

# 2019

## • Pre-Sale Campaign June 4<sup>th</sup> – September 5<sup>th</sup>

Our mission is to produce events for education, entertainment and agricultural experiences at the premier multi-use facility while giving back through youth scholarships and a positive economic impact to Central Texas.



## **ADMISSION TICKETS, PASSES & MEMBERSHIPS**

### **♥ Tickets**

#### ***Gate Admission to the Fair - \$8***

- Regular price is \$15 each; a savings of \$7 per ticket
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Ages 9 and older*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

#### ***Opening Night Rodeo Ticket - \$20***

- Reserved balcony ticket for first night of rodeo (Saturday, October 5<sup>th</sup>)
  - *Includes Fair gate admission*
  - *Does not include parking*
  - *Not valid any other day*

#### ***Final Night Championship Rodeo Ticket - \$20***

- Reserved balcony ticket for last night of rodeo (Saturday, October 12<sup>th</sup>)
  - *Includes Fair gate admission*
  - *Does not include parking*
  - *Not valid any other day*

#### ***Opening and Final Night Reserved Balcony Rodeo Tickets - \$30***

- One (1) reserved balcony ticket for the opening night and one (1) reserved balcony ticket for the final night of the rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)
  - *Includes Fair gate admission*
  - *Does not include parking*
  - *Not valid any other day*

#### ***One HOT Bullfight VIP Ticket - \$35***

- One (1) reserved special seating during the One HOT Bullfight (Sunday, October 13<sup>th</sup>)
  - *Includes Fair gate admission*
  - *Does not include parking*
  - *Not valid any other day*
- *Pre-Show Production Tour*
- *Pre-Show Meet & Greet, Autographs & Pictures*
- *Early Shopping at the Merchandise Table*

#### ***Season Pass - \$50***

- Only Pre-Sale Season Pass that includes Fair parking. Total value of \$200; a savings of \$150 per pass
  - *Season Pass includes Fair gate admission each day (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for a Fair year (October 2019 - September 2020)*

### ***Family Fun Pack - \$80***

- Purchased individually for a total value of \$135; a savings of \$55 per pack.
  - *Family Fun Pack includes four (4) Fair gate admission tickets, one (1) one-day parking ticket and two (2) carnival armbands. Valid for a one-time use only.*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

### ***Meet and Greet the Stars at the Bud Light Music Stage - \$75***

- Two (2) Fair gate admission tickets and two (2) meet and greet passes
  - *Limited to ten (10) per night*
  - ***Must choose a night on the order form*** (nights awarded on first-come, first-served basis). Please visit [hofair.com](http://hofair.com) for list of entertainers.

## **Carnival Specials**

### ***Fun Pass - \$65***

- Fun Pass includes Fair gate admission and an Armband for carnival rides each day for one (1) person
  - *Fair gate admission is limited to once per day*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
  - *Does not include Fair parking*

### ***One Day Carnival Armband - \$25***

- Regular price is \$35 each; a savings of \$10 per Armband; excluding daily promotions
  - *Good any day*
  - *Does not include Fair gate admission*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Does not include Fair parking*
  - *Valid for a one-time use only*

## **Business Appreciation Bulk Ticket Sales**

### ***Donate Tickets to the Fair - \$8***

- Regular price is \$15 each; a savings of \$7 per ticket
- Fair gate admission tickets will be donated on your behalf to one (1) of the following organizations:
  - *Boys & Girls Club, Friends For Life, and/or Veteran Affairs, as designated by the Heart O' Texas Fair & Rodeo*
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
  - *Does not include Fair parking*

Let your clients and employees know how much they really mean to your business by treating them to a night of fun and entertainment at the Heart O' Texas Fair & Rodeo. Showing appreciation for your clients and employees can set you apart from your competitors, increase loyalty, improve retention, inspire sales and even build relationships that last a lifetime.

### **151 – 300 Gate Admission Tickets to the Fair - \$7**

- Regular price is \$15 each; a savings of \$8 per ticket
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
  - **Must purchase** 151 – 300 Fair gate admission tickets to receive this offer
  - *Does not include Fair parking*

**Don't forget your  
Carnival Armbands  
ONLY \$25!  
See Page 6 for  
more information.**

### **301+ Gate Admission Tickets to the Fair - \$6**

- Regular price is \$15 each; a savings of \$9 per ticket
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
  - **Must purchase** 300+ Fair gate admission tickets to receive this offer
  - *Does not include Fair parking*

### **Back Porch Club Memberships**

The Back Porch Club gives its members an opportunity to experience a first-class social setting in a unique, newly renovated location. Enjoy outstanding catered meals and a cash bar in the private club with magnificent views of the action in the Extraco Coliseum, or have fun under the stars on the Extraco Coliseum's rooftop patio. The Back Porch Club is only open to members and their invited guests during the Heart O' Texas Fair & Rodeo and the RAM Texas Circuit Finals Rodeo. NOTE: a ticket is required by members and their guests to attend the RAM Texas Circuit Finals Rodeo.

