

2019 RODEO SPONSORS



All-Around Grand Champion Sponsors

- Coors - *the Official Beer of the California Rodeo Salinas*
- Jack in the Box - *Official Instant Replay Screen Sponsor*
- Pendleton Whisky
- Wrangler

Grand Champion Sponsors

- Granite Construction
- KCBA FOX 35
- Mag One Media
- Mission Linen & Uniform Supply
- RDO Equipment Co.
- Republic Services of Salinas
- Taylor Farms
- Univision KSMS & Unimas

Gold Champion Sponsors

- Central Coast Sign & Design
- Church Brothers Farms
- Holiday Inn Express & Suites
- KION/CW/Telemundo
- Pacific Ag Rentals
- Rabobank
- Ram Rodeo
- Salinas Valley Memorial Healthcare System
- Smith Family Wines
- Tanimura and Antle

Champion Sponsors

- Ace High Designs
- AG Unlimited, Inc.
- Alco Water Company
- Artistic Shower Glass and Door
- ATS Transportation, Inc.
- Best Buy
- Boot Barn
- Boyd's Asphalt Services
- Bunker and Sons
- California Towing
- Casa Sorrento Pizzeria
- Casillas Transportation
- Comgro Soil Amendments, Inc
- Comcast Spotlight
- D & M Traffic Services, Inc
- Dataflow Business Systems
- Dole Fresh Vegetables
- East Bay Tires
- Edges Electrical Group

- EXXON @ N. Main & Laurel/
VALLEY EXXON
- Farm Credit
- Golz Construction, Inc
- GreenGate Fresh
- Hayashi Wayland
- Hayward Lumber Company
- Hitchcock Farms
- Home Depot
- Jefferson Farms
- Jenkinson Construction
- Justin Brands dba Justin Boots
- KHIP 104.3 FM
- KLOK Tricolor 99.5 FM
- KPIG & 101.7 The Beach
- KPRC La Preciosa
- KTOM 92.7 FM
- KWAV 96.9 FM
- La Suavecita KSES 100.7 FM
- McCormick
- McDonald's - Raymond Costa
- Monterey Herald
- Monterey Peninsula Surgery Centers, LLC
- MY Cars
- Nutrien Ag Solutions
- Pacific Valley Bank
- Powertalk 1460 AM & KOCN 105.1
- Quinn Rentals
- Salinas Valley Tire
- Sam Ruiz Painting
- SILKE Communications
- Valley Fabrication
- Vilmorin-Mikado
- Vista Verde Labor
- Wolfhouse - KMJV & KRAY
- Wolfhouse - KTGE & KEXA

Major Sponsors

- 831 Fabrication Shop
- 1st Capital Bank
- American Door & Gates
- Artistic HangUps
- Azteca 43 KMCE-TV
- Barlocker Insurance Services
- Bengard Ranches
- Black Bear Diner
- Butch & Vivien Lindley
- C&N Tractors
- California Water Service
- CalNonprofits Insurance Services
- Capurro Ag Solutions

