



**Gold Country  
Pro Rodeo**

# **SPONSORSHIP OPPORTUNITIES**

**Gold Country Fairgrounds Auburn, CA**  
Tradition at Its Finest

## **3 Action Packed Performances**

**Friday, April 11, 2025**  
**Saturday, April 12, 2025**  
**Sunday, April 13, 2025**

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 Youth Ride with Pride 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

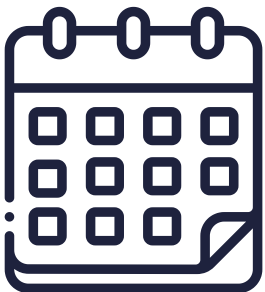
6,592 ... Check-Ins

## Average Fan Age

3-18 .. 16%

19-40 .. 48%

41+ .. 36%



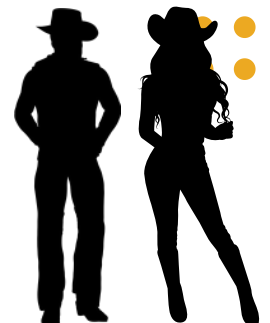
## Marketing Time

12 Weeks of Visual  
Communications

## Rodeo Fans

52% .... Female

48% .... Male



# SPONSOR OPPORTUNITIES



## Title Sponsor \$25,000

- Industry Exclusive
- 30 Sec Event Commercial
- TV and/or 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
- 20 General Admission

## Bullfighting Sponsor \$12,900



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

# SPONSOR OPPORTUNITIES



## Media Sponsor \$11,500

- 30 Sec Event Commercial
- TV and/or 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
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets
- 8 General Admission

## Promotional Sponsor \$10,000



- Logo on 30 Volunteer Shirts
- 1 Commercials 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

- TV and/or Radio Tags
- 2 Commercials Per Day on Digital Screen
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- Event Grounds Signage
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets

## 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

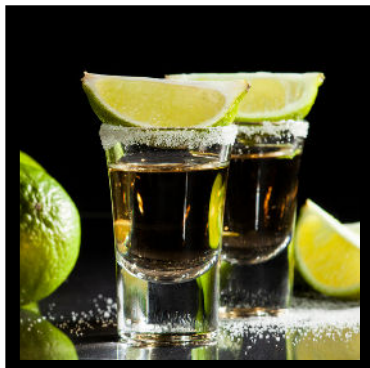


## VIP Tent Sponsor (4) \$5,000 each

- Live Public Announcement
- Logo on 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

## Digital Sign Banners (2) \$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



## 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 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**

## 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

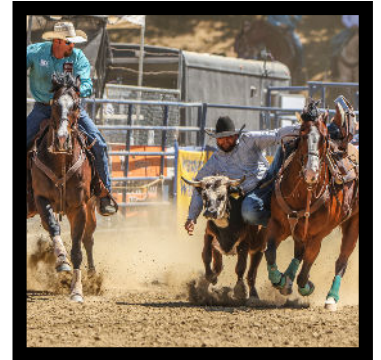


## Saddle Bronc Sponsor \$3,800

- 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

# SPONSOR OPPORTUNITIES



## Silver Spur Sponsor (3) \$3,000

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

## Arena Gate Sponsor \$2,750

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



# SPONSOR OPPORTUNITIES

## Digital & Arena Banner \$2,000

- Logo on Digital Screen
- Banner in Arena

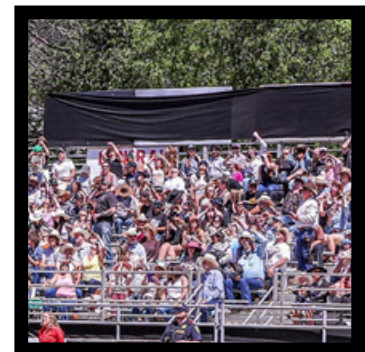


## Flag Sponsor (6) \$1,950

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

## Uncovered Seating Banner (2) \$1,500

- Logo on Digital Screen
- Banner in Arena



## Digital Logo \$1,500

- Logo on Digital Screen

## Arena Banner \$600

- Banner in Arena

# SPONSOR 2YR COMMITMENT

**Lock in the 2025 price for 2 years**

## COMPANY INFORMATION

COMPANY /

ORGANIZATION \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_ PHONE \_\_\_\_\_

STREET

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_

## 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"/> Uncovered Seating Banner     |
| <input type="checkbox"/> Digital Sign Banner  | <input type="checkbox"/> Steer Tie Sponsor       | <input type="checkbox"/> Logo on Digital Screen Daily |
| <input type="checkbox"/> Liquor Sponsor       | <input type="checkbox"/> Team Roping Sponsor     | <input type="checkbox"/> 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



# 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 \_\_\_\_\_

STREET

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

EMAIL \_\_\_\_\_ WEBSITE \_\_\_\_\_

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Amount Authorized \_\_\_\_\_ Signature Authorization (required) \_\_\_\_\_

Check No. \_\_\_\_\_ Amount \_\_\_\_\_ Date \_\_\_\_\_

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