#### **Back Porch Club Annual Membership - \$300**

- Membership includes gate admission to the Heart O' Texas Fair & Rodeo for the member and one (1) guest only.
- One (1) parking pass for the member only
- Option to buy guest passes, contact Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com) for more information\*
- Does not include dinner or drinks in the Back Porch Club\*\*
- The Back Porch Club is only open to members during the One HOT Rodeo and the RAM Texas Circuit Finals Rodeo.
  - *A ticket is required by members to attend the RAM Texas Circuit Finals Rodeo.*

#### **Gold Back Porch Club Annual Membership - \$500**

- Membership includes gate admission to the Heart O' Texas Fair & Rodeo for the member and one (1) guest of their choice.
- One (1) parking pass for the member only
  - *Fifteen (15) one-night Guest Passes (Valid for: October 5<sup>th</sup>, 6<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup>)*
  - *Option to buy additional guest passes, contact Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com) for more information\**
- Does not include dinner or drinks in the Back Porch Club\*\*
- The Back Porch Club is only open to members during the One HOT Rodeo and the RAM Texas Circuit Finals Rodeo.
  - *A ticket is required by members and their guests to attend the RAM Texas Circuit Finals Rodeo.*

**(Admission Tickets, Passes & Memberships – Continued on Next Page)**

### ***Platinum Back Porch Club Annual Membership - \$1,000***

- Membership includes gate admission to the Heart O' Texas Fair & Rodeo for one (1) member and one (1) guest only.
- One (1) VIP Reserved Parking Pass for member only
- Unlimited number of Guest Passes, contact Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com) for more information\*
  - *Member must be present*
  - *Fifteen (15) drink tickets (Valid for: October 5<sup>th</sup>, 6<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup>)*
- Priority dinner reservation seating
- VIP front of line drink access for member and one (1) guest only
- Does not include dinner or drinks in the Back Porch Club\*\*
- The Back Porch Club is only open to members during the One HOT Rodeo and the RAM Texas Circuit Finals Rodeo.
  - *A ticket is required by members and their guests to attend the RAM Texas Circuit Finals Rodeo.*

### ***Individual Lifetime Back Porch Club Membership - \$2,000***

- Membership includes gate admission to the Heart O' Texas Fair & Rodeo for the member and one (1) guest only
- One (1) parking pass for the member only
- Unlimited number of Guest Passes, contact Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com) for more information\*
  - *Member must be present*
- Does not include dinner or drinks in the Back Porch Club\*\*
- The Back Porch Club is only open to members during the One HOT Rodeo and the RAM Texas Circuit Finals Rodeo
  - *A ticket is required by members and their guests to attend the RAM Texas Circuit Finals Rodeo.*

\*A guest pass is required nightly for all members' guests in the Back Porch Club. Adult guest passes cost \$10 and children 8 & under guest passes cost \$5 and can be purchased ONLY by the Back Porch Club Member online at [hotfair.com](http://hotfair.com), at the entrance of the Back Porch Club or by contacting Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com). A guest pass does not include meals in the Back Porch Club or gate admission to the Fair.

\*\*All reservations must be made by the Back Porch Club Member by 3 p.m. the day before you plan to attend, no exceptions. Reservations can be made online at [hotfair.com](http://hotfair.com) or by contacting Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com). Prices for meals may vary. No guest pass needed with purchase of a meal.



# **THE LUCK OF THE DRAW FUNDRAISER**

*September 7, 2019  
Doors open at 6 p.m.*

In 2018, the Heart O' Texas Fair & Rodeo awarded close to \$300,000 in scholarships and to date, more than \$3 million has been committed to the youth of Central Texas! The Luck of the Draw Fundraiser is a key component in underwriting these scholarships. The Scholarship Fundraiser details are as follows:

- Reverse drawing for VISA gift cards
- Only three hundred (300) raffle tickets will be sold
- First ticket drawn wins \$100
- 299th ticket wins \$1,000 in VISA gift cards
- Last ticket drawn wins \$10,000 in VISA gift cards
- If the two finalists choose to split the grand prize, the \$1,000 in VISA gift cards is forfeited.
- All tickets include insurance; when your number is drawn, your ticket will be returned to the hopper one (1) time.

## ***Individual Ticket with Insurance - \$150 (A total of 300 tickets will be sold)***

- **Orders must be received on or before August 14<sup>th</sup>**
- One (1) ticket to The Luck of the Draw Fundraiser with insurance
  - *Each ticket entitles you and one (1) guest to a steak dinner, drinks, entertainment, opportunity to win prizes and an evening of fun.*

## ***VIP Table - \$1,000 (A total of 300 tickets will be sold)***

- **Orders must be received on or before August 14<sup>th</sup>**
- One (1) VIP table at the event (seats 10)
- Five (5) tickets with insurance to The Luck of the Draw Fundraiser
  - *Each ticket entitles you and one (1) guest to a steak dinner, drinks, entertainment, opportunity to win prizes and an evening of fun.*
- Name and/or logo on the VIP table sign
- Five (5) Goodie Bags
- Ten (10) general admission tickets to the Fair
  - *Will be given to purchaser at the event*
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
- Ten (10) Bucket Raffle Tickets
- Announcer mentions during the event
- Opportunity to provide an item for the goodie bags

## ***Raffle Underwriter - \$1,000 (Limit 1)***

- **Orders must be received on or before August 14<sup>th</sup>**
- Name and/or logo in conjunction with the Raffle
- Name and/or logo in the event program
- One (1) sign in the Raffle area
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Activation opportunities at the event (to be mutually agreed upon)
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Four (4) tickets with insurance to The Luck of the Draw Fundraiser
  - *Each ticket entitles you and one (1) guest to a steak dinner, drinks, entertainment, opportunity to win prizes and an evening of fun.*

