

ELLIS COUNTY YOUTH EXPO

2020 Partnership Opportunities

Saddle up and ride with us at our 31st annual Ellis County Youth Livestock Show as we present the 2nd annual PRCA Rodeo & Fair! March 26th-April 4th

The Ellis County Youth Expo is honored for your consideration to partner with us in supporting our youth. To maintain exclusivity to our VIP Partners, some packages are limited. This year VIP Partners will have the first right to keep the same package for the following year. Ellis County Youth Expo welcomes your feedback on partnership benefits and is happy to work with you to ensure that your marketing and promotional objectives are met.

Please contact any of the following for further assistance:

Charlie Nolen (505) 412-1352 rodeochair@ecyexpo.com
Kristi Shaw (214) 912-0383 fairchair@ecyexpo.com
Casher Dowell (817) 881-1357 showchair@ecyexpo.com

(1) RODEO NAMING PARTNER

\$75,000 (Three Year Commitment @ \$25,000 per year)

(1) VIP TENT SPONSOR

\$45,000 (Three Year Commitment @ \$15,000 per year)

(1) TROUBADOUR MAIN STAGE NAMING SPONSOR

\$60,000 (Three Year Commitment @ \$20,000 per year)

- Prominent Display of Logo on the Expo Building and the Performance Stage. Size TBD (you provide logo and banners).
- Banners (1- 3x8) on the Expo service road – a banner will reposition to the Stock Show arena after last Rodeo performance.
- Availability for Product display on either side of stage.
- Business name will be a part of all posters, newspapers, radio and announcements.
- Acknowledgement on ECLSR Social Media pages.
- Introduction at the end of all 3 Rodeo performances and before all three Concerts, as the Stage Naming Sponsor
- Meet and Greet with Bands prior to concerts
- Business name listed as Concert Series Stage Naming Sponsor on VIP Koozies for concerts and on “21 and up” wrist bands
- (8) VIP Access Passes for all rodeo performances and concerts.
- Reserved tables/seating in the Rodeo and Concert VIP areas.
- (2) VIP Lot - Front Row reserved parking spaces marked with your name
- Vendor booth space
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(1) RODEO REPLAY SCREEN (JUMBO-TRON) SPONSOR

\$12,500.00

(1) RODEO CONTESTANT CONCIERGE TENT SPONSOR

\$20,000 (Two Year Commitment @ \$10,000 per year)

- Prominent Display of Logo on the Contestant Concierge Tent - Size TBD (you provide logo and banners).
- Banners (2- 3x8) on the Expo service road and in arena - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Flag flown at least once in each performance
- Introduction as Concierge sponsor during rodeo
- Recognition in rodeo advertisement, social media, newspapers, program and radio
- (6) VIP Access Passes for all rodeo performances and concerts.
- Reserved tables/seating in Rodeo and Concert VIP areas.
- (2) VIP Lot Parking Pass and (2) General Lot Parking Passes)
- Vendor booth space
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(1) ARENA (OUT-GATE) SPONSOR (Rough-Stock Out Gate)

\$8,000

- Banners (1- 3x8) on the Expo service road - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Banner (1 – TBD) in the Rodeo Arena marking the gate
- Rodeo Announcer Recognition throughout the events – “This animal will be leaving though the ... Gate”
- Recognition in rodeo advertisement, social media, newspapers, and radio
- (8) General admissions for all three days of fair
- (6) VIP Access Passes for all rodeo performances and concerts.
- (1) VIP Lot Parking Pass and (3) General Lot Parking Passes)
- Vendor booth space
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(2) NEON LIGHTS SPONSOR

\$22,500 (Three Year Commitment @ \$7,500 per year)

- Banners (2- 3x8) on the Expo service road and at stage area - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Rodeo and Concert Announcer Recognition throughout the events – “Fair Concert” brought to you by ...”
- Recognition in rodeo advertisement, social media, newspapers, program and radio
- Business Signage (you provide) on 2 Patron Shuttle or Fair Utility vehicles used during the Fair.
- Meet and Greet with Bands prior to concerts
- Business name listed as a Concert Series Sponsor on VIP Koozies for concerts
- (8) General admissions for all three days of fair
- (6) VIP Access Passes for all rodeo performances and concerts.
- Reserved tables/seating for 6 - Concert VIP areas.
- (1) VIP Lot Parking Pass and (3) General Lot Parking Passes)
- Vendor booth space
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(1) LIL' BUCKAROO RODEO SPONSOR

\$7,500

- Banners (2- 3x8) on the Expo service road and in the arena - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Rodeo Announcer Recognition throughout the events – “Lil’ Buckaroo Rodeo brought to you by ...”
- Recognition in rodeo advertisement, social media, newspapers, program and radio
- (8) General admissions for all three days of fair
- (6) VIP Access Passes for all rodeo performances and concerts.
- (1) VIP Lot Parking Pass and (3) General Lot Parking Passes)
- Vendor booth space
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(1) ARENA (OUT-GATE) SPONSOR (Timed Event Out Gate)