See Reverse →

2019 RODEO SPONSORS

- Christensen & Giannini
- Coastal Grower
- Coastal Tractor
- Coca Cola
- Denham Plastics/Bin Dr/Orbis
- Doctors on Duty/Cypress Healthcare
- Don Chapin Company
- Drew Massa Transportation
- Driscoll's
- Farm Fresh Deli
- Foothill Packing
- Green Valley Farm Supply
- Grower's Pub
- Henry Hibino Farms, LLC
- IDC Irrigation Design and Construction
- Johnson Associates
- KDON 102.5 FM
- La Campesina/KSEA 107.9 FM
- Laughtons Cabinets
- Mansmith Barbeque
- McSherry & Hudson Insurance & Risk Management
- Mike Storm Family
- Montana Silversmiths
- Monterey Regional Airport
- Monterey Signs
- Moresco Farms
- Nelson Irrigation Corporation
- Nielsen Properties/Fowler Ranch
- Noland, Hamerly, Etienne & Hoss
- Ocean Mist Farms
- Pan American Insurance Services
- Pinnacle Tax & Insurance Services
- Pioneer Cleaning Supplies
- Produce Alliance LLC
- Rain for Rent
- Raley's/Nob Hill
- RC Farms
- RJS Farms
- Sabor Farms
- SafetEquip
- Salad Shoppe
- Salinas Pump Company
- Salinas Valley Trucking
- Scudder Roofing & Solar
- Smoot Family Chiropractic
- Sonja Giovanetti Consulting
- Standard Party Rentals
- Star Cleaners
- Sturdy Oil
- The Jim & Sally Martins Family
- Ticos Tacos
- Tricord Tradeshow Services, Inc.
- Union Bank
- Windsor Healthcare
- Zada Fresh Farms
- Booth Machinery
- Boutonnet Farms
- Brent Eastman Insurance Services
- C & A Truck Brokerage
- Cal Coast Machinery
- California Giant Berry Farms
- Cardinale Moving & Storage, Inc.
- Cinderella Carpet One
- Cisne Family
- Crime Stoppers Service - Private Security Guard Service.
- DeeDee Nucci-Reyna & Rich Radley
- Dobler & Sons, LLC
- Duda Farm Fresh Foods
- EBX Logistics
- Elkhorn Packing
- G & R Fabrication
- Genesis Freightlines, Inc.
- Growers Container Co.
- Hastie Financial Group
- Hemi's Landscaping & Concrete
- Hilltown Packing
- ID Concepts
- iTradeNetwork
- Joe Gunter Investigations
- Joseph J. Massolo
- JRG Attorneys at Law
- Kelly-Moore Paint Company, Inc.
- K-Lift Services Co., Inc.
- L.A. Hearne Company
- La Sirenita Tree Service
- Laborers Local 270
- Massolo Brothers, Inc
- McDonald's Martin Guerrero
- McDonald's Landon Hofman
- Monterra Construction
- Muzzi Family Farms
- Naturipe Berry Growers
- NC Construction Inc
- Pacific International Marketing
- Pape' Rents
- Pezzini Berry Farms
- Progressive Packaging Group
- Quinn Company
- Rava Ranches, Inc.
- Reiter Affiliated Companies
- Rincon Farms, Inc
- River Fresh Farms/Zeph's One Stop
- Sakata Seed America
- Sconberg Ranch
- Snow Seeds & Supplies, Inc.
- Star Market
- Star Sanitation
- Steinbeck Country Equine Clinic
- Takii Seeds
- The Jim & Sally Martins Family
- The Nunes Company
- The Sherwin Williams Company
- Toro Petroleum
- Tri County Flooring
- TS&L Seeds
- Up in Smoke BBQ
- Urban Lumberjacks Forest Care
- Valley Pallet
- Vegetable Growers Supply
- Wawona Frozen Foods
- Wheeler Flooring
- Wilbur Ellis

Sponsors

- A & Z Trucking
- 3 Star Lettuce
- Alliant Insurance Services
- American Farms
- AT&T
- Ausonio Company
- Bank of America
- Blue Sky Car Wash
- Bokay Nursery

SPONSOR



COST \$4,000 CASH

BENEFITS:

- 1 Four (4) tickets to Sponsor Hospitality area with complimentary food & beverages each day of the Rodeo. *NOTE: Extra Sponsor Hospitality tickets may be purchased for \$250 each, if available. Extra Sponsor Hospitality tickets are available at a first come, first served basis. Sponsor Hospitality ticket/badge is your ticket into the Sponsor Seating area in Section 10 of the West Grandstands.*
- 2 One (1) Sponsor parking pass each day of Rodeo.
- 3 Eight (8) Reserved Grandstand tickets to the West Grandstands for each day of the Rodeo.
- 4 One (1) 4' x 8' Sponsor-supplied banner displayed each day of the Rodeo. *NOTE: Rodeo not responsible for stolen banners. Banners must have grommets.*

See Reverse →

SPONSOR



- 5 Listing on Sponsor Roster page of California Rodeo website.
- 6 Sponsor name listed on the Sponsor Board in the Directors Patio, in the Sponsor Hospitality Tent and on the Instant Replay Screen. *Note: The Instant Replay Screen Sponsor images will run pre-rodeo.*
- 7 An invitation for two (2) to attend the Sponsor Pick Up Party held three (3) weeks prior to the Rodeo.
- 8 Listing on Sponsor Recognition page in the Rodeo Souvenir Program.
- 9 Public address recognition as a **Sponsor** during the Rodeo performance each day.
- 10 One framed Rodeo Souvenir Poster.