**(The Luck of the Draw Fundraiser – Continued on Next Page)**

### **Food Underwriter - \$1,000 (Limit 1)**

- **Orders must be received on or before August 14<sup>th</sup>**
- Name and/or logo in the event program
- One (1) sign at the event
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Announcer mentions throughout the event
- Activation opportunities at the event (to be mutually agreed upon)
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Four (4) tickets with insurance to The Luck of the Draw Fundraiser
  - *Each ticket entitles you and one (1) guest to a steak dinner, drinks, entertainment, opportunity to win prizes and an evening of fun.*

### **Entertainment Underwriter - \$2,000 (Limit 1)**

- **Orders must be received on or before August 14<sup>th</sup>**
- One (1) sign on the stage
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Announcer mentions during the event
- Name and/or logo placement in the event program
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Name and/or logo on the Extraco Events Center marquees during the month of September 2019
  - *Located on Bosque Blvd. and Lake Air Dr.*
- Four (4) tickets with insurance to The Luck of the Draw Fundraiser
  - *Each ticket entitles you and one (1) guest to a steak dinner, drinks, entertainment, opportunity to win prizes and an evening of fun.*

### **Event Underwriter - \$3,000 (Limit 1)**

- **Orders must be received on or before August 14<sup>th</sup>**
- Name and/or logo in conjunction with The Luck of the Draw Fundraiser
- Four (4) signs at the event
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and/or logo on The Luck of the Draw Fundraiser webpage
- Name and/or logo in the event program
- Name and/or logo on the Extraco Events Center marquees during the month of September 2019
  - *Located on Bosque Blvd. and Lake Air Dr.*
- Activation opportunities at the event (to be mutually agreed upon)
- Five (5) tickets with insurance to The Luck of the Draw Fundraiser
  - *Each ticket entitles you and one (1) guest to a steak dinner, drinks, entertainment, opportunity to win prizes and an evening of fun.*



## **CONTINUING EDUCATION**

### ***Sponsor a Student - \$1,000***

- **Orders must be received on or before Wednesday, August 21<sup>st</sup>**
- Recognized as a 2020 Scholarship Underwriter
- Two (2) invitations to the Annual Scholarship Banquet (Spring/Summer 2020)
- Name listed as a scholarship underwriter in the 2019 Official Rodeo Program

### ***Gold Star Sponsor - \$2,000***

- **Orders must be received on or before Wednesday, August 21<sup>st</sup>**
- Recognized as a 2020 Scholarship Underwriter
- One (1) half-page color ad in the Official Rodeo Program
  - **All orders and artwork for ads must be received on or before Wednesday, August 21<sup>st</sup>**
  - *Over 2,000 Rodeo Programs are distributed free to Rodeo attendees.*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Charva Ingram*  
*[Charva@hotfair.com](mailto:Charva@hotfair.com)*
- Two (2) invitations to the Annual Scholarship Banquet (Spring/Summer 2020)
- Name listed as a scholarship underwriter in the 2019 Official Rodeo Program



# **SPURS & SPIKES GOLF TOURNAMENT**

**October 7, 2019**

**Starting at 1 p.m. at Cottonwood Creek Golf Course**

## **Spurs & Spikes Golf Tournament Team - \$400 (Limit 18)**

- Four (4) man scramble, plus rodeo celebrity if available

## **Cooler Bag Sponsor - \$500 (Limit 5)**

- Company logo on the cooler bag to be given out to the contestants
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Company logo on the Sponsor Board
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to have one (1) team in the golf tournament
  - *Must notify Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com) by September 1<sup>st</sup>*
  - *Four (4) man scramble, plus rodeo celebrity if available*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

## **Hole Sponsors - \$500 (Limit 15)**

- Company name and/or logo on Sponsor Board
- One (1) sign at the designated tee box
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to have one (1) team in the golf tournament
  - *Must notify Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com) by September 1<sup>st</sup>*
  - *Four (4) man scramble, plus rodeo celebrity if available*
- Activation opportunity at the Event
  - *To be mutually agreed upon*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

**(Spurs & Spikes Golf Tournament – Continued on Next Page)**

**Specialty Hole Sponsor - \$750 (Hole-In-One, Longest Drive, Closest to the Pin) (Limit 3)**

- Company name and/or logo on Sponsor Board
- Recognized as either the Hole-in-One, Longest Drive or Closest to the Pin Sponsor for designated hole
- One (1) sign at the designated hole
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to have one (1) team in the golf tournament
  - *Must notify Charva Ingram [charva@hotfair.com](mailto:charva@hotfair.com) by September 1<sup>st</sup>*
  - *Four (4) man scramble, plus rodeo celebrity if available*
- Activation opportunity at the Event
  - *To be mutually agreed upon*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

**Golf Cart Sponsor - \$1,500 (Limit 1)**

- Recognized as the Golf Cart Sponsor of the Spurs & Spikes Golf Tournament
- Company name and/or logo on Sponsor Board
- One (1) sign on the head golf cart of each team
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

**Gift Sponsor - \$1,500 (Limit 1)**

- Recognized as the Gift Sponsor of the Spurs & Spikes Golf Tournament
  - *Logo exposure on 150 gifts*
  - *Gifts co-branded with provider's logo and the Heart O' Texas Fair & Rodeo logo*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Company name and/or logo on Sponsor Board
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

