



2011 Rodeo Sponsor Rates

A sponsorship is an excellent way to participate with this historic tradition that has returned to the city of Palm Springs. Top level sponsors will gain exposure not only at the Rodeo and WestFest, but also in the entire Coachella Valley, Yucca Valley and parts of the Inland Empire. Your sponsorship allows us to showcase great talent, keep the Western tradition alive and connect with generations who attend to keep the rich and vivid history of Palm Springs.

Palm Springs 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**

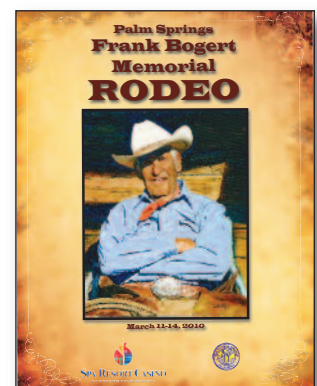
PLATINUM SPUR RODEO SPONSOR - \$25,000

- 20 Reserved tickets each to all 3 PRCA Rodeo performances, (60 total) Preferred Seats
- Table of 10 in VIP Pavilion for each performance, with all food and beverage (30 total)
- 6 Tickets to the Thursday Night Frank Bogert Memorial Scholarship Fund Dinner
- 4 Passes to the Palm Springs Mounted Police Search & Rescue Team Cowboy Ball Saturday night
- Discounted tickets to related charity functions plus invitations to all related Western Week events and parties
- Brand recognition at all pre-events and in all media releases
- Announcer recognition during each rodeo performance
- Sponsor flag displayed during all performances—if provided
- Promotional opportunities (includes 20 x 20' on-site sponsor display space)
- Mentions on radio/TV spots as negotiated
- Primary link from our website to yours
- Rodeo Program advertising—1 Full page ad 4 color
- 2 primary location arena sign banners (signs provided by sponsor) 4' x 8'
- 2 Secondary WestFest banners outside arena where appropriate 2' x 8'
- Listed as "Platinum Spur Sponsor" on official website, FaceBook and/or Twitter messages
- 2 VIP parking passes daily
- Complimentary programs for guests (30 copies)
- Listing in sponsor section of program
- Promotional space on Rodeo Day Sheet
- Four positions in charity golf tournament — Spikes & Spurs
- 2 positions in charity blackjack tournament
- Right to name a daily rodeo event (e.g. Saddle Bronc Riding sponsored by Acme)



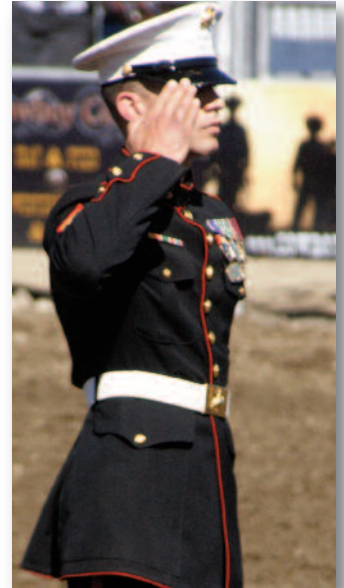
GOLD SPUR RODEO SPONSOR - \$15,000

- 10 Reserved tickets each to all 3 PRCA Rodeo performances, (30 total) Preferred Seats
- Table of 10 in VIP Pavilion for each performance, with all food and beverage (30 total)
- 4 Tickets to the Thursday Night Frank Bogert Memorial Scholarship Fund Dinner
- 2 Passes to the Palm Springs Mounted Police Search & Rescue Team Cowboy Ball Saturday night
- Discounted tickets to related charity functions plus invitations to all related Western Week events and parties
- Brand recognition at all pre-events and in all media releases
- Announcer recognition during each rodeo performance
- Sponsor flag displayed during all performances—if provided
- Promotional opportunity (10 x 20' on-site sponsor display space)
- Mentions on radio/TV spots as negotiated
- Primary link from our website to yours
- Program advertising - Half-page ad 4 color
- 2 primary location arena sign banners 4' x 8' (signs provided by sponsor)
- Listed as "Gold Spur Sponsor" on official website, FaceBook and/or Twitter messages
- Complimentary programs (24)
- Listing in sponsor section of program
- Promotional space on Rodeo Day Sheet
- Two places in charity golf tournament— Spikes & Spurs



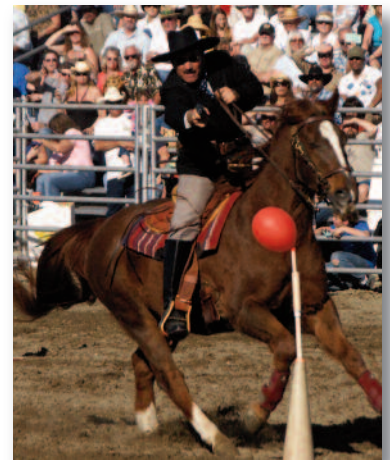
SILVER SPUR RODEO SPONSOR - \$10,000

- 8 Reserved tickets each to all 3 PRCA Rodeo performances, (24 total) Preferred Seats
- Table of 6 in VIP Pavilion for each performance, with all food and beverage (18 total)
- 2 Tickets to the Thursday Night Frank Bogert Memorial Scholarship Fund Dinner
- 2 Passes to the Palm Springs Mounted Police Search & Rescue Team Cowboy Ball Saturday night
- Discounted tickets to related charity functions plus invitations to all related Western Week events and parties
- Brand recognition at all pre-events and in all media releases
- Announcer recognition during each rodeo performance
- Sponsor flag displayed during all performances—if provided
- Promotional opportunity (10 x 10' on-site sponsor display space)
- Mentions on radio/TV spots as negotiated
- Primary link from our website to yours
- Program advertising - 1 Quarter page ad 4-color
- 2 secondary location arena sign banners (signs provided by sponsor)
- Listed as "Silver Spur Sponsor" on official website, FaceBook and/or Twitter messages
- Complimentary programs (18)
- Listing in sponsor section of program
- Promotional space on Rodeo Day Sheet
- One place in charity golf tournament— Spikes & Spurs