The Sponsor Committee of the California Rodeo is open to working with each Sponsor individually to customize this package to better suit the needs of your business. We strive to provide unique opportunities and maximum exposure for your company.

MAJOR



COST \$6,000 CASH

BENEFITS:

- 1 Six (6) tickets to Sponsor Hospitality area with complimentary food & beverages each day of the Rodeo.
NOTE: Extra Sponsor Hospitality tickets may be purchased for \$250 each, if available. Extra Sponsor Hospitality tickets are available at a first come, first served basis. Sponsor Hospitality ticket/badge is your ticket into the Sponsor Seating area in Section 10 of the West Grandstands.
- 2 Two (2) Sponsor parking passes each day of Rodeo.
- 3 Twelve (12) Reserved Grandstand tickets to the West Grandstands for each day of the Rodeo.
- 4 One (1) 4' x 8' Sponsor-supplied banner displayed on the back of the West Grandstands each day of the Rodeo.
NOTE: If Sponsor banner is NOT 4' x 8', it will be placed on the front fence. Rodeo not responsible for stolen banners. Banners must have grommets.
- 5 Listing on Sponsor Roster page of California Rodeo website with a link to sponsor website. *NOTE: Web address must be provided by Sponsor.*

See Reverse →

MAJOR



- 6 Option for Sponsor-named track event or location naming rights for more exposure. *NOTE: Track events or location naming rights are available on a first come, first served basis. Inquire with committee.*
- 7 Sponsor name listed on the Sponsor Board in the Directors Patio, in the Sponsor Hospitality Tent and on the Instant Replay Screen. *Note: The Instant Replay Screen Sponsor images will run pre-rodeo.*
- 8 An invitation for two (2) to attend the Sponsor Pick Up Party held three (3) weeks prior to the Rodeo.
- 9 Listing on the Sponsor Recognition page in the Rodeo Souvenir Program.
- 10 Public address recognition as a **Major Sponsor** during the Rodeo performance each day.
- 11 One framed Rodeo Souvenir Poster.

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CHAMPION



COST \$10,000 CASH

BENEFITS:

- 1 Eight (8) tickets to Sponsor Hospitality area with complimentary food & beverages each day of the Rodeo. *NOTE: Extra Sponsor Hospitality tickets may be purchased for \$250 each, if available. Extra Sponsor Hospitality tickets are available at a first come, first served basis. Sponsor Hospitality ticket/badge is your ticket into the Sponsor Seating area in Section 10 of the West Grandstands.*
- 2 Two (2) Sponsor parking passes each day of Rodeo.
- 3 Sixteen (16) Reserved Grandstand tickets to the West Grandstands for each day of the Rodeo.
- 4 One (1) 4' x 8' Sponsor-supplied banner displayed on the back of the West Grandstands each day of the Rodeo. *NOTE: If Sponsor banner is NOT 4' x 8', it will be placed on the front fence. Rodeo not responsible for stolen banners. Banners must have grommets.*
- 5 One (1) 4' x 8' wooden sign in arena during Rodeo with sponsor logo prominently displayed. *NOTE: Rodeo pays for first sign painting. If Sponsor changes logo, cost of repainting sign is responsibility of Sponsor.*
- 6 Sponsor supplied flag presented during the Rodeo Sponsor flag performances, guaranteed once per day.
- 7 Full color ad to be displayed on the Instant Replay Screen, to run pre-rodeo.

See Reverse →

CHAMPION



- 8 Sponsor logo and link to website on Rodeo's homepage and on the Sponsor Roster page at carodeo.com.
NOTE: Scrolling logos on Rodeo homepage.
- 9 Sponsor name listed on the Sponsor Board in the Directors Patio, in the Sponsor Hospitality Tent and on the Instant Replay Screen. *Note: The Instant Replay Screen Sponsor images will run pre-rodeo.*
- 10 Option for Sponsor-named arena event or location naming rights for more exposure. *NOTE: Arena events or location naming rights are available on a first come, first served basis. Inquire with committee.*
- 11 Public address recognition as a **Champion Sponsor** during the Rodeo performance each day.
- 12 Listing on the Sponsor Recognition page in the Rodeo Souvenir Program.
- 13 An invitation for two (2) to attend the Sponsor Pick Up Party held three (3) weeks prior to the Rodeo.
- 14 Option to purchase one (1) Hansen Pavilion box for one (1) year. *NOTE: Hansen Sponsor Boxes are only available to Champion Sponsors and above and are available at a first come, first served basis.*
- 15 Option to purchase one (1) chute gate sign. *NOTE: Chute gate signs are available at the first come, first served basis to Champion Sponsors and above. Contact committee for details.*
- 16 One framed Rodeo Souvenir Poster.