**(Spurs & Spikes Golf Tournament – Continued on Next Page)**

***Presenting Sponsor - \$3,500 (Limit 1)***

- Recognized as the Official Presenting Sponsor of the Spurs & Spikes Golf Tournament
  - *Name/logo used in conjunction with the Spurs & Spikes Golf Tournament logo*
  - *Brand exposure includes, but not limited to: event advertising, T-shirts, signage, etc.*
- Company name and/or logo on Sponsor Board
- Two (2) 8' X 3' signs at the Event
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo on the Extraco Events Center marquees during the month of September and October 2019
  - *Located on Bosque Blvd. and Lake Air Dr.*
- Opportunity to have one (1) team in the golf tournament
  - *Four (4) man scramble, plus rodeo celebrity if available*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for a Fair year (October 2019 - September 2020)*



# **MARGARITA & SALSA FESTIVAL**

**August 24, 2019**

**Gates & Contests open at 6 p.m. / Concert starts at 7 p.m.**

Make plans now to attend the biggest, coolest, hottest party of the summer – the 24<sup>th</sup> Annual Margarita & Salsa Festival to be held Saturday, August 24<sup>th</sup> at the Extraco Events Center in Waco. All proceeds benefit the Scholarship Program at the Heart O' Texas Fair & Rodeo. This is one of the largest music events on the Waco calendar with an average of 10,000 attendees and a summer-sendoff for thousands before college classes begin. So if you dig margaritas and Texas country music (who doesn't, right?) then mark your calendar.

## **♥ General Admission Tickets**

### ***Margarita & Salsa Festival General Admission Ticket - \$30***

- **Orders must be received on or before Wednesday, July 31<sup>st</sup> at 5:30 p.m.**
  - *One (1) general admission ticket*
  - *Does not include parking, dinner or drinks*

### ***Margarita & Salsa Festival Party Pack - \$250***

- **Orders must be received on or before Wednesday, July 31<sup>st</sup> at 5:30 p.m.**
- Purchased individually for a total value of \$300; a savings of \$50
  - *Ten (10) general admission tickets*
  - *Does not include dinner, parking or drinks*

## **♥ VIP Tickets**

### ***Margarita & Salsa Festival VIP Ticket - \$175***

- **Orders must be received on or before Wednesday, July 31<sup>st</sup> at 5:30 p.m.**
  - *One (1) VIP ticket*
  - *Includes admission, parking, dinner and drinks*

### ***Margarita & Salsa Festival VIP Table - \$1,750***

- **Orders must be received on or before Wednesday, July 31<sup>st</sup> at 5:30 p.m.**
  - *One (1) VIP table*
  - *Includes admission, parking, dinner and drinks for ten (10) people*

### ***Margarita & Salsa Festival VIP Table Sponsor - \$2,000***

- **Orders must be received on or before Wednesday, July 31<sup>st</sup> at 5:30 p.m.**
- Recognized as Official Sponsor
  - *One (1) VIP table*
    - *Includes admission, parking, dinner and drinks for ten (10) people*
  - *Listing on Sponsor Board*
  - *Preferred Seating*
  - *Ten (10) commemorative gifts*

## **♥ Sponsorship Opportunities**

### ***Shot Glass Sponsor - \$1,000 (Limit 1)***

- **Orders must be received on or before Wednesday, July 31<sup>st</sup> at 5:30 p.m.**
- Recognized as Official Sponsor
- One-thousand (1,000) shot glasses imprinted with sponsor logo to be used at Shot Bar during the Event
- Listing on the Sponsor Board
- Two (2) general admission tickets

**(Margarita & Salsa Festival – Continued on Next Page)**

***VIP T-Shirt Sponsor - \$1,000 (Limit 5)***

- **Orders must be received on or before Wednesday, July 31<sup>st</sup> at 5:30 p.m.**
- Recognized as Official Sponsor
- Logo on over one thousand five hundred (1,500) t-shirts
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Two (2) general admission tickets
- Listing on Sponsor Board

***Koozie Sponsor - \$2,000 (Limit 3)***

- **Orders must be received on or before Wednesday, July 31<sup>st</sup> at 5:30 p.m.**
- Recognized as Official Sponsor
- Four (4) general admission tickets
- Exclusive logo placement on five hundred (500) koozies distributed free at the beer tent
  - *Koozies provided by the Margarita & Salsa Festival*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Listing on Sponsor Board



## **PARTNER PACKAGES**

### ***Rodeo Express – Golf Cart Signage - \$500 (Limit 6)***

- Sign placement on one (1) Rodeo Express Golf Cart
  - *Transporting a portion of more than 190,000 guests during the 2019 Heart O' Texas Fair & Rodeo*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

### ***Fair Package - \$500***

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 190,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Two (2) 3' X 3' signs in the Extraco Coliseum Concourse
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2019*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Madalynn Kainer [sponsorships@hotfair.com](mailto:sponsorships@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony tickets to the final performance of the One HOT Rodeo Finals on Saturday, October 12<sup>th</sup>
  - *Includes Fair gate admission*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

### ***Rest Stop Sponsor - \$500***

- Name/logo on a 6' x 3' sign attached to one (1) bench at the Heart O' Texas Fair & Rodeo
- Ten (10) gate admission tickets to the Heart O' Texas Fair & Rodeo
  - *Good for any day Fair gate admission (October 3 – 13, 2019)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking passes
  - *Each ticket is valid any day during the 2019 Fair & Rodeo (October 3 – 13, 2019)*

**(Partner Packages – Continued on Next Page)**

**Keep Grounds Beautiful Sponsor - \$500 (Limit 8)**

- Name/logo on two (2) 5" x 15" stickers attached to four (4) trashcans around the Heart O' Texas Fair & Rodeo grounds
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2019*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Madalynn Kainer [sponsorships@hotfair.com](mailto:sponsorships@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Heart O' Texas Fair & Rodeo
  - *Good for any day Fair gate admission (October 3 – 13, 2019)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking passes
  - *Each ticket is valid any day during the 2019 Fair & Rodeo (October 3 – 13, 2019)*