\$6,000

- Banner (1- 3x8) on the Expo service road - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Banner (1 – TBD) in the Rodeo Arena marking the gate
- Recognition in social media
- (4) General admissions for all three days of fair
- (4) VIP Access Passes for all rodeo performances and concerts.
- (1) VIP Lot Parking Pass and (2) General Lot Parking Passes)
- Vendor booth space
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(1) COUNTY WIDE TEAM ROPING

\$5,000

- Banners (2- 3x8) on the Expo service road and in the arena - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Recognition in social media and event promotion
- (4) General admissions for all three days of fair
- (4) VIP Access Passes for all rodeo performances and concerts.
- (1) VIP Lot Parking Pass and (2) General Lot Parking Passes)
- Vendor booth space
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(6) BUCKING CHUTE PARTNER
(Limited Availability, 2019 bucking chute have first right of refusal)
\$4000

- 3-year commitment paid up front
- Banner (1- 3x5) on the Expo service road - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Banner (1 -TBD) on Bucking Chute 1-3 or 4-6. Sign rotates each year to ensure coverage in announcements
- Recognition in social media and event promotion
- (4) General admissions for all three days of fair
- (4) VIP Access Passes for all rodeo performances and concerts.
- (3) General Lot Parking Passes
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(1) Leaderboard Sponsor
\$4000

- Digital Logo displayed on the video screen with the leaderboard.
- Business mentioned during rodeo each time the leaderboard is mentioned
- Recognition in social media
- (4) General admissions for all three days of fair
- (4) VIP Access Passes for all rodeo performances and concerts.
- (3) General Lot Parking Passes
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(1) Livestock Show Backdrop Sponsor
\$9,000 (Three Year Commitment @ \$3,000 per year)

- Business logo or business name on Contestant backdrop (20-foot x 40-foot)
- Banners (1- 3x8) on the Expo service road
- Recognition in social media and event promotion
- Business listed on print media and with local newspapers.
- (4) General admissions for all three days of fair
- (2) VIP Access Passes for all rodeo performances and concerts.
- (3) General Lot Parking Passes)
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(8) EVENT SPONSOR

Team Roping (2), Barrell Racing, Saddle Bronc, Bareback, Bull Riding, Tie Down Roping, Steer Wrestling
\$3,000/per event

- Banner (1- 3x8) on the Expo service road - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Business logo and name on Replay screen for the event
- Recognition in social media and event promotion
- (4) general admissions for all three days of the fair
- (2 VIP passes) (Includes: 3 days of rodeo (Thursday night slack), VIP rodeo seating, and VIP concert with table seating)
- Parking for all 3 days of Rodeo (3 passes for general parking)
- (4) General admissions for all three days of fair
- (2) VIP Access Passes for all rodeo performances and concerts.
- (3) General Lot Parking Passes)
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

(8) EVENT BUCKLE PARTNER

Availability will be limited due to prizes / Sold on first come first serve basis

\$1,000

- Banner (1 – 3x5) in rodeo arena
- Business mentioned when rodeo prizes are awarded
- Recognition in social media and event promotion
- (4) General admissions for all three days of fair

ELLIS COUNTY

YOUTH EXPO

DIAMOND VIP PARTNER

\$7,500

- Banners (2- 3x8) on the Expo service road and in the arena - a banner will reposition to the Stock Show arena after last Rodeo performance.
- “Rodeo brought to you by ...” throughout the rodeo by announcer (multiple times)
- Recognition in social media and event promotion
- (8) General admissions for all three days of fair
- (6) VIP Access Passes for all rodeo performances and concerts.
- (1) VIP Lot Parking Pass and (3) General Lot Parking Passes)
- Vendor booth space
- Specific Designation Options available (i.e. Livestock Show, Ag Mechanics, Kid Zone, Rodeo, Concert, etc.)
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

PLATINUM VIP PARTNER

\$5,000

- Banners (2- 3x8) on the Expo service road and in the arena - a banner will reposition to the Stock Show arena after last Rodeo performance.
- Recognition in social media and event promotion
- (4) General admissions for all three days of fair
- (4) VIP Access Passes for all rodeo performances and concerts.
- (1) VIP Lot Parking Pass and (2) General Lot Parking Passes)
- Vendor booth space
- Specific Designation Options available (i.e. Livestock Show, Ag Mechanics, Kid Zone, Rodeo, Concert, etc.)
- Additional VIP Tickets available for \$250.00 – Limited per space restrictions and first come first served
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

GOLD VIP PARTNER

\$2500

- Banners (1- 3x5) on the Expo service road
- Recognition in social media and event promotion
- (2) General admissions for all three days of fair
- (2) VIP Access Passes for all rodeo performances and concerts.
- (3) General Lot Parking Passes)
- Specific Designation Options available (i.e. Livestock Show, Ag Mechanics, Kid Zone, Rodeo, Concert, etc.)
- Optional Ad-On (\$750) Bucking Chute Uprights between Bucking Chutes with Business Logo, comes with additional Box Seating for 4 to all rodeo performances. – Limited availability first come first served

SILVER VIP PARTNER

\$1500

- Banners (1- 3x5) on the Expo service road
- Recognition in social media and event promotion
- (2) General admissions for all three days of fair
- Options
 - 1. 1 Box (4 Seats) for All Rodeo Performances
 - 2. (4) VIP Concert Only with reserved table seating
- (2) General Lot Parking Passes
- Specific Designation Options available (i.e. Livestock Show, Ag Mechanics, Kid Zone, Rodeo, Concert, etc.)