BRASS SPUR RODEO SPONSOR - \$7,500

- 12 GA tickets each to all 3 PRCA Rodeo performances (36 total)
- 2 VIP Pavilion seats and passes for each performance, with food and beverage
- 2 Tickets to the Thursday Night Frank Bogert Memorial Scholarship Fund Dinner
- 2 Passes to the Palm Springs Mounted Police Cowboy Ball Saturday night
- Discounted tickets to related charity functions plus invitations to all related Western Week events 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 4-color
- 2 secondary location arena sign banners (signs provided by sponsor)
- Listed as "Brass Spur Sponsor" on official website, FaceBook and/or Twitter messages
- Complimentary programs (12)
- Listing in sponsor section of program
- Promotional space on Rodeo Day Sheet
- One place in charity golf tournament— Spikes & Spurs



RUSTY SPUR SPONSOR - \$5,000

- 6 GA tickets each to all 3 PRCA Rodeo performances (18 total)
- 4 VIP seats and passes for one performance with food and beverage (4 total, choose Fri., Sat. or Sun.)
- 2 Tickets to the Thursday Night Frank Bogert Memorial Scholarship Fund Dinner
- 2 Passes to the Palm Springs Mounted Police Cowboy Ball Saturday night
- Discounted tickets to related charity functions plus invitations to all related Western Week events and parties
- Corporate recognition at all pre-events
- Promotional opportunity (On-site 10 x 10' vendor display space)
- Primary link from our website to yours
- Program advertising - 1 business card ad 4-color
- Listed as "Rusty Spur Sponsor" on official website, FaceBook and/or Twitter messages
- Complimentary programs (6)
- Listing in sponsor section of program

DUSTY SPUR SPONSOR - \$2,500

- 4 tickets each to all 3 PRCA Rodeo performances (12 total)
- 2 VIP seats and passes for one performance either Friday or Sunday with food and beverage (2 total)
- Opportunity to purchase add'l VIP seats for each performance with food and beverage (\$175 per seat)
- Discounted tickets to related charity functions plus invitations to all related Western Week events and parties
- Name recognition in print media where appropriate
- Promotional opportunity (On-site vendor display space at 50% off)
- Primary link from WestFest website to Sponsor
- Program advertising - 1 sponsor listing 4-color
- Listed as "Dusty Spur Sponsor" on official website, Face Book and Twitter messages
- Complimentary program
- Listing in sponsor section of program

VIP Pavilion Seating

Reserve a table of 10 and be on top of all the action with your friends, family and business associates!

Each table includes open bar, gourmet dinner and access to the rodeo contestant area.

Good for all 3 performances Fri-Sat. March 25-27.

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

NEW this year:

10% of each table purchased is donated to the Frank Bogert Memorial Scholarship Fund at College of the Desert.

It is fully deductible under 501(c)3 tax laws.



Additional Rodeo Promotional opportunities

Chute Signs 28" x 7' \$2,500 ea. for all 3 events (sign to be provided, to spec) Announcer refers to the chute gates by mentioning the company. 6 to sell.

Pair of Banners in Arena (28" x 8' provided by advertiser to spec) \$500 per pair all 3 days, one on each side.
Pair of Banners in Arena (4" x 8' provided by advertiser to spec) \$900 per pair all 3 days, one on each side.

Signage around festival site- 28" x 8' \$100 apiece, or \$150 per pair, provided by client. Best available sites on fences, gates and tents where appropriate.

Naming rights, with signage and badging:

Music Festival Stage — \$3,000 all 3 days (Example: VillageFest Stage)

Beer Garden Naming Rights in WestFest- \$1,500 all 3 days (Example: The ABC Saloon) No alcohol participation.

Cowboy Carnival area with rides, games etc. \$2,000 all 3 days (example: Acme's Cowboy Carnival).

Other areas: Mercantile Village; Kid's Educational exhibits; BBQ Cookoff; etc.

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

- There are 6 events to sell. Includes announcer mentions, a banner in the arena, and choice of that event: Bareback, Saddleback, Barrel Racing, Team Roping, Steer Wrestling, Calf Roping, Bull Riding
- Mutton Bustin' for the kiddies- \$2,000, Saturday & Sunday only, to name it (Example: McDonald's Hardcore Mutton Bustin') Allows kid to ride sheep in a timed format for prizes and family fun.

Sponsor the Educational Attraction Sponsor the educational and exciting Old Tyme Interactive displays including panning for gold, vintage games, storytelling and more- \$750 per day.

Golf Tournament- Put your name on the "Spikes & Spurs" charity golf tournament fundraiser the week prior to the rodeo- \$3,000.

Poker Tournament- Play poker with rodeo athletes, area businessmen and celebrities for charity prior to the rodeo