**Fair Koozie Giveaway - \$1,500 (Limit 10)**

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 190,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Recognition as an Official Koozie Provider
  - *Logo exposure on five hundred (500) koozies distributed free at the beer tents/areas*
  - *Koozies co-branded with provider's logo and the Heart O' Texas Fair & Rodeo logo*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

**Fair Package Plus - \$2,750**

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 190,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2019*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Madalynn Kainer [sponsorships@hotfair.com](mailto:sponsorships@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) box seats per Rodeo performance
  - *October 5<sup>th</sup>, 6<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup>*
- Forty (40) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Four (4) season parking passes
  - *Good for a Fair year (October 2019 - September 2020)*

## ♥ Kids Zone Packages

The Extraco Banks Kids Zone at the Heart O' Texas Fair & Rodeo is home to a number of fun activities for kids and spectators alike. Stop by and sign-up to participate in events like Mutton Bustin' Rally, Stick Horse Rodeo or Pony Hop Races. With daily performances and competitions, children of all ages will test their abilities as they participate in these high energy activities. Additionally, there will be rides, shows and much more that takes place in the Extraco Banks Kids Zone.

### **Kids Zone Participant Goodie Bag Underwriter - \$350**

- Name and/or logo placement on Kids Zone Contestant goodie bags
  - *Approximately four hundred fifty (450) distributed*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Opportunity to place one (1) item in Kids Zone Contestant Goodie bags
  - *Approximately four hundred fifty (450) distributed*

### **Kids Zone Signage - \$750**

- Two (2) 3' x 3' signs in the Kids Zone Area
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Opportunity to place one (1) item in Kids Zone Contestant Goodie bags
  - *Approximately four hundred fifty (450) distributed*

### **Kids Zone T-Shirt Give Away Sponsor - \$750 (Limit 1)**

- Logo on back, of the t-shirt that will be given away at the Extraco Banks Kids Zone Arena during the Mutton Bustin Rallies
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Opportunity to place one (1) item in Kids Zone Contestant Goodie bags
  - *Approximately four hundred fifty (450) distributed*





## ♥ **Barnyard Packages**

Come experience a collection of different livestock breeds as you take a stroll down the Avenue of Breeds. Located in the Extraco Show Pavilion, fairgoers will be able to see and learn about breeds of cattle, pigs, sheep, goats, horses and chickens. And if you time it right, you could witness new life coming into the world as you pass by several pens of expecting mothers in the Livestock Birthing Center. Also, newborn livestock will be on display alongside their mothers.

### ***Barnyard Pen Partner - \$500***

- Recognized on the Fair Friends Board during the Heart O' Texas Fair & Rodeo
  - *Exposure to over 190,000 Fair attendees*
  - *Fair Friends listing can be found on kiosks located throughout the grounds*
- Two (2) 3' X 3' signs in the Extraco Show Pavilion
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2019*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Madalynn Kainer [sponsorships@hotfair.com](mailto:sponsorships@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) reserved balcony tickets to the final performance of the One HOT Rodeo Finals on Saturday, October 12<sup>th</sup>
  - *Includes Fair gate admission*
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

## ♥ **The Great HeARTventure**

This project is a fundraiser initiative for the Heart O' Texas Fair & Rodeo Scholarship Fund. Thirty (30) 4-foot fiberglass hearts will be sold to local businesses, philanthropists and others in the community who would like to support the initiative. Area artists, art groups and school art classes will be invited to submit designs for consideration to decorate one of the 30 hearts. The hearts will be assigned to and decorated by selected artists and then put on display at the 2019 Heart O' Texas Fair & Rodeo. All hearts will have a plaque listing the sponsor and the artist. After the 2019 Fair, sponsors can collect their heart to display at their place of business or donate to local libraries, schools or other places around the community.

### ***The Great HeARTventure - \$3,000 (Limit 30)***

- **Orders must be received on or before Monday, July 1, 2019**
- One (1) 4-foot fiberglass heart
  - *Includes stand, plaque and protective clear coat*
- To be decorated by local artist
- Plaque to include Sponsor and Artist name
- Heart displayed at the 2019 Heart O' Texas Fair & Rodeo
- Name and/or logo included on dedicated webpage on Heart O' Texas Fair & Rodeo website
- Ownership of heart after the 2019 Fair
- Direct contribution to the Heart O' Texas Fair & Rodeo Scholarship Fund



# **RUNNING WITH THE BULLS 5K & 1 MILE RACE**

*Sunday, October 6, 2019*

## ***Apparel Sponsor - \$250***

- Recognized as an Official Sponsor of Running with the Bulls
- Logo to be placed on the race shirt
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*
  - *Number of items TBD*
- Logo listed on Sponsor Board

## ***Official Mile Marker Sponsor of the Running with the Bulls 5K Race - \$500 (Limit 3)***

- Recognized as an Official Sponsor of Running with the Bulls
- Official Sponsor of one-mile marker of the 5K race
  - *Signage (8' x 3') to be placed on the one of three-mile markers*
  - *Submit your artwork in high resolution .pdf or .jpeg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and logo on race website page on hotfair.com
- Logo listed on Sponsor Board
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*
  - *Number of items TBD*