GOOD NEIGHBOR PARTNER

\$750

- Banner (1 – 3x5) location accommodation is first come first served due to space – arena, livestock area, other
- Recognition in social media and event promotion
- (2) General admissions for all three days of fair
- Specific Designation Options available (i.e. Livestock Show, Ag Mechanics, Kid Zone, Rodeo, Concert, etc.)

FRIENDS OF ELLIS COUNTY YOUTH EXPO PARTNER

\$250

- Name listed on Common banner displayed in the EXPO facility as Division Supporter
 - (Livestock Show, Ag Mechanics Show, Ag Mechanics Build Off, Creative Arts)
- Recognition in social media and event promotion
- Announcer recognition

BUCKLES, BANNERS and BBQ SPONSOR

\$100

- Name listed on Common banner displayed in the EXPO facility as Event Sponsor
 - (Steers, Heifers, Lambs, Goats, Swine, Rabbits, Broilers)
- Recognition in social media and event promotion
- Announcer recognition



Price (annual)	Exclusive Opportunity (only one available)	Commitment in Years	Advertising Media	Social Media	Prominent EXPO Entrance Logo	Prominent EXPO Entrance Logo	Prominent Main Stage and EXPO Building Logo	Prominent Logo on Contestant Backdrop	VIP Tent Logo	Contestant Concierge Tent Logo	EXPO Service Road/Entrance Banner	Rodeo Arena Banner	Lil Buckaroo/Kid Zone Options available	Digital Banner - Jumbo-Tron	Live Stock Arena Banner (repositioned)	Listed on Livestock Show banner	Concert Banner	Product Display	VIP Rodeo/Concert Passes	VIP Concert Only Passes OR Rodeo Box Seats	General Admission Tickets	VIP Rodeo Tent Reserved Seating	VIP Concert Reserved Seating	Concert Band Meet and Greet	Reserved Parking	General Parking Pass	Rodeo Announcer recognition	Stock Show Announcer Recognition	Flag Flown	VIP Koozies and Wrint Band Advertising	Vendor Booth Space												
\$25,000	★	3	✓	✓	t	t									✓			✓	8			✓	✓	2	✓	✓	✓	✓	✓	✓													
\$20,000	★	3	✓	✓		t					a				✓			✓	8			✓	✓	2	✓	✓	✓	✓	✓	✓													
\$15,000	★	3	✓	✓					t		a	a			✓				8			✓	✓	2	✓	✓	✓	✓	✓	✓	✓												
\$10,000	★	2	✓	✓						t	a	a			✓				6			✓	✓	2	✓	✓	✓	✓	✓	✓	✓												
\$12,500	★	1	✓	✓							a	a		✓	✓				6					2	✓	✓	✓	✓	✓	✓	✓												
\$8,000	★	1	✓	✓							a	t			✓				6		24			1	✓	✓	✓	✓	✓	✓	✓	✓											
\$7,500	★	3	✓	✓							a	a			✓		a		6		24	✓	✓	1	✓	✓	✓	✓	✓	✓	✓	✓											
\$7,500	★	1	✓	✓							a	a			✓				6		24			1	✓	✓	✓	✓	✓	✓	✓	✓	✓										
\$6,000	★	1	✓	✓							a	t			✓				4		12			1	✓	✓	✓	✓	✓	✓	✓	✓	✓										
\$5,000	★	1	✓	✓							a	a			✓				4		12			1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓									
\$4,000	6	3	✓	✓							b	t			✓				4		12			3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓									
\$4,000	★	1	✓	✓										✓					4		12			3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓								
\$3,000	★	3	✓	✓						t									2		12			3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓							
\$3,000	8	1	✓	✓							b			✓					2		12			3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓						
\$7,500	1	✓	✓	✓							a	a	✓		✓				6		24			1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓						
\$5,000	1	✓	✓	✓							a	a	✓		✓				4		12			1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓					
\$2,500	1	✓	✓	✓							b								2		6			3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
\$1,500	1	✓	✓	✓							b								4		6			1	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
\$1,000	8	1	✓	✓								b	✓								12			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				
\$750	1	✓	✓	✓								b	✓								4			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓			
\$250	1	✓	✓	✓																																							
\$100	1	✓	✓	✓																																							

Banner sizes - a: 3x8 - b: 3x5 - t: TBD (sized to fit)