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GOLD CHAMPION



COST \$15,000 CASH

BENEFITS:

- 1 Twelve (12) tickets to Sponsor Hospitality area with complimentary food & beverages each day of the Rodeo. *NOTE: Extra Sponsor Hospitality tickets may be purchased for \$250 each, if available. Extra Sponsor Hospitality tickets are available at a first come, first served basis. Sponsor Hospitality ticket/badge is your ticket into the Sponsor Seating area in Section 10 of the West Grandstands.*
- 2 Three (3) Sponsor parking passes each day of Rodeo.
- 3 Twenty four (24) Reserved Grandstand tickets to the West Grandstands for each day of the Rodeo.
- 4 One (1) 4' x 8' Sponsor-supplied banner displayed on the back of the West Grandstands each day of the Rodeo. *NOTE: If Sponsor banner is NOT 4' x 8', it will be placed on the front fence. Rodeo not responsible for stolen banners. Banners must have grommets.*
- 5 One (1) 4' x 8' wooden sign in arena during Rodeo with sponsor logo prominently displayed. *NOTE: Rodeo pays for first sign painting. If sponsor changes logo, cost of repainting the sign is responsibility of Sponsor.*
- 6 Sponsor supplied flag presented during the Rodeo Sponsor flag performances, guaranteed once per day.
- 7 Full color ad to be displayed on the Instant Replay Screen, to run pre-rodeo.
- 8 Sponsor logo and link to website on Rodeo's homepage and on the Sponsor Roster page at carodeo.com.

GOLD CHAMPION



- 9 Sponsor name listed on the Sponsor Board in the Directors Patio, in the Sponsor Hospitality Tent and on the Instant Replay Screen. *Note: The Instant Replay Screen Sponsor images will run pre-rodeo.*
- 10 Option for Sponsor-named arena event or location naming rights for more exposure. *Note: Arena events or location naming rights are available on a first come, first served basis. Inquire with committee.*
- 11 Public address recognition as a **Gold Champion Sponsor** at the Rodeo each day.
- 12 Listing on the Sponsor Recognition page in the Rodeo Souvenir Program.
- 13 An invitation for two (2) to attend the Sponsor Pick Up Party held three (3) weeks prior to the Rodeo.
- 14 Option to purchase one (1) Hansen Pavilion box for one (1) year. *NOTE: Hansen Sponsor Boxes are only available to Champion Sponsors and above and are available at a first come, first served basis.*
- 15 Option to purchase one (1) chute gate sign. *NOTE: Chute gate signs are available at the first come, first served basis to Champion Sponsors and above. Contact committee for details.*
- 16 One framed Rodeo Souvenir Poster.

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GRAND CHAMPION



COST \$25,000 CASH

BENEFITS:

- 1 Sixteen (16) tickets to Sponsor Hospitality area with complimentary food & beverages each day of the Rodeo
NOTE: Extra Sponsor Hospitality tickets may be purchased for \$250 each, if available. Extra Sponsor Hospitality tickets are available at a first come, first served basis. Sponsor Hospitality ticket/badge is your ticket into the Sponsor Seating area in Section 10 of the West Grandstands.
- 2 Four (4) Sponsor parking passes each day of Rodeo
- 3 Thirty two (32) Reserved Grandstand tickets to the West Grandstands for each day of the Rodeo.
- 4 Two (2) 4' x 8' Sponsor-supplied banners displayed during the Rodeo. One (1) banner displayed on the back of the West Grandstands and the other banner with premium placement near the Box Office entrance on the front fence.
NOTE: If Sponsor banners are NOT 4' x 8', all will be placed on the front fence. Rodeo not responsible for stolen banners. Banners must have grommets.
- 5 One (1) 4' x 8' wooden sign in arena during Rodeo with sponsor logo prominently displayed. *NOTE: Rodeo pays for first sign painting. If Sponsor changes logo, cost of repainting sign is responsibility of Sponsor.*
- 6 Sponsor supplied flag presented during the Rodeo Sponsor flag performances, guaranteed once per day.
- 7 Full color ad to be displayed on the Instant Replay Screen, to run pre-rodeo.

