



**CONSUMERS PREFER
BUSINESSES THAT
SUPPORT THEIR
COMMUNITY,
SO DON'T GET
BUCKED OFF
AND PASSED UP!**

- Proceeds benefit the Heart O' Texas Fair & Rodeo Scholarship Fund
- Attendance was over 7,500 in 2014
 - PRCA Sanctioned Championship Rodeo

For more information,
contact the Sponsorship Department
at the Extraco Events Center
254-776-1660
sponsorships@hoftfair.com
4601 Bosque Blvd.
Waco, TX 76710
ExtracoEventsCenter.com



PRCA **RAM** **TEXAS CIRCUIT**
FINALS RODEO
W A C O . T X
JANUARY 1-3,
2015

Extraco
Events Center
Home of the Heart O' Texas Fair & Rodeo

SPONSORSHIP PACKAGES

MUTTON BUSTIN' SPONSOR: \$2,000

- Recognition as an Official Sponsor of Mutton Bustin'
 - Rodeo announcer mentions in conjunction with Mutton Bustin'
 - Logo bug on LED screen during Mutton Bustin'
 - Logo placement on Mutton Bustin' bucking chute
 - Logo on the Mutton Bustin' t-shirts distributed to all participants
- 3' x 8' sign in the Extraco Coliseum Arena
- Listing on the Official Day Sheets
- Name and/or logo with link on the RAM Texas Circuit Finals webpage
- Opportunity to provide promotional items for Rodeo Contestant Goodie Bags
- Four box seat tickets to each of the three Rodeo performances

RODEO COMBO: \$750-\$2,000

- All of the following are specific during designated Rodeo performance for the Rodeo Combo:
 - Rodeo Giveaway
 - Section Giveaway
 - Day Sheet Promotion
- Rodeo announcer mentions in conjunction with the following:
 - Section Giveaway
 - Day Sheet Promotion

INSTANT REPLAY SPONSOR: \$1,600

- Recognition as the Title Sponsor of the Instant Replay on the LED screen
 - Logo bug on LED screen during Instant Replay
 - Rodeo announcer mentions in conjunction with Instant Replay
- Four box seat tickets to each of the three Rodeo performances
- Two season parking passes for the RAM Texas Circuit Finals Rodeo

RODEO EVENT SPONSOR: \$1,500

- Recognition as an Official Event Sponsor of the RAM Texas Circuit Finals Rodeo
 - Rodeo announcer mentions in conjunction with Rodeo Event
 - Logo bug on LED screen during Rodeo Event
- Event-specific Arena signage
- Listing on the Official Day Sheets
- Name and/or logo with link on the RAM Texas Circuit Finals webpage
- Opportunity to provide promotional items for Rodeo Contestant Goodie Bags
- Four box seat tickets to each of the three Rodeo performances
- Two season parking passes for the RAM Texas Circuit Finals Rodeo

RODEO TEAM SPONSOR: \$1,250

- Rodeo Team
 - Eight contestants will represent your company
 - Rodeo announcer mentions in conjunction with team performances
- 3' x 8' sign in the Extraco Coliseum Arena
- Listing on the Official Day Sheets
- Listing on the RAM Texas Circuit Finals Rodeo webpage
- Opportunity to provide promotional items for Rodeo Contestant Goodie Bags
- Four box seat tickets to each of the three Rodeo performances
- Season parking pass for the RAM Texas Circuit Finals Rodeo



NIGHT AT THE RODEO SPONSOR: \$1,750

(Limited Availability)

- Recognition as a Night at the Rodeo Sponsor
- All of the following are specific to your Night at the Rodeo:
 - Parking and admission for twenty guests
 - Dinner and drinks for twenty catered in the Back Porch Club
 - Twenty seats above the bucking chutes
 - Listing on the Official Day Sheet
 - Rodeo announcer mentions
- 3' x 8' sign in the Extraco Coliseum
- Name and/or logo with link on the RAM Texas Circuit Finals webpage

RODEO COMMERCIAL SPONSOR: \$750

- Thirty second commercial to be played once during each of the three Rodeo performances
- Two box seat tickets to each of the three Rodeo performances
- Season parking pass for the RAM Texas Circuit Finals Rodeo

CONTESTANT LEADER BOARD SPONSOR: \$650

- Recognition as the Presenting Sponsor of the Contestant Leader Board on the LED Screen
 - Rodeo announcer mentions in conjunction with the Contestant Leader Board
 - Logo bug on LED Screen during the Contestant Leader Board
- Two box seat tickets for each of the three Rodeo performances
- Season parking pass for the RAM Texas Circuit Finals Rodeo

KISS CAM SPONSOR: \$650

- Recognition as the Presenting Sponsor of the Kiss Cam on the LED Screen
 - Rodeo announcer mentions in conjunction with the Kiss Cam
 - Logo on LED Screen during the Kiss Cam moments
 - Minimum of two exposures during each of the three Rodeo performances
- Two box seat tickets for each of the three Rodeo performances
- Season parking pass for the RAM Texas Circuit Finals Rodeo

CONTESTANT GOODIE BAG SPONSOR: \$500

- One hundred and fifty goodie bags produced by the Extraco Events Center
- Goodie bags co-branded with company logo and the RAM Texas Circuit Finals Rodeo logo
- Opportunity to provide promotional items in Rodeo Contestant Goodie Bags

IF YOU PURCHASE A SPONSORSHIP PACKAGE FROM THIS BROCHURE, ENJOY 25% OFF ANY "DONOR & SPECIAL TICKET PRICING" PACKAGE!

DONOR & SPECIAL TICKET PRICING PACKAGES

PARTY DECK: \$1,500

(Limited Availability)

- Recognition as an Official Donor
- All of the following are specific to your designated Rodeo performance:
 - Parking and admission for twenty guests
 - Heavy hors 'doeuvres
 - All you can drink
 - Private Party Deck area reserved
 - Rodeo announcer mentions

CORPORATE TICKET PACKAGE: \$750

- Recognition as an Official Donor
- One hundred balcony seat tickets
- Twenty one-day parking passes

ELITE TICKET PACKAGE: \$600

- Recognition as an Official Donor
- 3' x 8' sign in the Extraco Coliseum
- Four box seat tickets to each of the three Rodeo performances
- Season parking pass for the RAM Texas Circuit Finals Rodeo

BUCKING CHUTE SEATS: \$500

(Limited Availability)

- All of the following are specific to you designated Rodeo performance:
 - Parking and admission for ten guests
 - Ten seats above the bucking chutes

RODEO CONTESTANT GOODIE BAG CONTRIBUTOR: \$150

- Recognition as an Official Donor
- Opportunity to provide promotional items for Rodeo Contestant Goodie Bags
- Four balcony seat tickets

BUCKLE CONTRIBUTOR: \$150

- Recognition as an Official Donor
- One buckle will be awarded on behalf of your Sponsor's business/company
- Four balcony seat tickets
- One one-day parking pass