



COWBOY UP IN KIOWA

www.cowboyupinkiowa.org
sponsorships@cowboyupinkiowa.org

To Whom It May Concern:

**RE: Cowboy Up in Kiowa Rodeo
2018 Rodeo Sponsorship / Advertising Opportunities**

Dear Potential Sponsor / Advertiser:

The Cowboy Up in Kiowa Rodeo Committee would like to invite you to become a Sponsor/Advertiser of their 2018 CPRA Rodeo Event. Our goal is to produce a family fun event weekend that educates the young & old alike on our Western Heritage through the sport of Rodeo.

We are a Non-Profit 501 (c) (3) organization and your Sponsorship dollars are tax deductible.

The 10-time award-winning Cowboy Up in Kiowa Rodeo is celebrating its 22nd year as a community oriented event. We pride ourselves in putting on the best community event that we can.

Friday, June 22, 2017 is Military Appreciation Night. It is our night to say Thank You! to all of our service men & women who have selflessly given everything to protect us, our freedoms and our country.

Saturday, June 23, 2017 is our Family Day to celebrate everything that is *family!*
Visit us at the Kiowa Street Fair and then head on over to the arena for some edge of your seat rodeo action!

Both nights include a Mutton Bustin and a Boot Scramble for the kids and the 3rd Annual Bouncy Horse Races for the brave at heart adults!

The Cowboy Up in Kiowa 2018 Sponsorship/Advertising opportunities are attached for your review. We ask for a commitment as soon as possible and offer easy payment terms for payment in full by May 31st, 2018.

We know you have many options of where to spend your sponsorship dollars. It is our hope, that through this packet, we will demonstrate a value add to your business and our community. Without the generous support of our sponsors, we would not be able to bring this fun filled family rodeo event to our community. We look forward to a lasting partnership with your company as we strive for another great event.

If you have any questions, please feel free to email sponsorships@cowboyupinkiowa.org.

Rodeo Dates: June 22nd & 23rd 2018

Best Regards,
Cowboy Up in Kiowa Rodeo Committee



COWBOY UP IN KIOWA

2014, 2015 & 2016 CPRA Super Purse Rodeo of the Year

JUNE 22-23, 2018

Sponsorship Opportunities

PLATINUM EVENT SPONSOR - \$1,500 (9 available)

- ★ Choice of available events
(bull riding, bareback, saddle bronc, tie-down roping, steer wrestling, mixed team roping, open team roping, breakaway roping, barrel racing)
- ★ Event Buckle sponsor
- ★ 1 highly visible arena banner* max size 3' x 7'
- ★ Full page ad in program*
- ★ Flag flown in Grand Entry at each performance
- ★ Multiple name mentions during each performance
- ★ Logo on posters, flyers, website & social media
- ★ Rodeo Tickets & access to hospitality tent

TIMED EVENT GATES & BOX SPONSOR - \$1,000 (sold)

- ★ Banner on timed event gate* max size 3' x 7'
- ★ Branded roping box pads (provided by sponsor)
- ★ Full page ad in program*
- ★ Flag flown in Grand Entry at each performance
- ★ Multiple name mentions during each performance
- ★ Logo on posters, flyers, website & social media
- ★ Rodeo Tickets & access to hospitality tent

ENTERTAINMENT SPONSOR - \$1,000

- ★ Logo included in entertainment advertising
- ★ 1 highly visible arena banner * max size 3' x 7'
- ★ Full page ad in program*
- ★ Multiple name mentions during each performance
- ★ Rodeo Tickets & access to hospitality tent

WAGON SPONSOR - \$1,000 (sold)

- ★ 1 highly visible arena banner* max size 3' x 7'
- ★ Full page ad in program*
- ★ Flag flown in Grand Entry at each performance
- ★ Multiple name mentions during each performance
- ★ Rodeo Tickets & access to hospitality tent

ROUGHSTOCK OUTGATE SPONSOR* - \$750 (1 available) (sold)

- ★ 4' x 6' Coroplast sign on outgate
- ★ Quarter page ad in program*

BUCKING CHUTE SPONSOR* - \$500 (8 available) (sold)

- ★ 2' x 7' Coroplast sign on bucking chute
- ★ Quarter page ad in program*

MUTTON BUSTIN SPONSOR - \$500 (2 available) (sold)