GRAND CHAMPION



- 8 Sponsor logo and link to website on Rodeo's homepage and on the Sponsor Roster page at carodeo.com.
NOTE: Scrolling logos on Rodeo homepage.
- 9 Sponsor name listed on the Sponsor Board in the Directors Patio, in the Sponsor Hospitality Tent and on the Instant Replay Screen. *Note: The Instant Replay Screen Sponsor images will run pre-show.*
- 10 Option for Sponsor-named arena event or location naming rights for more exposure. *NOTE: Arena events or location naming rights are available on a first come, first served basis. Inquire with committee.*
- 11 Public address recognition as a **Grand Champion Sponsor** during the Rodeo performance each day.
- 12 Listing on the Sponsor Recognition page in the Rodeo Souvenir Program.
- 13 An invitation for two (2) to attend the Sponsor Pick Up Party held three (3) weeks prior to the Rodeo.
- 14 Option to purchase one (1) Hansen Pavilion box for one (1) year.
NOTE: Hansen Sponsor Boxes are only available to Champion Sponsors and above and are available at a first come, first served basis.
- 15 Option to purchase one (1) chute gate sign. *NOTE: Chute gate signs are available at the first come, first served basis to Champion Sponsors and above. Contact committee for details.*
- 16 One framed Rodeo Souvenir Poster.

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ALL-AROUND GRAND CHAMPION



COST \$50,000 CASH

BENEFITS:

- 1 Sponsor logo displayed on one hundred (100) 4' x 8' signs to be placed within the community.
- 2 Thirty (30) tickets to Sponsor Hospitality area with complimentary food & beverages each day of the Rodeo
NOTE: Extra Sponsor Hospitality tickets may be purchased for \$250 each, if available. Extra Sponsor Hospitality tickets are available at a first come, first served basis.. Sponsor Hospitality ticket/badge is your ticket into the Sponsor Seating area in Section 10 of the West Grandstands.
- 3 Eight (8) Sponsor parking passes each day of Rodeo.
- 4 Sixty (60) Reserved Grandstand tickets to the West Grandstands for each day of the Rodeo.
- 5 Three (3) 4' x 8' Sponsor-supplied banners displayed during the Rodeo. One (1) banner displayed on the back of the West Grandstands and two additional banners with premium placement near the Box Office entrance on the front fence.
NOTE: If Sponsor banners are NOT 4' x 8', both will be placed on the front fence. Rodeo not responsible for stolen banners. Banners must have grommets.
- 6 One (1) 4' x 8' wooden sign in arena during Rodeo with sponsor logo prominently displayed.
NOTE: Rodeo pays for first sign painting. If Sponsor changes logo, cost of repainting sign is responsibility of Sponsor.
- 7 Sponsor supplied flag presented during the Rodeo Sponsor flag performances, guaranteed once per day.
- 8 Full page, full color ad in Rodeo Souvenir Program.
NOTE: Sponsor to supply camera ready ad to Rodeo in May. See contract for date.

ALL-AROUND GRAND CHAMPION



- 9 Sponsor logo and link to website on Rodeo's homepage and on the Sponsor Roster page at carodeo.com.
NOTE: Scrolling logos on Rodeo homepage.
- 10 Full color ad to be displayed on the Instant Replay Screen, to run pre-rodeo.
- 11 Sponsor name listed on the Sponsor Board in the Directors Patio, in the Sponsor Hospitality Tent and on the Instant Replay Screen. *Note: The Instant Replay Screen Sponsor images will run pre-rodeo.*
- 12 Option for Sponsor-named arena event or location naming rights for more exposure. *NOTE: Arena events or location naming rights are available on a first come, first served basis. Inquire with committee.*
- 13 Public address recognition as a **All Around Grand Champion Sponsor** during the Rodeo performance each day.
- 14 Listing on the Sponsor Recognition page in the Rodeo Souvenir Program.
- 15 An invitation for two (2) to attend the Sponsor Pick Up Party held three (3) weeks prior to the Rodeo.
- 16 Option to purchase one (1) Hansen Pavilion box for one (1) year. *NOTE: Hansen Sponsor Boxes are only available to Champion Sponsors and above and are available at a first come, first served basis. Contact committee for details.*
- 17 Option to purchase one (1) chute gate sign. *NOTE: Chute gate signs are available at the first come, first served basis to Champion Sponsors and above. Contact committee for details.*
- 18 One framed Rodeo Souvenir Poster.

