SPONSOR INFORMATION
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We invite you to tap into the branding and marketing power of Colorado’s premier summer western celebration by becoming a sponsor and partner of the 2020 Greeley Stampede.

A 99-year tradition, more than 220,000 rodeo fans, concert goers and western revelers come to enjoy affordable entertainment. Truly, the Greeley Stampede is more than the #1 local attraction in the region over the 4th of July holiday – it is simply the most targeted way to reach every facet of the Northern Colorado community.

The Stampede is one of Northern Colorado’s most popular and long standing traditions, and as a sponsor you will receive exposure throughout the event. Banner and signage placement is available in multiple prominent areas of Island Grove Regional Park along with recognition by park attractions and event announcers – all potential benefits which ensure prominent exposure throughout the 12-day event.

Your presence is reinforced through your ID (logo and/or name) on all respective collateral materials, including event guides, pocket schedules, promotional brochures and other media. Your recognition may extend online through a year-round ID and link on the popular Greeley Stampede website and social media pages.

Also, the Stampede is one of the few live entertainment opportunities in Northern Colorado that brings the entire family together as the majority of Stampede visitors come with parents, siblings and other relatives. You have the opportunity to provide firsthand experience with your product or service by connecting with our guests where they are open to an introduction at an event they consider an old friend.

All of our partners receive an extensive and exclusive package of premium event tickets, admission, parking and hospitality passes. Utilize the Spur Club Hospitality Area, Sponsor Patio and the exclusive Buckle Club to entertain key customers or executives on site. Take advantage of our Partner Concierge Service to purchase additional admission, parking or rodeo tickets at a special reduced rate.

Whether your target market consists of twenty-something music lovers, budget conscious mothers, discerning art lovers, passionate rodeo fans … or anyone in between, the Greeley Stampede can connect your brand, product or service with the right people in a meaningful way. When you support something they care about, they will support you. Stampede fully customizable partnership packages start at $7,500.

The dedicated promotional staff at the Greeley Stampede can develop meaningful and effective activation programs to promote your business or brand … there are truly no limits. I look forward to discussing with you how we can work together to create a successful partnership.

Justin Watada
General Manager
Greeley Stampede
justin@greeleystampede.org
o: 970-356-7787
c: 303-885-7804
Our Mission:
To celebrate our nation’s independence, preserve our western heritage, and strengthen our community.

Event History:
The Greeley Stampede is a non-profit 501c4 organization that is rich in tradition and heritage dating back to the late 1800’s. It began as a community celebration to honor local potato farmers and has since grown into an internationally acclaimed festival attracting over 220,000 people annually from all parts of the United States and many foreign countries.

Officially named the Greeley Spud Rodeo in 1922, the event featured bucking bronc riding, fancy roping, a pie eating contest, a horse race, motorcycle and bicycle races, and a two-mile Model T Ford “free for all” race. Estimated attendance in that first official festival was 2,500 people.

In an effort to give the event some national recognition, the Greeley Spud Rodeo era ended and, thus, began the age of the “Go West with Greeley” Rodeo. The name was taken from the famous phrase by the city’s name sake, Horace Greeley, who said “Go west young man. Go west.”

The Greeley Independence Stampede name came in 1972 by means of a community contest and featured professional rodeos, country concerts, July 4th parade, and carnival midway, mixed with food and fun galore!

In the early 90’s it expanded again to include a kids rodeo, classic rock concerts, a telecast 4th of July parade, a western art show, and a free entertainment stage. It became one of the biggest rodeos during the Fourth of July run known as Cowboy Christmas, earning coverage on national network television, and has been widely honored for the excellence of its production.

