

SPONSOR & NAMING RIGHTS

Palm Springs Wild

West★Fest

Frank Bogert Memorial

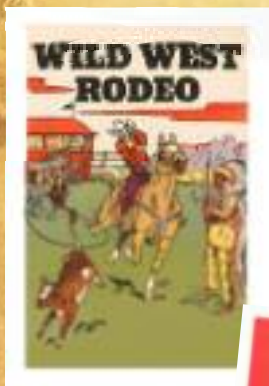
PRCA RODEO



After 22 years, real rodeo returns to Palm Springs!

This is not your father's rodeo—this is the Modern West, where cowboys and cowgirls take a walk on the wild side.

Throw in twanging guitars, fiery foods and dancing under the stars, and desert heat takes on a whole new meaning.



Palm Springs Life
Palm Springs Life Magazine



Music Festival & Taste of the West

Cowboy Ball & Dance Hall

Chili Cook-Off ★ Western Design Center

P.S. Rodeo Queen ★ Fiesta del Charro

March 12-14, 2010

★ **Caballeros Field** ★

A Community Event to Benefit the Community

www.palmspringswestfest.com

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SPONSOR RATES

The Frank Bogert Memorial Rodeo is an important part of the Palm Springs' annual Wild West Fest celebration. Palm Springs' last rodeo was in 1992. Real rodeo is finally coming back in 2010! Without the support of our sponsors, the Palm Springs West Fest and Rodeo could not happen. A sponsorship is an excellent way for you to demonstrate your commitment to this historic tradition and to promote your business in the Coachella and Yucca Valley regions. Your sponsorship allows us to showcase great talent, keep the Western tradition alive and connect multiple generations to the rich and vivid history of Palm Springs and the entire region.

We've outlined the sponsorship categories and benefits below. Sponsors will have the first right to continue their event sponsorship the following year. For more information regarding sponsorships and to determine available events, please contact Spur of the Moment.



VIP Seating

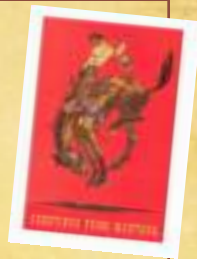
- ★ Reserve a table of 10 and be on top of all the action with your friends and business associates! Each table includes open bar, buffet barbecue dinner and access to the rodeo contestant area. Good for all 3 performances Fri-Sat. March 12-14.

\$5,000 per table- LIMITED tables available
 Some individual seats available @\$250

Rodeo Sponsor Categories

- ★ Platinum Spur \$25,000
- ★ Golden Spur \$15,000
- ★ Silver Spur \$10,000

- ★ Brass Spur \$7,500
- ★ Rusty Spur \$5,000
- ★ Dusty Spur \$2,500
- ★ Friend of the Rodeo \$1,000



PLATINUM SPUR RODEO SPONSOR - \$25,000

- 40 tickets each to all 3 PRCA Rodeo performances
- Table of 10 VIP seats and passes for each performance, with all food and beverage
- 10 Thursday Night Sponsor Appreciation Kick-off party tickets
- Invitations to all related WestFest events, charity functions and parties
- Corporate recognition at all events
- Announcer recognition at each rodeo performance (Sponsor flag displayed during all performances- if provided)
- Promotional opportunities (20 x 20' on-site vendor display space)
- Primary link from our website to yours
- Program advertising— 1 Full page ad black/white
- 2 primary location arena sign banners (signs provided by sponsor)
- Listed as "Platinum Spur Sponsor" on official website, Face Book and Twitter messages
- VIP parking
- Complimentary program
- Listing in sponsor section of program
- Promotional space on Rodeo Day Sheet
- Foursome in charity golf ShootOut tournament
- 2 positions in charity blackjack tournament