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RODEO LIVESTOCK



The California Rodeo Salinas is at the forefront of livestock welfare and has been actively involved in the push for awareness for many years. Proudly sanctioned by the Professional Rodeo Cowboy Association (PRCA), we follow and adhere to the rules of the association as well as State laws regarding proper treatment of livestock. The California Rodeo Salinas goes above and beyond the call to provide proper care and handling for all livestock at our event.

Presently, there are more than 70 rules, enforced by the PRCA, in place to ensure the proper care and treatment of rodeo animals. A few key directives include:

- A veterinarian must be on-site at all times during PRCA sanctioned rodeo competition.
- Rodeo Officials and Judges inspect all livestock prior to competition and only allow healthy livestock to participate.
- All spurs must be dull.
- Performance enhancing stimulants and hypnotics are not allowed to be used on livestock.
- No mistreatment of livestock; members found in violation may be disqualified, fined and/or suspended. This holds true in the competitive arena or anywhere on rodeo grounds.
- In the tie down roping, rules require the contestant to adjust their equipment and technique in order not to cause the calf to go over backwards. If the contestant is found in violation, a fine and/or disqualification is levied.
- Flank straps, used to enhance the bucking action of a horse bred to buck, must be lined with neoprene or fleece.
- Steers used in team roping have a protective covering placed around their horns and ears.

See Reverse →

RODEO LIVESTOCK



Livestock Care

Most all of the competition livestock arrive a few days before the Rodeo begins to become acclimated to the area, livestock pens and arena. The bucking horses and bulls are fed and watered in the pens behind the bucking chutes and are given time to freely exercise each day by running around the arena and learning to locate the "out" gates. Once it is rodeo time, livestock are familiar with the arena and know where to go at the completion of competition. The animals then return to the livestock pens to relax and wait for another opportunity to compete. On average, rodeo livestock work less than 2 minutes annually and spend the majority of their time back on the home ranch.

Please take a few minutes to watch a short video and learn about the California Rodeo's livestock program here: www.carodeo.com/p/about-us/livestockinfo.

Stats

The PRCA has continuously called upon independent, on-site rodeo veterinarians at PRCA-sanctioned events to conduct livestock welfare surveys. The purpose of these surveys is to determine the rate of injury to livestock and the effectiveness of PRCA livestock welfare rules. Over the years, the results have continued to show a rate of injury that is extremely low, averaging .0005, or 0.05 percent. With over 60,000 animal exposures (livestock entering the arena during competition), the number of injuries was 28, which calculates to a rate of less than five hundredths of one percent. Overwhelmingly, our on-site rodeo veterinarians comment that livestock are healthy and well-suited to rodeo competition.

Results of the most recent Survey

TOTAL ANIMAL EXPOSURES:	60,244
NUMBER OF RODEO PERFORMANCES:	148
SECTIONS OF SLACK:	70
NUMBER OF INJURIES:	28
INJURY RATE:	.00046

For more information about Livestock Welfare please visit www.prorodeo.com/prorodeo/livestock/prca-commitment

COLMO DEL RODEO PARADE SPONSORSHIPS



PRESENTING SPONSOR COST \$6,000 CASH

BENEFITS:

- 1 Sponsor name and logo to be listed on all parade advertisements as the Presenting Sponsor of the parade.
- 2 Sponsor logo to have premiere placement on parade posters.
- 3 Sponsor banner to lead the parade.
- 4 12 invitations to VIP Reception for food, drink and parade watching.
- 5 Company name listed as the Presenting Sponsor of the Parade on the parade sponsor banner.
- 6 Parade announcer recognition during parade.
- 7 Company recognition in press releases sent to all local media.
- 8 Company logo on Rodeo website as Presenting Sponsor of parade.
- 9 Benefits in the Rodeo Sponsor package. (See Rodeo package for details).

GOLD SPONSOR COST \$3,000 CASH

BENEFITS:

- 1 Sponsor banner will precede a premier unit in the parade.
- 2 Company name on all parade advertisements.
- 3 10 invitations to VIP Reception for food, drink and parade watching.
- 4 Sponsor name on parade sponsorship banner.
- 5 Parade announcer recognition during parade.
- 6 Company recognition in press releases sent to all local media.
- 7 Company logo on Rodeo website as Parade Sponsor.
- 8 Eight (8) California Rodeo reserved grandstand tickets to the Thursday night performance of the Rodeo.