Today, the event is Colorado’s premier summer western celebration. The 2020 event marks the 99th Greeley Stampede and will feature six rodeo performances, six Stampede Arena concerts, a popular carnival, over 100 commercial and food vendors, a western art show, Colorado’s largest demolition derby, a free family area, daily live music and plenty of affordable family fun.
Past Concert Performers:
- Loretta Lynn
- Johnny Cash
- Chris LeDoux
- Tim McGraw
- Kenny Chesney
- Alan Jackson
- Taylor Swift
- Trace Adkins
- The Band Perry
- Little Big Town
- Buck Owens
- Faith Hill
- Brooks & Dunn
- Willie Nelson
- The Beach Boys
- ZZ Top
- Brad Paisley
- Lynyrd Skynyrd
- Chris Young
- George Jones
- Toby Keith
- Steve Miller Band
- Def Leppard
- Dierks Bentley
- Kid Rock
- Jake Owen
- Thomas Rhett
- Granger Smith
- Martina McBride
- Clint Black
- Rascal Flatts
- Blake Shelton
- Keith Urban
- Big & Rich
- Josh Turner
- TobyMac
- Alabama
- Jeff Foxworthy
- REO Speedwagon
- Reba
- Sugarland
- Luke Bryan
- Gary Allan
- Clay Walker
- Joe Nichols
- Lady Antebellum
- Darius Rucker
- Dustin Lynch
- Sawyer Brown
- The Judds
- Barenaked Ladies
- Aaron Watson

An Award-Winning Festival:
Selected as the iHeart Radio Rocky Mountain Country Music Event of the Year

Selected as a 2018 & 2019 USA TODAY 10 Best Readers’ Choice Award for Best Rodeo

Recognized as the 2015 PRCA Mountain States Circuit Large Rodeo of the Year. The Stampede also won the Best Ground Award for having the safest and most consistent ground condition in 2014 and 2015.

Inducted in the Pro Rodeo Hall in Fame in 2014. The prestigious recognition is awarded to the top rodeos in the world including the Calgary Stampede, Cheyenne Frontier Days, San Antonio Stock Show & Rodeo and the National Western Stock Show.
2020 Committee/Board of Directors

Chad Sanger  
Turn Key Builders  
General Chairman

Trent Johnson  
Greeley Hat Works  
Vice Chair | Night Show Chair

Julie Jensen  
Greeley Area Realtor Association  
Secretary | Vendors Chair

Jesse Leos  
Independent Financial  
Treasurer | Volunteer Chair

Mic Harvey  
Nutreetion LandCare  
Security Chair

Kent Heckel  
GCR Tires & Service  
Parades Chair

Jeff Reck  
Reck Flyers  
Grounds Chair

Dan Dennie  
Retired U.S. Air Force  
Hospitality Chair

Shawn Mills  
Safety Assurance Consulting  
Rodeo Chair

Jacki Reider  
Hearing Rehab Center  
Gold Spur Donor Chair

Todd Stephens  
Bill’s Volume Sales and Service  
Parking & Admissions Chair
Stampede Staff & Family Organizations

Justin Watada
General Manager

Kevin McFarling
Marketing Coordinator

Julie Reinert
Office Manager

Tawnya Garcia
Ticket Office Manager

Cayley Loeffler
Promotions Coordinator

Ray Esola
Food Vendor Coordinator

Cassie Rigg
Accountant

Morgan Moisey
Beverage Coordinator
## By the Numbers

### Attendance

**Event**
- 2019 total event: 225,798
- average weekday: 10,436
- average weekend: 18,550
- July 4 parade: 43,744

**Arena**
- average rodeo: 6,115
- average Series concert: 9,842
- average Faith concert: 5,939
- average demo derby: 7,918
- average bull riding: 5,869
- average bull fighting: 4,400

**Special Events**
- Stampede Golf Tournament: 144
- Big Buckle Ball: 743
- Western Art Show Gala: 41
- Hall of Fame Banquet: 150
- Brushes and Bulls: 17
- Boots & Bling: 55
- Kickoff Luncheon: 295
- Tea with the Queen: 16

