



**Gold Country
Pro Rodeo**

SPONSORSHIP OPPORTUNITIES

Gold Country Fairgrounds Auburn, CA
Tradition at Its Finest

3 Action Packed Performances

Friday, April 26, 2024

Saturday, April 27, 2024

Sunday, April 28, 2024

This event is a thrilling experience for the whole family and attracts over 15,000 fans. All three events sell out well in advance each year and draw wide spread of media attention. This long standing rodeo continues to draw the finest athletes, performers and world class entertainment year after year.



TABLE OF CONTENTS

01	Table Of Contents
02	Benefitting The Community
03	Audience & Marketing
04-11	Sponsor Opportunities
12	Sponsor Commitment



BENEFITTING THE COMMUNITY

The Gold Country Pro Rodeo Committee is committed to our community. Many of us were born and raised here in Auburn and we want to reinvest in our youth and many other programs in the area.



PROCEEDS BENEFIT

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

WE REACH YOUR AUDIENCE!



Annual Website Visits

1,025,003

Social Media

6,744 ... Likes

7,597 ... Followers

5,588 ... Check-Ins

Average Fan Age

3-18 .. 16%

19-40 .. 48%

41+ .. 36%

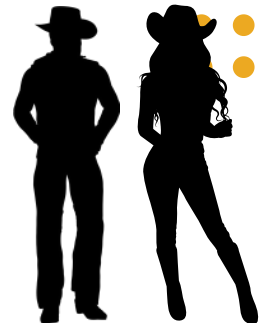
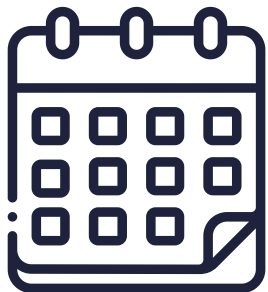
Marketing Time

12 Weeks of Visual
Communications

Rodeo Fans

52% Female

48% Male



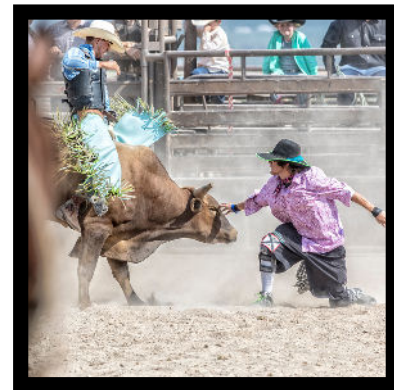
SPONSOR OPPORTUNITIES



Title Sponsor \$25,000

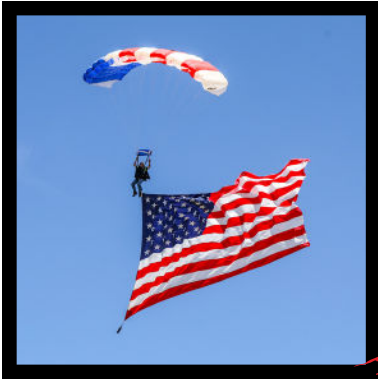
- Industry Exclusive
- 30 Sec Event Commercial
- Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- Event Grounds Signage
- Official Ticket Outlet
- 12 Friday VIP Tickets
- 12 Saturday VIP Tickets
- 12 Sunday VIP Tickets
- 40 General Admission

Bullfighting Sponsor \$12,900



- Live Event Announcements
- Branded Bullfighting Outfits
- Branded Arena Barrel
- Logo on Digital Screen
- Logo on Website
- Flag in Arena
- Banner in Arena
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets

SPONSOR OPPORTUNITIES



Media Sponsor

\$11,500

SOLD OUT

- 30 Sec Event Commercial
- Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Top Ad Placement on Digital Screen
- Banner in Arena
- 10 Friday VIP Tickets
- 10 Saturday VIP Tickets
- 10 Sunday VIP Tickets
- 10 General Admission

Promotional Sponsor

\$10,000



- Logo on 30 Volunteer Shirts
- 1 Commercial Per Day on Digital Screen
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Flag in Arena
- Logo on Day Sheets
- Banner in Arena
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets

SPONSOR OPPORTUNITIES



Beer Sponsor

\$10,000

SOLD OUT

- Industry Exchange Logo on Day Sheets
- Radio Tags
- 2 Commercials Per Day on Digital Screen
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- Event Grounds Signage
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets
- 10 General Admission

20' Bridge Banner

\$9,500



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

SPONSOR OPPORTUNITIES



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

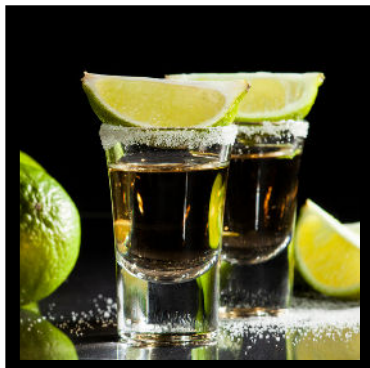
- Live Public Announcement
- Logo on Event Grounds Signage
- Logo on 4 Friday VIP Tickets
- Logo on 4 Saturday VIP Tickets
- Logo on 4 Sunday VIP Tickets
- Logo on Day Sheets
- Banner in Arena