## ***Bib Sponsor - \$750 (Limit 1)***

- Recognized as an Official Sponsor of Running with the Bulls
- Link and logo on race website page on hotfair.com
- Logo will be on the Custom Back Number for the 1 mile and the 5K races
  - *Must be worn by all participants*
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*
  - *Number of items TBD*
- Logo listed on Sponsor Board

## ***Hydration Station - \$1,500 (Limit 1)***

- Recognized as an Official Sponsor of Running with the Bulls Hydration Station
- Official Sponsor of the Hydration Station tent halfway through the 5K race
  - *Waters and tent setup to be provided by sponsor*
  - *Number of waters TBD*
- Link and logo on race website page on hotfair.com
- Logo listed on Sponsor Board
- Logo on t-shirts
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*
  - *Number of items TBD*

**(Running with the Bulls Race – Continued on Next Page)**

### ***Awards Sponsor - \$1,500 (Limit 1)***

- Recognized as Official Sponsor of Running with the Bulls
- Sponsor to design awards to be given to contestants
  - *Award design to be mutually agreed upon*
  - *Number of awards to be mutually agreed upon*
- Announcer mentions in conjunction with Awards Ceremony
- Opportunity to present awards
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*
  - *Number of items TBD*
- Logo on Sponsor Board
- Logo on t-shirts

### ***Sponsor of the Running with the Bulls 1-Mile Fun Run - \$1,500***

- Official Sponsor of Running with the Bulls
- Presenting Sponsor of the 1-mile Fun Run
- One (1) 8' x 3' sign throughout the race course
  - *Submit your artwork in high resolution .pdf or .jpeg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and logo on race website page on hotfair.com
- Logo listed on Sponsor Board
- Logo on t-shirts
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*
  - *Number of items TBD*
- Announcer mentions throughout the duration of the race
- Opportunity to present awards in conjunction with Awards Sponsor
- Name and/or logo on all media associated with the 1-mile Fun Run
- One (1) 20" x 20" sign at the Check-in Table for the 1-mile Fun Run
  - *Submit your artwork in high resolution .pdf or .jpeg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

### **5K Race Presenting Sponsor of the Running with the Bulls - \$2,000**

- Recognizes as the Official Sponsor of the Running with the Bulls 5k Race
- Presenting Sponsor of the 5K Race
- One (1) 8' x 3' sign throughout the race course
  - *Submit your artwork in high resolution .pdf or .jpeg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and logo on race website page on hotfair.com
- Logo listed on Sponsor Board
- Logo on t-shirts
- Opportunity to place item in participant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*
  - *Number of items TBD*
- Announcer mentions throughout the duration of the race
- Opportunity to present awards in conjunction with Awards Sponsor
- Name and/or logo on all media associated with the 5K Race
- One (1) 20" x 20" sign at the Check-in Table for the 5K Race
  - *Submit your artwork in high resolution .pdf or .jpeg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

### **Presenting Sponsor - \$3,000**

- Recognized as the Official Presenting Sponsor of Running with the Bulls 5K & 1-mile Race
- Name and/or logo placement on all media associated with the Event
- Three (3) 8' x 3' signs throughout the race course
  - *Submit your artwork in high resolution .pdf or .jpeg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Link and logo placement on the HOTFR website
- Opportunity for employee activation during the Event
- Announcer mentions throughout the duration of the race
- Six (6) race entries to be given away on the HOTFR social media channels, on behalf of Sponsor
  - *Minimum of three (3) social media posts*
  - *Posts to be mutually agreed upon*
- Opportunity to place one (1) item in contestant goodie bags
  - *Item must be provided by sponsor*
  - *Must be mutually agreed upon*
  - *Number of items TBD*
- Sponsor Board Listing
- Logo on t-shirts



## **RODEO PACKAGES**

The One HOT Rodeo is a PRCA sanctioned rodeo that takes place during the Heart O' Texas Fair & Rodeo. For seven nights, you'll be able to see top PRCA contestants compete in each of the seven events for their share of more than \$225,000 in cash prizes. Fairgoers can enjoy free rodeo every night with their gate admission to the Fair except for the first and last Saturday nights. Rodeo performances are October 5<sup>th</sup> – 6<sup>th</sup> and 8<sup>th</sup> – 12<sup>th</sup>.

### ***Ropin' Rodeo Giveaway - \$300, plus a \$100 Gift Card provided by business***

- Rodeo Announcer Mention
- Listing on the Rodeo Day Sheet
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

Provided by business:

- \$100 gift card to be given away during one (1) of the seven (7) Rodeo performances
  - *Gift card to be delivered to Fair Office (4601 Bosque Blvd. Waco, Texas 76710) on or before Thursday, September 5<sup>th</sup>*

### ***Rodeo LED Screen - \$1,000 (Limited Availability)***

- Logo exposure on the Rodeo LED Screen prior to and after the Rodeo
- One (1) half page color ad in the Official Rodeo Program
  - *All orders and artwork for ads must be received on or before **Wednesday, August 21<sup>st</sup>**.*
  - *Over 2,000 Rodeo Programs are distributed free to Rodeo attendees.*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Charva Ingram [Charva@hotfair.com](mailto:Charva@hotfair.com)*
- Thirty (30) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