### Contestants

<table>
<thead>
<tr>
<th>Event</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRCA Pro Rodeo</td>
<td>610</td>
</tr>
<tr>
<td>Team Roping Classic</td>
<td>66 teams</td>
</tr>
<tr>
<td>Cowboy Games</td>
<td>20</td>
</tr>
<tr>
<td>Rodeo Mutton Bustin</td>
<td>59</td>
</tr>
<tr>
<td>PRCA Xtreme Bulls</td>
<td>50</td>
</tr>
<tr>
<td>Demolition Derby</td>
<td>42</td>
</tr>
<tr>
<td>American Bull Fighting</td>
<td>12</td>
</tr>
<tr>
<td>Kids Rodeo</td>
<td>247</td>
</tr>
<tr>
<td>Hot Rods &amp; Horsepower</td>
<td>72</td>
</tr>
</tbody>
</table>

### Sponsorship Program

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>partners</td>
<td>116</td>
</tr>
<tr>
<td>amount invested</td>
<td>$1,868,375</td>
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### Gold Spur Donor Program

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>supporters</td>
<td>272</td>
</tr>
<tr>
<td>amount donated</td>
<td>$737,284</td>
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### Volunteers

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wrangler volunteers</td>
<td>297</td>
</tr>
<tr>
<td>Wrangler hours</td>
<td>18,643</td>
</tr>
<tr>
<td>average volunteer hours</td>
<td>62.77 hours</td>
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### Digital

<table>
<thead>
<tr>
<th>Platform</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Facebook Likes</td>
<td>33,070</td>
</tr>
<tr>
<td>Facebook Espanol</td>
<td>2,900</td>
</tr>
<tr>
<td>Twitter Followers</td>
<td>3,863</td>
</tr>
<tr>
<td>Instagram Followers</td>
<td>5,115</td>
</tr>
</tbody>
</table>
**Giving Back to the Community**

**Community Donations**

*The Greeley Stampede supports community organizations and fund-raisers by donating tickets and gift baskets.*

- Donation requests: 127
- Donation value: $18,156

**Cash Donations:**
- Stampede Foundation: $67,896
- Wranglers Inc: $10,000
- Banner Health NCMC: $11,000
- Honor Flight of NoCo: $4,000
- Justin Cowboy Crisis: $1,930
- Women 2 Women: $7,970

**Grand Total:** $102,796

**Food Donation to Weld Food Bank**
- Carnival promo: 1,090 lbs
- CanSculpture: 13,789 lbs

**Capital Improvements**

*The Greeley Stampede provides park improvements to Island Grove Regional Park as part of our agreement with the City of Greeley. Past projects include building the Buckle Club, replacing the arena timed event chutes and adding an arena handicap ramp and viewing deck.*

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
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<tbody>
<tr>
<td>2015</td>
<td>$66,700</td>
</tr>
<tr>
<td>2016</td>
<td>$1,047,968</td>
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<tr>
<td>2017</td>
<td>$73,882</td>
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<tr>
<td>2018</td>
<td>$91,007</td>
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<tr>
<td>2019</td>
<td>$333,962</td>
</tr>
</tbody>
</table>

**Volunteer Groups**

*The Greeley Stampede donated more than $106,000 to community volunteer groups in 2018.*

- Boys & Girls Club
- Celebration Point Church
- Exchange Club
- Generations Church Youth Group
- Greeley West High School Poms
- Greeley West High School Wrestling
- Hope Springs
- Journey Christian Church
- Our Saviors Lutheran
- Platte Valley FFA
- Rapids FC
- Roosevelt High School Cheer
- St. Peters Catholic Church
- Triangle Cross Ranch
- University Schools
- Victory Christian Fellowship
- Weld County Explorers
- Weld County Sheriffs Posse
- West Greeley Baptist
- Wranglers
Grand Marshal Program
Each year since 1928, the Greeley Stampede has recognized outstanding citizens for their many community and regional contributions to Northern Colorado.