SOLD OUT

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

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

SOLD OUT



Liquor Sponsor (2) \$5,000 each

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

SPONSOR OPPORTUNITIES



Chute Sponsor (6) \$5,000 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

Barrel Racing 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



Bareback 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

Steer Tie 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

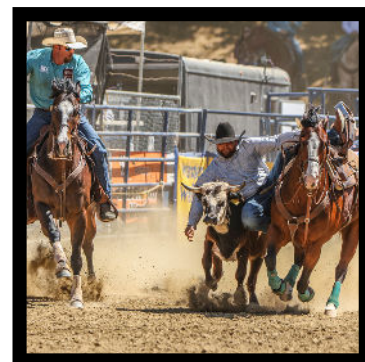


Saddle Bronc Sponsor \$3,800

- 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

Team 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



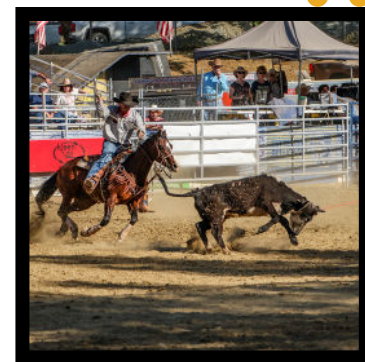
Calf Roping Sponsor \$3,800

- 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

Steer Wrestling 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

SOLD OUT



SPONSOR OPPORTUNITIES



Silver Spur Sponsor (3) \$3,000

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

Extreme Ramp Sponsor \$2,750

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



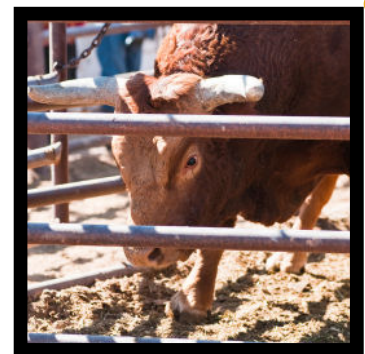
Half Time Entertainment \$2,750

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

SOLD OUT

Arena Gate Sponsor \$2,750

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



SPONSOR OPPORTUNITIES



Digital & Arena Banner \$2,000

- Logo on Digital Screen
- Banner in Arena



Flag Sponsor (6) \$1,950

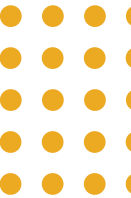
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- Logo on Day Sheets
- 2 General Admission Tickets

Digital Logo \$1,500

- Logo on Digital Screen

Arena Banner \$600

- Banner in Arena



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 15,000 people will attend one, two or all three 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 than 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.

COMPANY INFORMATION

COMPANY / ORGANIZATION _____ CONTACT PERSON _____

STREET ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____ WEBSITE _____

SPONSOR PACKAGE SELECTION

- | | | |
|---|--|---|
| <input type="checkbox"/> Title Sponsor | <input type="checkbox"/> Chute Sponsor | <input type="checkbox"/> Silver Spur Sponsor |
| <input type="checkbox"/> Media Sponsor | <input type="checkbox"/> Barrel Racing Sponsor | <input type="checkbox"/> Extreme Ramp Sponsor |
| <input type="checkbox"/> Promotional Sponsor | <input type="checkbox"/> Bareback Sponsor | <input type="checkbox"/> Half Time Entertainment |
| <input type="checkbox"/> Bullfighting Sponsor | <input type="checkbox"/> Saddle Bronc Sponsor | <input type="checkbox"/> Arena Gate Sponsor |
| <input type="checkbox"/> Beer Sponsor | <input type="checkbox"/> Bull Riding Sponsor | <input type="checkbox"/> Digital & Arena Banner Daily |
| <input type="checkbox"/> 20' Bridge Banner | <input type="checkbox"/> Calf Roping Sponsor | <input type="checkbox"/> Flag Sponsor |
| <input type="checkbox"/> VIP Tent Sponsor | <input type="checkbox"/> Steer Wrestling Sponsor | <input type="checkbox"/> Logo on Digital Screen Daily |
| <input type="checkbox"/> Digital Sign Banner | <input type="checkbox"/> Steer Tie Sponsor | <input type="checkbox"/> Arena Banner |
| <input type="checkbox"/> Liquor Sponsor | <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 form to:
GCPProRodeo@gmail.com or EzEvents, Inc. P.O. Box 7046, Auburn, CA 95604