GOLD SPUR RODEO SPONSOR - \$15,000

- 20 tickets each to all 3 PRCA Rodeo performances
- 6 VIP seats and passes for each performance, with all food and beverage
- 8 Thursday Night Sponsor Appreciation Kick-off party tickets
- Invitations to all related WestFest events, charity functions and parties
- Corporate recognition at all events
- Announcer recognition at each rodeo performance (Flag displayed during all performances- if provided)
- Promotional opportunity (10 x 20' on-site vendor display space)
- Primary link from our website to yours
- Program advertising - half-page ad black/white
- 2 primary location arena sign banners (signs provided by sponsor)
- Listed as "Gold Spur Sponsor" on official website, FaceBook and Twitter messages
- Complimentary program
- Listing in sponsor section of program
- Promotional space on Rodeo Day Sheet
- Two places in charity golf ShootOut tournament
- 1 position in charity blackjack tournament

SILVER SPUR RODEO SPONSOR - \$10,000

- 10 tickets each to all 3 PRCA Rodeo performances
- 4 VIP seats and passes for each performance, with food and beverage
- 6 Thursday Night Sponsor Appreciation Kick-off party tickets
- Invitations to all related WestFest events, charity functions and parties
- Corporate recognition at all events
- Announcer recognition at each rodeo performance flag displayed during all performances—if flag provided)
- Promotional opportunity (10 x 10' on-site vendor display space)
- Primary link from our website to yours
- Program advertising - 1 Quarter page ad black/white
- 2 secondary location arena sign banners (signs provided by sponsor)
- Listed as "Silver Spur Sponsor" on official website, FaceBook and Twitter messages
- Complimentary program
- Listing in sponsor section of program
- One place in golf tournament
- 1 position in charity blackjack tournament

RUSTY SPUR SPONSOR - \$5,000

- 4 tickets each to all 3 PRCA Rodeo performances
- 2 VIP seats and passes for each performance with food and beverage
- 2 Thursday Night Sponsor Appreciation Kick-off party tickets
- Invitations to all related WestFest events, charity functions and parties
- Corporate recognition at all events
- Promotional opportunity (10 x 10' on-site vendor display space at 50% off)
- Primary link from our website to yours
- Program advertising - 1 business card ad black/white
- Secondary position and recognition in the Rodeo Parade
- Listed as "Rusty Spur Sponsor" on official website, FaceBook and Twitter messages
- Complimentary program
- Listing in sponsor section of program
- 1 position in charity blackjack tournament

FRIEND OF THE RODEO SPONSOR - \$1,000

- 2 tickets each to all 3 PRCA Rodeo performances
- Opportunity to purchase VIP seats for each performance with food and beverage, (\$175 per performance)
- 2 Thursday Night Sponsor Appreciation Kick-off party tickets
- Invitations to all related WestFest events, charity functions and parties

BRASS SPUR RODEO SPONSOR - \$7,500

- 6 tickets each to all 3 PRCA Rodeo performances
- 2 VIP seats and passes for each performance, with food and beverage
- 4 Thursday Night Sponsor Appreciation Kick-off party tickets
- Invitations to all related WestFest events, charity functions and parties
- Corporate recognition at all events
- Announcer recognition at each rodeo performance (Flag displayed during all performances—if flag provided)
- Promotional opportunity (10 x 10' on-site vendor display space)
- Primary link from our website to yours
- Program advertising - 1 business card ad black/white
- 2 secondary location arena sign banners (signs provided by sponsor)
- Listed as "Brass Spur Sponsor" on official website, Face Book and Twitter messages
- Complimentary program
- Listing in sponsor section of program
- 1 position in charity blackjack tournament

DUSTY SPUR SPONSOR - \$2,500

- 4 tickets each to all 3 PRCA Rodeo performances
- 2 VIP seats and passes for one performance either Friday or Sunday with food and beverage included.
- Opportunity to purchase VIP seats for each performance with food and beverage, (\$175 per performance)
- 2 Thursday Night Sponsor Appreciation Kick-off party tickets
- Invitations to all related WestFest events, charity functions and parties
- Name recognition in all print media where appropriate;
- Promotional opportunity (10 x 10' on-site vendor display space at 50% off if needed)
- Primary link from WestFest website to Sponsor
- Program advertising - 1 business card ad black/white
- Listed as "Dusty Spur Sponsor" on official website, Face Book and Twitter messages
- Complimentary program
- Listing in sponsor section of program