<table>
<thead>
<tr>
<th>Year</th>
<th>Inductee</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>Buck &amp; Patsy Moskalski</td>
</tr>
<tr>
<td>2001</td>
<td>Joe &amp; Val Vickeralli</td>
</tr>
<tr>
<td>2002</td>
<td>Dick &amp; Chris Monfort</td>
</tr>
<tr>
<td>2003</td>
<td>George &amp; Betty Hall</td>
</tr>
<tr>
<td>2004</td>
<td>Brian Gary &amp; Todd Harding</td>
</tr>
<tr>
<td>2005</td>
<td>Lee Yoder</td>
</tr>
<tr>
<td>2006</td>
<td>Manuel Sisneros</td>
</tr>
<tr>
<td>2007</td>
<td>Wes Sargent</td>
</tr>
<tr>
<td>2008</td>
<td>Kay Norton</td>
</tr>
<tr>
<td>2009</td>
<td>Pete &amp; Jean Morrell</td>
</tr>
<tr>
<td>2010</td>
<td>Norm &amp; Bonnie Dean</td>
</tr>
<tr>
<td>2011</td>
<td>Harold &amp; Carol Evans</td>
</tr>
<tr>
<td>2012</td>
<td>Bill &amp; Sylvia Webster</td>
</tr>
<tr>
<td>2013</td>
<td>Bill &amp; Sharon Farr</td>
</tr>
<tr>
<td>2014</td>
<td>Mike &amp; Nomie Ketterling</td>
</tr>
<tr>
<td>2015</td>
<td>Bob &amp; Ann Ghent</td>
</tr>
<tr>
<td>2016</td>
<td>Gene &amp; Julie Haffner</td>
</tr>
<tr>
<td>2017</td>
<td>Jerry &amp; Sandy Helgeson</td>
</tr>
<tr>
<td>2018</td>
<td>Rob &amp; Anita Reeves</td>
</tr>
<tr>
<td>2019</td>
<td>Jeff &amp; Dayna Bedingfield</td>
</tr>
</tbody>
</table>

Hall of Fame Program
The Greeley Stampede Hall of Fame was established in 2018 for the purpose of honoring individuals who have made significant and long-lasting contributions to the Greeley Stampede.

<table>
<thead>
<tr>
<th>Year</th>
<th>Inductee</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Hadley Barrett</td>
</tr>
<tr>
<td>2018</td>
<td>Art Parker</td>
</tr>
<tr>
<td>2018</td>
<td>Tom Mawson</td>
</tr>
<tr>
<td>2018</td>
<td>The Farr Family</td>
</tr>
<tr>
<td>2019</td>
<td>Bennie Beutler</td>
</tr>
<tr>
<td>2019</td>
<td>Bill May</td>
</tr>
<tr>
<td>2019</td>
<td>Bill Webster</td>
</tr>
<tr>
<td>2019</td>
<td>Bennie Beutler</td>
</tr>
<tr>
<td>2019</td>
<td>Bill May</td>
</tr>
<tr>
<td>2019</td>
<td>Bill Webster</td>
</tr>
</tbody>
</table>
Our Guests

Where do you live? (top 10 cities)
1. Greeley 36%
2. Ft. Collins 7%
3. Evans 6%
4. Loveland 6%
5. Denver 3%
6. Windsor 3%
7. LaSalle 2%
8. Johnstown 2%
9. Eaton 2%
10. Kersey 1%

Number of days attended
1-2 days 60%
3-4 days 22%
5-6 days 9%
7+ days 9%

Income
under $30k 25%
$30,000-39,999 14%
$40,000-49,999 11%
$50,000-59,999 11%
$60k+ 39%

SOURCE: one-site survey conducted by BlueGreen Vacations

Marital status
single 41%
married or domestic partner 50%
cohabiting 9%

Age
under 21 14%
21-24 14%
25+ 72%

How ticket buyers buy tickets (pre-event purchased tickets top 10 zip codes)
1. Greeley 25%
2. Ft Collins 8%
3. Loveland 5%
4. Windsor 4%
5. Denver 3%
6. Evans 3%
7. Eaton 3%
8. Longmont 2%
9. Aurora 2%
10. Johnstown 2%