**(Rodeo Packages – Continued on Next Page)**

### ***Souvenir Rodeo Cup Sponsor - \$3,000 (Limit 4)***

- Package valued at \$4,000; a savings of \$1,000
- Recognized as an Official Sponsor
- Recognized as an Official Souvenir Rodeo Cup Sponsor
  - *Logo included on Souvenir Rodeo Cups*
  - *More than 750 Souvenir Rodeo Cups to be provided by the Heart O' Texas Fair & Rodeo*
  - *Cups distributed free to rodeo attendees with the purchase of a large beverage*
- Logo placement in conjunction with Souvenir Rodeo Cup Signage
  - *One (1) sign at each of the four (4) concession stand areas*
- One (1) sign in the Coliseum (Balcony level)
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2019*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Madalynn Kainer [sponsorships@hotfair.com](mailto:sponsorships@hotfair.com)*
- Two (2) box seats per Rodeo performance
  - *October 5<sup>th</sup>, 6<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup>*
- Twenty (20) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Ten (10) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

### ***Rodeo Advertising Package - \$3,250 (Limited Availability)***

- One (1) sign in the Coliseum (Balcony level)
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Logo exposure on the Rodeo LED Screen prior to and after the Rodeo
- Name and/or logo placement on TV screens located throughout the Extraco Coliseum Concourse
  - *Duration: September 1 - October 31, 2019*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Madalynn Kainer [sponsorships@hotfair.com](mailto:sponsorships@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- One (1) full page color ad in the Official Rodeo Program
  - *All orders and artwork for ads must be received on or before **Wednesday, August 21<sup>st</sup>**.*
  - *Over 2,000 Rodeo Programs are distributed free to Rodeo attendees.*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
  - *Submit your artwork in a high resolution .pdf or .jpg format to Charva Ingram [Charva@hotfair.com](mailto:Charva@hotfair.com)*
- Four (4) box seats per Rodeo performance
  - *October 5<sup>th</sup>, 6<sup>th</sup>, 8<sup>th</sup>, 9<sup>th</sup>, 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup>*
- Twenty (20) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Ten (10) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*



## **CREATIVE ARTS & EDUCATION PACKAGES**

Whether you are creative or enjoy other's creativity, the following Sponsorships are for you. From art to baking, photography to quilting, the Creative Arts Exhibits are a must see for Fairgoers. Additionally, they provide excellent scholarship opportunities!

### ***Individual Daily Contest Presenting Sponsor - \$150 (Limit 9)***

- Signage displayed during individual contest in the Extraco Creative Arts Building
  - *Must specify which contest to sponsor*
- Announcer mentions during contest
- Name recognition on the Creative Arts webpage and catalog
- Four (4) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

### ***Division Underwriters - \$250 (Limit 13)***

- Prominent signage in division area
- Name recognition on the Creative Arts webpage and catalog
- Four (4) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

### ***Creative Arts Main Stage - \$500 (Limit 1)***

- Prominent signage placement in the Extraco Creative Arts Building
- Announcer mentions during daily events
- Name recognition on the Creative Arts webpage and catalog
- Six (6) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Three (3) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

## **LIVESTOCK SHOW PACKAGES**

The Heart O' Texas Livestock Show draws an audience of owners, breeders, future business and agriculture leaders, and animal enthusiasts from across the state. It provides FFA and 4-H members the opportunity to exhibit their livestock projects with the chance to earn a scholarship. Top placing individuals are awarded a scholarship through the Heart O' Texas Fair Continuing Education Program. Your continued financial support of this program is a worthwhile investment in this group of hard working, deserving and dedicated Central Texas youth.

### **♥ Interesting Facts about the Heart O' Texas Livestock Show**

- There are more than 5,000 livestock projects that come through the Extraco Show Pavilion during the Heart O' Texas Livestock Show.
- Heart O' Texas Livestock Show participants range in ages from 8 – 19.
- Entries come in from counties all over the great state of Texas including, but not limited to:
  - Anderson, Archer, Austin, Bastrop, Bell, Bosque, Brazos, Briscoe, Burnet, Cherokee, Collin, Colorado, Comanche, Coryell, Ellis, Erath, Falls, Fayette, Freestone, Gillespie, Grayson, Grimes, Hamilton, Hill, Hood, Johnson, Kaufman, Lampasas, Limestone, McLennan, Navarro, Parker, Robertson, Sam Patricio, Somervell, Tarrant, Walker, Washington, Wharton, Williamson and Wise

### **♥ Partnership Packages**

#### ***Class Contributor - \$250***

- Name listed on Livestock Show Supporter Board
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

#### ***Buckle Contributor - \$400***

- Name listed on Livestock Show Supporter Board
- One (1) Buckle awarded on behalf of your business
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Two (2) one-day parking tickets
  - *Each ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

#### ***T-Shirt Sponsor - \$500***

- Name listed on Livestock Show Supporter Board
- Name on Livestock exhibitor t-shirts
- Opportunity to place a promotional item in Livestock exhibitor goodie bags (1,500 count)
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*

**(Livestock Show Packages – Continued on Next Page)**



### **Barn Signage - \$1,000**

- Recognition as an Official Supporter of the Livestock Show
- Two (2) 8' X 3' signs in the Extraco Show Pavilion
  - *Submit your artwork in a high resolution .pdf or .jpg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Opportunity to place a promotional item in Livestock exhibitor goodie bags (1,500 count)
- Name listed on Livestock Show Supporter Board
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- Five (5) one-day parking tickets
  - *Each Ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*

### **Scholarship Underwriters**

Show support for the youth involved in 4-H and FFA organizations. These students travel from across the state of Texas to exhibit their projects in Waco during the Heart O' Texas Livestock Show in hopes of receiving blue ribbons, big banners and large scholarships. These organizations lay the foundation for long-term success by helping its members develop career, leadership and life skills. Throughout the ten days of the Livestock Show, \$80,000 in scholarships will be awarded. Don't miss the chance to have your business underwrite these scholarships – and let the very deserving youth know you support them.