- Promotional opportunity (10 x 10' on-site vendor display space at 50% off)
- Primary link from our website to yours
- Program advertising - 1 business card ad, black/white
- Listed as "Friend of the Rodeo" on official website, FaceBook and Twitter messages
- Complimentary program
- Listing in sponsor section of program



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ADDITIONAL RODEO PROMOTIONAL OPPORTUNITIES

Chute signs (3 **SOLD**-3 still available- 2' x 77") \$2,500 ea. for all 3 events (sign to be provided, to spec) Announcer refers to the chute gates by mentioning the company.

2 Banners in Arena (2' x 8' provided by advertiser to spec) \$500 per pair all 3 days

Naming rights:

WestFest Music Festival Stage in Park- \$2,500 all 3 days

Beer Garden Naming Rights in Arena- \$1,500 all 3 days

Cowboy Carnival area with rides, games, shootouts- \$2,500 all 3 days

Sponsor a Rodeo Event (eg : "Bull Riding presented by Cowboy Way BBQ") requires a Spur Sponsorship, plus \$600 for all 3 days. Includes info in program, on Day Sheet and announcer mentions

- There are 6 events remaining to sell. Includes announcer mentions, 1 banner in arena, and opportunity to present buckle to winner of that event: Bareback, Saddleback, **Barrel Racing sold**, Team Roping, Steer Wrestling, Calf Roping, Bull Riding

- Mutton Bustin' for the kiddies- \$2,500, Saturday & Sunday only, to name it Allows kid to ride sheep in a timed format for prizes and family fun

After Party on Friday or Saturday night- Host an event with your name on it following the rodeo, at a location of your choosing. \$1,500 each, with full promotional announcements and participation.

Golf Tournament- Put your name on the "Classic Shootout" charity golf tournament fundraiser the week prior to the rodeo- \$3,000

Blackjack Tournament- Play poker with rodeo athletes, area businessmen and celebrities for charity prior to the rodeo- **\$2,500 SOLD OUT**

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Payment Terms

50% down, balance due Feb 1.

All credit cards accepted

Company check OK

Mail payments to

Spur of the Moment, LLC

1570 Corporate Dr. Suite A

Costa Mesa, CA 92626

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Palm Springs Life
 California's Prestigious Magazine



CHRISTOPHER BURKHARDT

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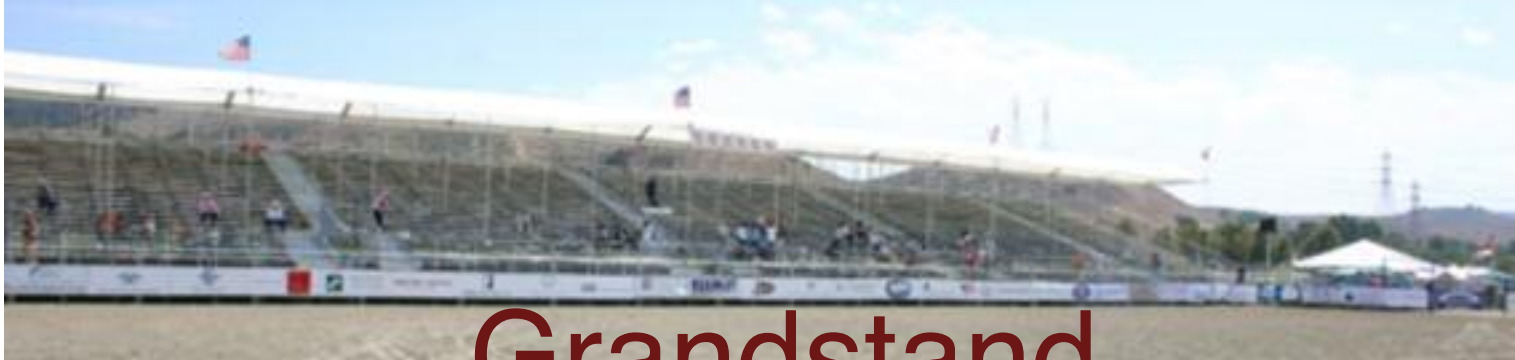