Box office 52%
Internet/Mobile 30%
Outlet (King Soopers) 17%
TicketsWest Phone 1%

SOURCE: TicketsWest
2020 Event Sponsors

Superstars Concert Series
PRCA Pro Rodeo Series
Official Malt Beverage
Official Soft Drink
Official Vehicle
Official Western Apparel
Courteous Vehicle Provider

Official Spirit
Official Hat
Official Boot
Official NFR Hotel
Official RV Provider
Official Feed & Fuel Provider
Traffic Control Provider

Official Dairy Provider
Champions Sponsor
Official Locksmith
Rodeo Grooming Tractor
Official C.P.A.
Official Concrete Sponsor
Official Weed & Pest Control Sponsor

Event Sponsors

American Bull Fighting
Kids Rodeo
Xtreme Bulls
Demolition Derby
Team Roping Classic
Downtown Greeley Kickoff Concert
Cowboy Games

Kickoff Luncheon & Big Buckle Ball
Western Art Show Opening Night Gala
Boots & Bling Ladies Night Out
Barn Dance
Tea with the Queen
Brushes & Bulls
Hot Rods & Horsepower

6/28 Pancake Breakfast
7/5 Pancake Breakfast
Cornhole Tournament

Zumba
Hoverboard Barrel Rcing
## 2020 Event Sponsors

### Park Attraction Sponsors

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Park Attraction Sponsors</th>
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<tbody>
<tr>
<td>PENDING</td>
<td>Carnival</td>
</tr>
<tr>
<td></td>
<td>Park Music Stage</td>
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<tr>
<td></td>
<td>Kids Korral</td>
</tr>
<tr>
<td></td>
<td>Carnival Music Stage</td>
</tr>
<tr>
<td>PENDING</td>
<td>Sunscreen Stations &amp; Nursing Suite</td>
</tr>
<tr>
<td></td>
<td>Events Center Comfort Zone</td>
</tr>
<tr>
<td></td>
<td>Craft Beer Tent &amp; Patio</td>
</tr>
<tr>
<td><strong>xfinity</strong></td>
<td>Food Court Shade Tent</td>
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<tr>
<td><strong>Lentors</strong></td>
<td>Opening Night Fireworks</td>
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<tr>
<td><strong>Reedesign CONCEPTS</strong></td>
<td>Independence Day Fireworks</td>
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<tr>
<td><strong>uhealth</strong></td>
<td>Behind The Chutes Rodeo Tour</td>
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<tr>
<td><strong>American Lifestyle Furniture</strong></td>
<td>Aven's Village</td>
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<tr>
<td><strong>First FarmBank</strong></td>
<td>Western Art Show</td>
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<tr>
<td><strong>JBS</strong></td>
<td>Stick Horse Rodeo</td>
</tr>
<tr>
<td><strong>NorCo CPAS</strong></td>
<td>Special Character Appearances</td>
</tr>
<tr>
<td><strong>4Rivers Equipment</strong></td>
<td>Pedal Tractors</td>
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<tr>
<td><strong>Xcel Energy</strong></td>
<td>Sheep Stampede</td>
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<tr>
<td><strong>Over The Top Plumbing</strong></td>
<td>Centennial Village</td>
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<tr>
<td><strong>FIRST FarmBank</strong></td>
<td>Nerveless Nocks Thrill Show</td>
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<tr>
<td><strong>JBS</strong></td>
<td>Face Painting &amp; Balloon Makers</td>
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<tr>
<td><strong>NordCo</strong></td>
<td>Stick Horse Rodeo</td>
</tr>
<tr>
<td><strong>Special Character Appearances</strong></td>
<td>Special Character Appearances</td>
</tr>
<tr>
<td><strong>Bucky's Sandbox</strong></td>
<td>Extreme Raptor Show</td>
</tr>
<tr>
<td><strong>Reedesign CONCEPTS</strong></td>
<td>Parade Longhorns</td>
</tr>
<tr>
<td><strong>Wells Ranch</strong></td>
<td>Super Steer Roping</td>
</tr>
<tr>
<td><strong>PDC Energy</strong></td>
<td>Classic Car Show</td>
</tr>
</tbody>
</table>

