



**SPONSOR INFORMATION**



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# WELCOME TO THE GREELEY STAMPEDE

*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 4<sup>TH</sup> 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  
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# OUR MISSION & EVENT HISTORY

## 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.



City of Greeley Museums, Permanent Collection.



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.



# ABOUT US

## Past Concert Performers:

- |                   |                     |                   |                    |
|-------------------|---------------------|-------------------|--------------------|
| - Loretta Lynn    | - Willie Nelson     | - Thomas Rhett    | - Reba             |
| - Johnny Cash     | - The Beach Boys    | - Granger Smith   | - Sugarland        |
| - Chris LeDoux    | - ZZ Top            | - Martina McBride | - Luke Bryan       |
| - Tim McGraw      | - Brad Paisley      | - Clint Black     | - Gary Allan       |
| - Kenny Chesney   | - Lynyrd Skynyrd    | - Rascal Flatts   | - Clay Walker      |
| - Alan Jackson    | - Chris Young       | - Blake Shelton   | - Joe Nichols      |
| - Taylor Swift    | - George Jones      | - Keith Urban     | - Lady Antebellum  |
| - Trace Adkins    | - Toby Keith        | - Big & Rich      | - Darius Rucker    |
| - The Band Perry  | - Steve Miller Band | - Josh Turner     | - Dustin Lynch     |
| - Little Big Town | - Def Leppard       | - TobyMac         | - Sawyer Brown     |
| - Buck Owens      | - Dierks Bentley    | - Alabama         | - The Judds        |
| - Faith Hill      | - Kid Rock          | - Jeff Foxworthy  | - Barenaked Ladies |
| - Brooks & Dunn   | - Jake Owen         | - REO Speedwagon  | - 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**

Guaranty Bank & Trust

*Treasurer | Volunteer Chair*



**Mic Harvey**

Nutreertion LandCare

*Security Chair*



**Jerry Short**

ABRA Auto Body & Glass

*Beverages Chair*



**Jeff Reck**

Reck Flyers

*Grounds Chair*



**Kent Heckel**

GCR Tires & Service

*Parades Chair*



**Shawn Mills**

Safety Assurance Consulting

*Rodeo Chair*



**Dan Dennie**

Retired U.S. Air Force

*Hospitality Chair*



**Todd Stephens**

Bill's Volume Sales and Service

*Parking & Admissions Chair*



**Jacki Reider**

Hearing Rehab Center

*Gold Spur Donor Chair*





# STAMPEDE STAFF & FAMILY ORGANIZATIONS



**Justin Watada**  
General Manager



**Kevin McFarling**  
Marketing Coordinator



**Julie Reinert**  
Office Manager



**Tawnya Garcia**  
Ticket Office Manager



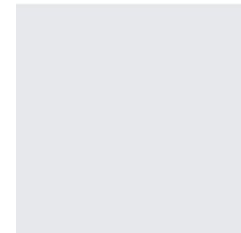
**Cayley Loeffler**  
Promotions Coordinator



**Ray Esola**  
Food Vendor Coordinator



**Cassie Rigg**  
Accountant



**TBA**  
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

## Sponsorship Program

partners:	116
amount invested:	\$1,868,375

## Gold Spur Donor Program

supporters:	272
amount donated:	\$737,284

## Volunteers

Wrangler volunteers:	297
Wrangler hours:	18,643
average volunteer hours:	62.77 hours







## Contestants

PRCA Pro Rodeo:	610
Team Roping Classic:	66 teams
Cowboy Games:	20
Rodeo Mutton Bustin:	59
PRCA Xtreme Bulls:	50
Demolition Derby:	42
American Bull Fighting:	12
Kids Rodeo:	247
Hot Rods & Horsepower:	72

## Digital

### Social Media

 Facebook Likes:	33,070
 Facebook Espanol:	2,900
 Twitter Followers:	3,863
 Instagram Followers:	5,115





# 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.*

2015:	\$66,700
2016:	\$1,047,968
2017:	\$73,882
2018:	\$91,007
2019:	\$333,962

## 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



# COMMUNITY RECOGNITION

## Grand Marshal Program

Each year since 1928, the Greeley Stampede has recognized outstanding citizens for their many community and regional contributions to Northern Colorado.

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

## 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.

### 2018 Inductees

- Hadley Barrett
- Art Parker
- Tom Mawson
- The Farr Family

### 2019 Inductees

- Bennie Beutler
- Bill May
- Bill Webster



# 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%

## Marital status

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

## Age

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

## 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

## Ticket Buyers (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%

## How guests buy tickets

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

SOURCE: TicketsWest



# 2019 EVENT SPONSORS



Superstars Concert Series



PRCA Pro Rodeo Series



Official Malt Beverage



Official Soft Drink



Official Vehicle



Official Western Apparel



Courtesy 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



6/30 Pancake Breakfast



7/6 Pancake Breakfast



6/29 Zumba



7/5 Zumba





# 2019 EVENT SPONSORS

## Park Attraction Sponsors



Carnival



Park Music Stage



Innovation Station



Carnival Music Stage



Sunscreen Stations & Nursing Suite



Events Center Comfort Zone



Craft Beer Tent & Patio



Food Court Shade Tent



Opening Night Fireworks



Independence Day Fireworks



Behind The Chutes Rodeo Tour



Aven's Village



Western Art Show



Petting Zoo



Pedal Tractors



Sheep Stampede



Centennial Village



Swiftly Swine Racing Pigs



Face Painting & Balloon Makers



Stick Horse Rodeo



Special Character Appearances



Bucky's Sandbox



XPOGO Stunt Team



Parade Longhorns



Kids Korral



Classic Car Show

## Rodeo Sponsors

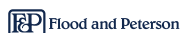


# 2019 EVENT SPONSORS

## 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.



# EVENT MAP



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**

SUN	MON	TUE	WED	THR	FRI	SAT
					19  Kickoff Concert	20  Big Buckle Ball
21	22	23  Western Art Show Gala	24 Longhorn Drive Xtreme Bulls Fireworks	25  PRCA Rodeo	26  Chris Young	27 ENERGY DAY  PRCA Rodeo TBA Concert
28 FAITH & FAMILY DAY  PRCA Rodeo Lacrae	29  PRCA Rodeo - TETWP	30  PRCA Rodeo - Military Appreciation	1  PRCA Rodeo - Finals	2  Brett Young	3  LOCASH & Phil Vassar	4 Parade American Bull Fighting Jon Pardi Fireworks
5  Demolition Derby						

\* 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



# SPONSORSHIP BENEFITS

## 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](mailto:justin@greeleystampede.org)



**GREELEYSTAMPEDE.ORG**  
**970-356-7787**



CONCERTS ★ RODEOS ★ FAMILY FUN ★ DEMO DERBY ★ FOOD ★ CARNIVAL ★ SHOPPING ★ KIDS KORRAL