SILVER SPONSOR

COST \$1,500 CASH

- 1 Sponsor banner will precede a unit in the parade.
- 2 8 invitations to VIP Reception for food, drink and parade watching.
- 3 Parade announcer recognition during parade.
- 4 Company name on Rodeo website.

BRONZE SPONSOR

COST \$1,000

- 1 6 invitations to VIP Reception for food, drink and parade watching.
- 2 Parade announcer recognition during parade.
- 3 Company name on Rodeo website.

NICKEL SPONSOR

COST: \$500 CASH

- 1 4 invitations to VIP Reception for food, drink and parade watching.
- 2 Parade announcer recognition during parade.
- 3 Company name listed on Rodeo website.

COPPER SPONSOR

COST: \$250 CASH

- 1 2 invitations to VIP Reception for food, drink and parade watching.
- 2 Parade announcer recognition during parade.
- 3 Company name listed on Rodeo website.

SUPPORTER

Supporters contributing amounts under \$250 will be announced during the parade and listed on Rodeo website.

ANNOUNCING STAND SPONSORSHIPS

COST: \$500 CASH/STAND

- 1 5 Announcing Stands available for sponsorship. First come first served.
- 2 Sponsor to decorate announcing stand in an appropriate way to promote their company. Front and sides can be decorated.
- 3 Sponsor to receive a roped off area 18ft long and 8ft deep next to announcer stand for 20 people to watch the parade. (Sponsor to bring chairs).
- 4 Stand will be announced: YOUR COMPANY'S Announcing Stand.

THE PREMIER SPORTING FACILITY



ON THE CENTRAL COAST!



Rabobank Stadium

AT THE SALINAS SPORTS COMPLEX

Rabobank Stadium provides youth with opportunities to engage in positive activities and is a primary athletic asset and youth sporting venue both for the City of Salinas and State of California.

Total capacity is 5,000; 3,500 seats on the home side of which 544 are stadium seats. Visitor's side has capacity for 1,500. Other features include a 3,000 square feet field house, barbecue and concession area, full color video scoreboard and announcer/coach booth.

HIGH-IMPACT EXPOSURE

Rabobank Stadium naming opportunities are numerous and provide a creative and effective way to strengthen your brand image, increase visibility and show your company's strong commitment to the community. Sponsoring one of these areas maximizes company exposure and displays your brand in high traffic areas of the stadium.

For more information, contact the Sponsor Team:

Victoria Carlisle 831.775.3109

Barbara Balentine 831.775.3104

THE PREMIER SPORTING FACILITY



All donations are made to **Public Recreation Unlimited**. Public recreation Unlimited is a 501C3 charitable non-profit organization that was formed in 1970 to raise funds from the public in order to place needed improvements on property devoted to recreational purposes.

OUTSTANDING SIGNAGE OPPORTUNITIES AVAILABLE NOW



Home-side bleacher walkway



Entrance wall



North walkway



North restroom building

PROFESSIONAL BULL RIDING SPONSOR OPPORTUNITIES



PRESENTING SPONSOR

COST \$10,000 CASH

BENEFITS:

- 1 Sponsor recognized as Presenting Sponsor of PBR event.
- 2 Sponsor name displayed on one (1) chute gate during the event.
- 3 Two (2) 4' x 8' Sponsor-supplied banners displayed at the PBR event.
NOTE: PBR/Rodeo Association not responsible for stolen banners. Banners must have grommets.
- 4 Sponsor logo displayed on the Instant Replay Screen during PBR event.
- 5 Sponsor logo and listing as **Presenting Sponsor** of PBR event with link to Sponsor website on carodeo.com.
- 6 Public address recognition as **Presenting Sponsor** of the PBR event.
- 7 Listing in press release distributed to media announcing PBR Sponsors.
- 8 Eighteen (18) Box Seats for the PBR event.
- 9 Eighteen (18) VIP tickets to Sponsor Pre-Party for PBR event.
- 10 Four (4) Sponsor Parking Passes for the PBR event.
- 11 Twenty (20) Lower Grandstand tickets in the West Grandstands section for PBR event.