### Rodeo Sponsors

[Logo images for each sponsor]
2020 Event Sponsors

Media Sponsors

General Sponsors
**Park Attractions**

**Park Stage**
Centrally located in the middle of the park, this stage has become a main attraction that showcases free music and entertainment every day during the event. Past Park Stage entertainers include Lady Antebellum, Blake Shelton, Craig Morgan and Jake Owen.

**Carnival Americana**
As one of America's leading producers of carnival midways, Carnival Americana offers the best in amusement rides, games, and food concessions. Guests can purchase individual ride tickets, one-day unlimited ride wristbands and entire-event unlimited ride wristbands.

**Kids Korral**
Located south of the food court, this family oriented area features a petting zoo and two to three free specialty acts. Past acts include racing ducks, BMX daredevils, a high-dive show, and lumberjacks.

**Food Court**
More than 40 commercial food vendors provide food for all tastes including Rocky Mountain oysters, chicken on a stick, funnel cakes, cowboy burgers and, of course, turkey legs. Food Court guests can enjoy their tasty treats while watching the Park Stage.

**Daily Parade in the Park**
Everyday at 6pm, Texas Longhorns are led around the park along with event dignitaries, rodeo royalty and other community organizations. Guests enjoy standing by as these docile animals lumber right down the middle of the park.

**Independence Day Parade**
The popular July 4th parade starts at the University of Northern Colorado and runs north on 10th Avenue. The parade steps off at 9am, led by the traditional Texas Longhorns, and annually showcases over 100 community and regional entries. Guests are known to stake out their viewing spots more than a week before the parade to get a front-row seat to the biggest Independence Day Parade around. More than 40,000 spectators watch the parade.
Island Grove is a 145 acres multi-use events complex owned by the City of Greeley and Weld County.

**Sponsor Hospitality Areas:**

**Spur Club** - open 2 hours before every paid ticketed arena event and closes at arena start time. Complimentary light meal, beverages and dessert.

**Sponsor Patio** - open 1 hour before every paid ticketed arena event (except demo derby) and close time varies. Complimentary snacks and beverages (4 drinks per arena event).

**Buckle Club** - open during every paid ticketed arena event and closes one hour after that arena event. Complimentary snacks and beverages. Offers great views of the Park Stage, food court, beer garden and fireworks on July 4th.
## Schedule of Events

### JUNE/JULY 2020

<table>
<thead>
<tr>
<th>SUN</th>
<th>MON</th>
<th>TUE</th>
<th>WED</th>
<th>THR</th>
<th>FRI</th>
<th>SAT</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>19 Kickoff Concert</td>
<td>20 Big Buckle Ball</td>
</tr>
<tr>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26 PRCA Rodeo 3 Doors Down</td>
<td>27 ENERGY DAY</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Longhorn Drive</td>
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<td>Fireworks</td>
<td></td>
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<tr>
<td></td>
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<td></td>
<td>Xtreme Bulls</td>
<td></td>
<td>PRCA Rodeo</td>
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<td></td>
<td></td>
<td></td>
<td>Fireworks</td>
<td></td>
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</tr>
<tr>
<td></td>
<td></td>
<td>Western Art Show Gala</td>
<td></td>
<td></td>
<td>Chris Young</td>
<td></td>
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<td></td>
<td></td>
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<td>28</td>
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<td>30</td>
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<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>FAITH &amp; FAMILY DAY</td>
<td>PRCA Rodeo</td>
<td>PRCA Rodeo - Military Appreciation</td>
<td>PRCA Rodeo - Finals</td>
<td>Brett Young</td>
<td>LOCASH &amp; Phil Vassar</td>
<td>Parade</td>
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<td>PRCA Rodeo - TETWP</td>
<td>PRCA Rodeo</td>
<td>American Bull Fighting</td>
<td>Jon Pardi</td>
<td>Fireworks</td>
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* schedule subject to change
Sponsorship Opportunities

