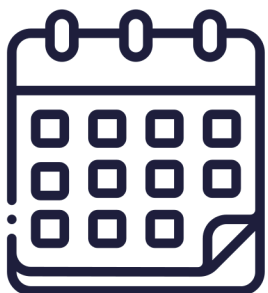


Social Media

Over 10,000 ...Likes
Over 15,000 ... Followers
Over 8,000 ... Check-Ins

Average Fan Age

3-18 .. 16%
19-40 .. 48%
41+ .. 36%



Marketing Time

16 Weeks of Visual
Communications

Rodeo Fans

52% Female
48% Male



ADVERTISING OPPORTUNITIES

Gold Country Signature Partner \$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
- Custom Banner in Arena
- Event Grounds Signage
- Official Ticket Outlet
- Custom Flag Ridden Through Arena
- 12 Friday VIP Tickets
- 12 Saturday VIP Tickets
- 12 Sunday VIP Tickets
- 20 General Admission
- Table of 8 at Exclusive Bulls and Bling Bash

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
- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- Event Grounds Signage
- 10 Friday VIP Tickets
- 10 Saturday VIP Tickets
- 10 Sunday VIP Tickets
- 16 General Admission
- Table of 8 at Exclusive Bulls and Bling Bash

SOLD

Media Sponsor \$20,000

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Top Ad Placement on Digital Screen
- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- Sign on Boom Lift
- 16 VIP Tickets Day of Choice
- Table of 8 at Exclusive Bulls and Bling Bash

Gold Country Community Champion \$12,500

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- 4 Invites to Exclusive Bulls and Bling Bash
- Logo on Day Sheets
- Social Media Tags
- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- 12 VIP Tickets

Barn Dance Bash (Friday & Saturday) \$12,500

- Exclusive Rodeo Party Signage
- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Social Media Tags
- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- 12 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash

20' Bridge Banner

\$15,000

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

- Social Media Tags
- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- 14 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash

Kids Zone Sponsor

\$15,000

- Logo on Digital Screen
- 30 Sec Event Commercial Daily
- Live Public Announcement
- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- Logo on Website

- Logo on Day Sheets
- Custom Signage in Kid Zone
- 14 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash
- Social Media Tags

Gold Country Spirits Sponsor

\$15,000

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

SOLD

- Social Media Tags
- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- Event Grounds Signage
- 14 VIP Tickets
- 4 Invites to Exclusive Bulls and Bling Bash

Beer Sponsor

\$15,000

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

SOLD

- Social Media Tags
- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- Event Grounds Signage
- 14 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash

Gold Rush Partner

\$10,000

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags

- Custom Banner in Arena
- Custom Flag Ridden Through Arena
- Event Grounds Signage
- 10 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash

Bullfighting Sponsor

\$5,950

- Live Event Announcements
- Branded Bullfighting Outfits
- Branded Arena Barrel
- Logo on Digital Screen

SOLD

- Logo on Website
- Custom Banner in Arena
- 8 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Chute Sponsor (6)

\$5,950 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

SOLD

- Banner on Chute
- 8 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Digital Sign Banners (2)

\$5,000 each

- Live Public Announcement
- Logo on DigitalScreen
- Logo on Website

- Logo on Day Sheets
- Custom Banner in Arena
- 8 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

VIP Tent Sponsor (6)

\$5,000 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on DaySheets

- Custom Banner in Arena
- Event Grounds Signage
- 6 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Rodeo Carriage Experience

\$4,500

- Live Public Announcement
- Logo on DigitalScreen
- Logo on Website
- Logo on Day Sheets
- Up to 6 people ride in horsedrawn carriage Saturday and Sunday during rodeo

- Banner on Both Sides of Carriage
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Barrel Racing Sponsor

\$4,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

- Custom Banner inArena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Bareback Sponsor

\$4,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

- Custom Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Steer Wrestling Sponsor

\$4,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on DaySheets

- Custom Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Bull Riding Sponsor

\$4,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

- Custom Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Saddle Bronc Sponsor

\$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom Banner in Arena
- 4 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Team Roping Sponsor

\$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom Banner in Arena
- 4 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Breakaway Sponsor

\$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom Banner in Arena
- 4 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Tie Down Roping Sponsor

\$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Custom Banner in Arena
- 4 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Silver Spur Sponsor (3)

\$2,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Custom Banner in Arena
- 2 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Official Rodeo Kickoff Partner

\$2,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website as well as Social Media Tags
- Logo on Day Sheets
- Custom Banner at Kickoff & Rodeo Arena
- 2 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Extreme Ramp Sponsor

\$2,950

- Live Public Announcement
- Logo on Digital Screen
- 2 VIP Tickets Day of Choice
- Logo on Website
- Custom Banner in Arena
- 2 Invites to Exclusive Bulls and Bling Bash

Half Time Entertainment

\$3,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Custom Banner in Arena
- 2 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Arena Gate Sponsor

\$2,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Custom Banner on Arena Gate
- 2 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Parachute Jumper Sponsor

\$2,950

- Live Public Announcement
- Logo on Day Sheet
- Logo on Website
- Custom Banner in Arena
- 2 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Kids Mutton Busting Sponsor