WILLIAM BECK

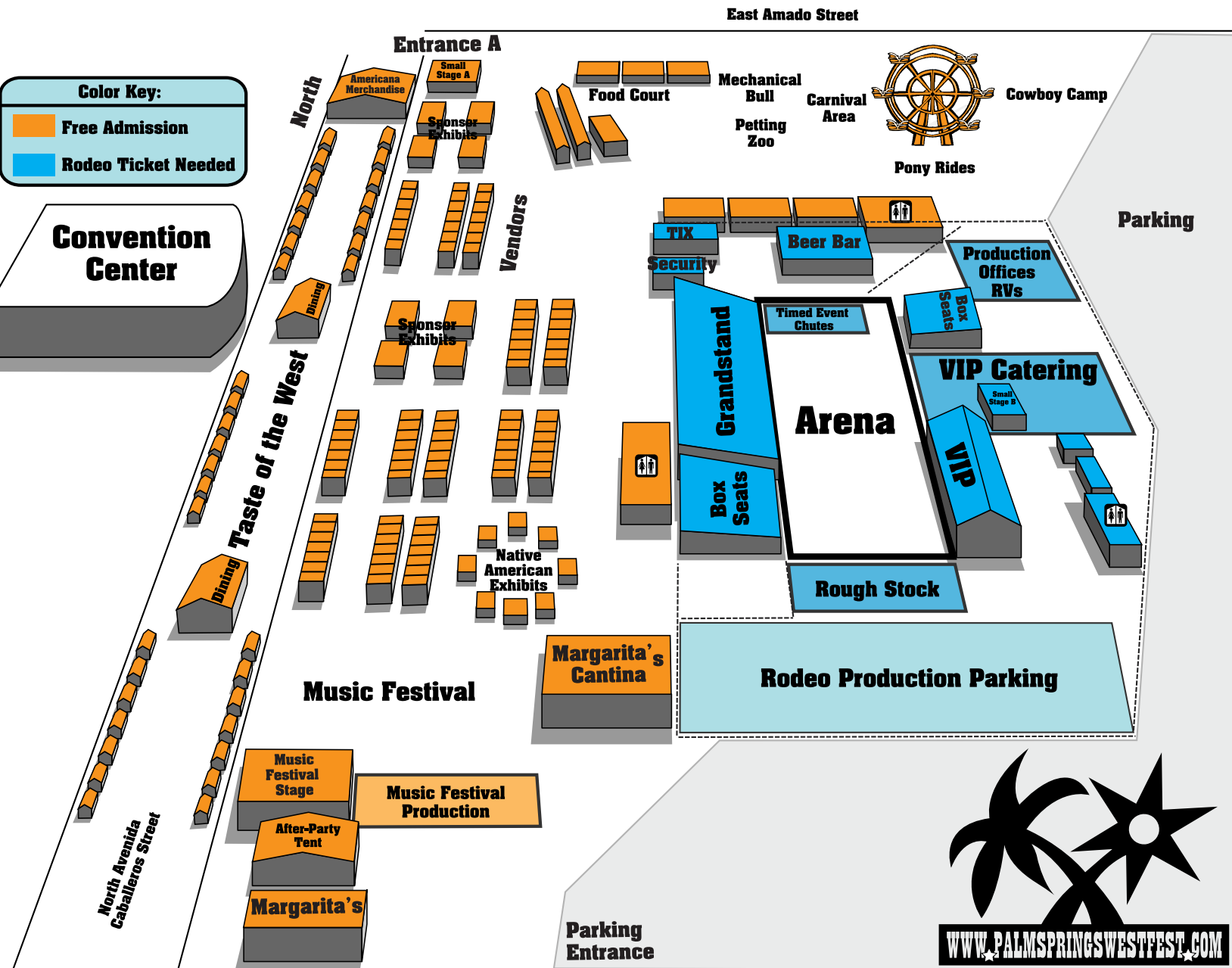
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Grandstand



VIP Tent Seating