Title Partnerships
*Investment Level: $35,000-$50,000+
- Event Title Sponsor
- Official Malt Beverage
- Official Soft Drink
- SuperStars Concert Series
- PRCA Rodeo Series
- Televised Independence Day Parade Sponsor

Presenting Partnerships
*Investment Level: $20,000+
- Keystone
- Carnival
- Park Music Stage
- Parade Longhorns
- Spur Club Hospitality Area
- Food Court
- Official Spirits
- Kids Korral

Proprietary Partnerships
*Investment Level: $7,500-15,000+

Arena Events
- Demolition Derby
- Xtreme Bulls
- American Bull Fighting
- PRCA Rodeo performances (6)
- Kids Rodeo
- Team Roping Classic

Park Attractions
- Centennial Village
- Sheep Stampede
- Western Art Show
- Petting Zoo
- Face Painting & Balloon Makers
- Annual Attractions (2)
- Innovation Station
- Daily Parade in the Park
- Fireworks (2)
- Behind the Chutes program
- Bucky’s Sandbox
- Pedal Tractors

On-site Signage
- East arena
- Arena scoreboard
- Arena dasher boards
- Parking lots
- Parking lot shuttles
- Credential lanyards
- Arena ticket backs
- Clear Bags

Rodeo
- Bucking chutes (6)
- Bucking chutes head pads
- Return alley gate
- Announcer box
- Contestant hospitality tent
- Individual rodeo events (7)

Special Events
- Hall of Fame
- Big Buckle Ball
Custom made packages to best fit your needs
The Greeley Stampede will create a sponsorship that will maximize your investment to help reach your goals. The tier-based program starts at a $7,500 investment level. Here are some of the sponsorship benefits and opportunities (will vary by investment level).

Integrated Branding
- Use of the Official Greeley Stampede logo and annual icon
- Complimentary entry with preferred staging in the Independence Day Parade
- Recognized as a sponsor in the event program (30,000 distribution)
- Recognized as a sponsor in the event brochure (125,000 distribution)
- Recognized as a sponsor on the event website
- Co-branded social media posts
- Advertising space in event program

On-site Promotion & Activation
- Display banners in prominent locations throughout the park
- Recognized by the announcer prior, during and/or after appropriate events
- Featured sponsor logo on Stampede Arena LED display boards
- Run :30 video commercial on Stampede Arena LED display boards
- Display sponsor logo on Stampede Arena wall
- Sponsor flag displayed during parades, rodeo and/or Sponsor Circle
- Complimentary vendor space for the entire event or daily
- Crowd sampling & Guest giveaways

VIP Experience
- Premium tickets to all Stampede Arena events including concerts, rodeo & demo derby
- Premium event Guest Lot parking passes
- Access to the Spur Club hospitality area that offers complimentary beverages and a light meal before every ticketed Stampede Arena event
- Access to the Sponsor Patio hospitality area that offers limited complimentary beverages and light snacks during every ticketed Stampede Arena event
- Access to the Buckle Club hospitality area that offers complimentary beverages and light snacks during and after every ticketed Stampede Arena event
- Access to the Independence Day Parade VIP viewing hospitality area
- Opportunity to purchase discounted rodeo tickets
Event Dates: Wednesday, June 24 - Sunday, July 5, 2020
Address: Island Grove Regional Park
600 North 14th Avenue
Greeley, Colorado 80631
Phone: 970-356-7787
Fax: 970-356-3103
Contact: Justin Watada, General Manager
Email: justin@greeleystampede.org