\$2,950

- Live Public Announcement
- Logo on Day Sheet
- Logo on Website
- Custom Banner in Arena
- 2 VIP Tickets Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash
- Option to Add Swag Item in Each Goodie Bag

Custom Flag Sponsor (6)

\$2,950

- Custom Flag Ridden Through Arena
- Live Public Announcement
- 2 Invites to Exclusive Bulls and Bling Bash
- Logo on Digital Screen
- Logo on Website
- 2 VIP Tickets Day of Choice

Digital Logo

\$1,600

- Logo on Digital Screen Daily

Kids Pre-Rodeo Coin Dig

\$1,500

- Logo on Daysheet
- Logo on Website
- Live Public Announcement

Uncovered Stands Banner

\$1,500

- Banner On Grandstands
- Logo on Digital Screen

Queen's Saddle Sponsor

\$1,500

- Logo Laser Engraved on Saddle
- Logo on Social Media and Autograph Sheets

Custom Arena Banner

\$750

- Custom Banner in Arena

CUSTOM SPONSOR PACKAGES AVAILABLE

ADVERTISING 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 advertising 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 | ☐ Digital Sign Banner | ☐ Kids Zone Sponsor |
| ☐ Presenting Sponsor | ☐ VIP Tent Sponsor | ☐ Extreme Ramp Sponsor |
| ☐ Media Sponsor | ☐ Rodeo Carriage Experience | ☐ Halftime Entertainment |
| ☐ Community Partner Sponsor | ☐ Barrel Racing Sponsor | ☐ Arena Gate Sponsor |
| ☐ Saturday Night Party | ☐ Bareback Sponsor | ☐ Parachute Jumper Sponsor |
| ☐ 20' Bridge Banner | ☐ Steer Wrestling Sponsor | ☐ Mutton Busting Sponsor |
| ☐ Friday Night Party | ☐ Bull Riding Sponsor | ☐ Flag Sponsor |
| ☐ Liquor Sponsor | ☐ Saddle Bronc Sponsor | ☐ Logo on Digital Screen Daily |
| ☐ Beer Sponsor | ☐ Team Roping Sponsor | ☐ Pre-Show Coin Dig Sponsor |
| ☐ Gold Rush Sponsor | ☐ Breakaway Sponsor | ☐ Uncovered Stands Banner |
| ☐ Bullfighting Sponsor | ☐ Tie Down Roping Sponsor | ☐ Queen's Saddle Sponsor |
| ☐ Chute Sponsor | ☐ Silver Spur Sponsor | ☐ Arena Banner |

PAYMENT INFORMATION

Money Order, Cashier's Check, Checks or Credit Card Accepted.**

Please make Checks, Money Orders & Cashier's Checks Payable to: EzEvents, Inc.

To Pay Via Credit Card - please provide email address to send secure payment link:

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

Amount Authorized _____ Signature Authorization (required) _____

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

SPONSOR 2YR COMMITMENT

Lock in the 2027 price for 2 years

COMPANY INFORMATION

COMPANY / ORGANIZATION _____

CONTACT PERSON _____ PHONE _____

ADDRESS _____

EMAIL _____ WEBSITE _____

SPONSOR PACKAGE SELECTION

- | | | |
|--|--|---|
| ☐ Title Sponsor | ☐ Digital Sign Banner | ☐ Kids Zone Sponsor |
| ☐ Presenting Sponsor | ☐ VIP Tent Sponsor | ☐ Extreme Ramp Sponsor |
| ☐ Media Sponsor | ☐ Rodeo Carriage Experience | ☐ Halftime Entertainment |
| ☐ Community Partner Sponsor | ☐ Barrel Racing Sponsor | ☐ Arena Gate Sponsor |
| ☐ Saturday Night Party | ☐ Bareback Sponsor | ☐ Parachute Jumper Sponsor |
| ☐ 20' Bridge Banner | ☐ Steer Wrestling Sponsor | ☐ Mutton Busting Sponsor |
| ☐ Friday Night Party | ☐ Bull Riding Sponsor | ☐ Flag Sponsor |
| ☐ Liquor Sponsor | ☐ Saddle Bronc Sponsor | ☐ Logo on Digital Screen Daily |
| ☐ Beer Sponsor | ☐ Team Roping Sponsor | ☐ Pre-Show Coin Dig Sponsor |
| ☐ Gold Rush Sponsor | ☐ Breakaway Sponsor | ☐ Uncovered Stands Banner |
| ☐ Bullfighting Sponsor | ☐ Tie Down Roping Sponsor | ☐ Queen's Saddle Sponsor |
| ☐ Chute Sponsor | ☐ Silver Spur 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 2027 & 2028.

Money Order, Cashier's Check, Checks or Credit Card Accepted.**

Please make Checks, Money Orders & Cashier's Checks Payable to: EzEvents, Inc.

To Pay Via Credit Card - please provide email address to send secure payment link:

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

Payment for 2027 + 25% Deposit for 2028 - Amount Authorized _\$ _____

Balance for 2028 is due January 15, 2028

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