Extra Pre-Party tickets may be purchased if available. Inquire with committee for price.

CORPORATE SPONSOR

COST \$5,000 CASH

BENEFITS:

- 1 Sponsor name displayed on one (1) chute gate during the PBR event.
- 2 One (1) 4' x 8' Sponsor-supplied banner displayed at the PBR event.
NOTE: PBR/Rodeo Association not responsible for stolen banners. Banners must have grommets.
- 3 Sponsor logo displayed on the Instant Replay Screen during PBR event.
- 4 Sponsor logo and listing as **Corporate Sponsor** of PBR event with link to Sponsor website on carodeo.com.
- 5 Public address recognition as a **Corporate Sponsor** of the PBR event.
- 6 Listing in press release distributed to media announcing PBR Sponsors.
- 7 Twelve (12) Box Seats for the PBR event.
- 8 Twelve (12) VIP tickets to Sponsor Pre-Party for PBR event.
- 9 Three (3) Sponsor Parking Passes for the PBR event.
- 10 Eight (8) Upper Grandstand tickets in the West Grandstands section for PBR event.

Extra Pre-Party tickets may be purchased if available. Inquire with committee for price.

MAJOR SPONSOR

COST \$3,500 CASH

BENEFITS:

- 1 One (1) 4' x 8' Sponsor-supplied banner displayed at the PBR event.
NOTE: PBR/Rodeo Association not responsible for stolen banners. Banners must have grommets.
- 2 Sponsor logo displayed on the Instant Replay Screen during the PBR event.
- 3 Sponsor logo and listing as **Major Sponsor** of PBR event with link to Sponsor website on carodeo.com.
- 4 Public address recognition as a **Major Sponsor** of the PBR event.
- 5 Listing in press release distributed to media announcing PBR Sponsors.
- 6 Twelve (12) Box Seats for PBR event.
- 7 Twelve (12) VIP tickets to Sponsor Pre-Party for PBR event.
- 8 Two (2) Sponsor Parking Passes for the PBR event.

Extra Pre-Party tickets may be purchased if available. Inquire with committee for price.

SPONSOR

COST \$2,000 CASH

BENEFITS:

- 1 One (1) 4' x 8' Sponsor-supplied banner displayed at the PBR event.
NOTE: PBR/Rodeo Association not responsible for stolen banners. Banners must have grommets.
- 2 Sponsor logo displayed on the Instant Replay Screen during the PBR event.
- 3 Sponsor logo and listing as **Sponsor** of PBR event with link to Sponsor website on carodeo.com.
- 4 Public address recognition as a **Sponsor** of the PBR event.
- 5 Listing in press release distributed to media announcing PBR Sponsors.
- 6 Six (6) Box Seats for PBR event.
- 7 Six (6) VIP tickets to Sponsors Pre-Party for PBR event.
- 8 One (1) Sponsor Parking Pass for the PBR event.

Extra Pre-Party tickets may be purchased if available. Inquire with committee for price.

SUPPORTER

COST \$1,500 CASH

BENEFITS:

- 1 One (1) 4' x 8' Sponsor-supplied banner displayed at the PBR event.
NOTE: PBR/Rodeo Association not responsible for stolen banners. Banners must have grommets.
- 2 Sponsor logo displayed on the Instant Replay Screen during the PBR event.
- 3 Public address recognition as a **Supporter** of the PBR event.
- 4 Sponsor listed on Rodeo website as PBR Sponsor.
- 5 Listing in press release distributed to media announcing PBR Sponsors.
- 6 Four (4) Box Seats for PBR event.
- 7 Four (4) VIP tickets to Sponsors Pre-Party for PBR event.
- 8 One (1) Sponsor Parking Pass for the PBR event.

Extra Pre-Party tickets may be purchased if available. Inquire with committee for price.

BUCKLE & TROPHY



CHAMPION
BUCKLE DONOR \$4,000

ARTISAN
BUCKLE DONOR \$3,000

CLASSIC
BUCKLE DONOR \$2,000

COMMEMORATIVE
BUCKLE DONOR \$1,000

Benefits to include but not limited to:

- Reserved Grandstand Tickets
- Sponsor Parking Passes
- Image on the Instant Replay Screen

Please contact the Sponsor Committee for further donor package benefits. Buckle donors are available at a first come, first served basis.

BUCKLE & TROPHY