- ★ 1 Arena banner* max size 3' x 7'
- ★ Quarter page ad in program*
- ★ Multiple name mentions during each performance
- ★ Name on advertising, website & social media

BUCKING CHUTE OVERHEAD* - \$400 (8 available) (sold)

- ★ 2' x 7' Coroplast sign or banner on chute overhead

BOOT SCRAMBLE SPONSOR - \$200 (2 available) (sold)

- ★ Choice of Friday or Saturday night
- ★ 1 Arena banner* max size 3' x 7'
- ★ Name on advertising and announced during event

ARENA BANNER* - \$150

- ★ 1 Arena banner max size 3' x 7'

RODEO PROGRAM ADVERTISING*

- ★ Full page program (5" x 8") - \$250
- ★ Half page program ad (5" x 3.75") - \$175
- ★ Quarter page program ad (2.25" x 3.75") - \$100

VENDOR SPACE (does not include food vendors)

- ★ Exterior Vendor Space w/Electricity - \$125 per piece
- ★ Exterior Vendor Space no Electricity - \$100 per piece
(please email info@cowboyupinkiowa.org for food vendor information)

* sponsors to provide sign/banner, flag and ad copy for rodeo program *

Monthly Payment Plan Available on All Sponsor Programs / Checks, PayPal and Credit Cards Accepted

👉 All sponsor logos are posted to our website and social media upon full payment 👉

DEMOGRAPHIC NUMBERS

2 Rodeos over 2 days with up to 2,500 in attendance at each rodeo = 5,000 visual exposures over 2 days
Cowboy Up in Kiowa Social Media & Website = over 10,000 exposures throughout the year

Thank you for your support of Cowboy Up in Kiowa!

www.cowboyupinkiowa.org



COWBOY UP IN KIOWA
P.O. BOX 779 KIOWA, COLORADO 80117
#82-0548649



SPONSORSHIP/ADVERTISING AGREEMENT

2018 Cowboy Up in Kiowa Rodeo

This agreement is by and between _____ and the COWBOY UP IN KIOWA Rodeo Committee for a Sponsorship and/or Arena & Program Advertising for the items selected below. It is also agreed that the Sponsor/Advertiser will furnish the banner/sign, flag and/or ad copy needed for the item(s) selected. Logo needed by May 1st, program ads needed by May 15th, banner and/or flag needed by June 15th.

COWBOY UP IN KIOWA is a 501 (c) (3) Organization and your contribution is Tax Deductible.

- Platinum Event Sponsor - \$1,500 (sold) Timed Event Gate & Box - \$1,000 Arena Banner - \$150
- (for the sponsorships above, please enter 1-9 for your event choices)
- Bull Riding Entertainment Sponsor - \$1,000 Full Page Program Ad - \$250
- Bareback Wagon Sponsor - \$1,000 Half Page Program Ad - \$175
- Saddle Bronc Roughstock Outgate - \$750 Quarter Page Program Ad - \$100
- Mixed Team Roping Bucking Chute Sponsor - \$500 Exterior Vendor w/Electricity
- Barrel Racing Bucking Chute Overhead - \$400 _____ # Pieces x \$125 = \$ _____
- Open Team Roping Mutton Bustin Sponsor - \$500 Exterior Vendor no Electricity
- Tie-Down Roping Boot Scramble Sponsor - \$250 _____ # Pieces x \$100 = \$ _____
- Breakaway Roping (please number your preference 1 & 2)
- _____ Steer Wrestling _____ Friday _____ Saturday

Total Amount Due: \$ _____

Amount Paid: \$ _____ Payment Method: _____ Date: _____

Monthly Payment Plan

All payments due 1st of every month and must be paid in full by May 31st, 2018:

First Payment Due: _____ Number of Payments: _____ Amount: \$ _____

Sponsor/Advertiser Name: _____

Mailing Address: _____

Contact Person: _____

Phone Number: _____ Email Address: _____

Dated this _____ day of _____, 20 _____

Make Checks Payable to: Cowboy Up in Kiowa
Mail To: P.O. Box 779
Kiowa, Colorado 80117

By: _____
Sponsor Representative
By: _____
Cowboy Up Committee Representative