### **Reserve Division Champion Scholarship - \$300**

- Recognized as a Reserve Division Champion Scholarship Donor
  - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation

### **Division Champion Scholarship - \$600**

- Recognized as a Division Champion Scholarship Donor
  - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation

### **Reserve Grand Champion Scholarship - \$1,200**

- Recognized as a Reserve Grand Champion Scholarship Donor
  - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation
- One (1) season pass
  - *Season pass includes Fair gate admission each day (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for a Fair year (October 2019 - September 2020)*

### **Grand Champion Scholarship - \$2,400**

- Recognized as a Grand Champion Scholarship Donor
  - *Scholarship awarded on behalf of your business*
- Announcer mention in conjunction with the scholarship presentation
- One (1) season pass
  - *Season pass includes Fair gate admission each day (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) season parking pass
  - *Good for a Fair year (October 2019 - September 2020)*



## **CALF SCRAMBLE PACKAGES**

### **PLEASE INCLUDE COMPLETE CONTACT INFORMATION FOR ALL CALF SCRAMBLE PACKAGES SOLD!**

**All Calf Scramble Packages are mailed separately from other Pre-Sale Orders.**

The Calf Scramble, presented by Brazos Masonry, Inc. takes place each night of the One HOT Rodeo. In the Calf Scramble, 20 determined 4-H and FFA members per night compete with one another to coax, catch and halter one of 12 calves across the winner's line within an allotted period of time. The successful scramblers receive a certificate to aid in the purchase of a heifer, lamb or swine to be raised and shown at the Heart O' Texas Livestock Show the following year.

#### **♥ Interesting Facts about the Heart O' Texas Calf Scramble Program**

- There are approximately 150 Calf Scramble participants during the seven performances.
- Calf Scramble participants range in ages from 13 – 17.
- Participants come from counties all over the great state of Texas including, but not limited to:
  - Bell, Bosque, Coryell, Falls, Hill and McLennan

#### ***Silver Donor - \$400***

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Two (2) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) one-day parking ticket
  - *Ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Listed on Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
  - ***Please include complete contact information on order form.***
- Listed on the Calf Scramble Donor Board
  - *Located inside Calf Scramble Participation Room*

#### ***Gold Donor - \$700***

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) one-day parking ticket
  - *Ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Listed on Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
  - ***Please include complete contact information on order form.***
- Listed on the Calf Scramble Donor Board
  - *Located inside Calf Scramble Participation Room*

**(Calf Scramble Packages – Continued on Next Page)**

**Platinum Donor - \$1,000 (Limit 10 per night – total of 70 available)**

- Dinner for four (4) prior to the Rodeo in the Back Porch Club on selected night
  - **Must choose a night on the order form**
  - *Nights awarded on a first-come, first-served basis. Limited availability on either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) box seats to the One HOT Rodeo on selected night
  - *Includes Fair gate admission on designated night*
  - **Must choose a night on the order form**
  - *Nights awarded on a first-come, first-served basis. Limited availability on either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
- One (1) one-day parking ticket
  - *Ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Recognized on Rodeo Day Sheet as Platinum Donor on selected night
- Receive thank you letter(s) from designated scrambler
  - **Please include complete contact information on order form.**
- Listed on the Calf Scramble Donor Board
  - *Located inside Calf Scramble Participation Room*

**Hard-Luck Scramble Donor - \$1,000 (Limit 2 per night – total of 14 available)**

- Opportunity to select individual scrambler on selected night
  - **Must choose a night on the order form**
  - *Nights awarded on a first-come, first-served basis. Limited availability on either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
- Recognized as a Donor upon selection of Hard-Luck Scrambler
- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Four (4) box seats to the One HOT Rodeo on selected night
  - *Includes Fair gate admission on designated night*
  - **Must choose a night on the order form**
  - *Nights awarded on a first-come, first-served basis. Limited availability on either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
- One (1) one-day parking ticket
  - *Ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Listed on Rodeo Day Sheet on selected night
- Receive thank you letter(s) from designated scrambler
  - **Please include complete contact information on order form**
- Listed on the Calf Scramble Donor Board
  - *Located inside Calf Scramble Participation Room*

**(Calf Scramble Packages – Continued on Next Page)**

### ***Calf Scramble Team - \$2,000 (Limit 25)***

Calf Scramblers will be assigned a team. Every team member that catches will receive a point for their team. The team with the most points at the end of the Heart O' Texas Fair & Rodeo will be named the winner. Each team member of the winning team will receive an additional \$100 to use towards their project.

- Name placement on team (contestant) t-shirts
- Nightly announcer mentions in conjunction with Calf Scramble
- Link and logo placement on Calf Scramble webpage
- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on selected nights prior to the start of the Rodeo.
- Ten (10) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (5) one-day parking tickets
  - *Ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Listed on the Calf Scramble Donor Board
  - *Located inside Calf Scramble Participation Room*

**(Calf Scramble Packages – Continued on Next Page)**

The HOT Chute-Out, presented by Brazos Masonry, Inc. is a new competition to the Calf Scramble Program. The top two (2) contestants from each scramble performance (a total of 14) will qualify to scramble again on Sunday, October 13<sup>th</sup> and will automatically receive an upgraded Purchase Certificate of \$1,000 upon scrambling. The Top Five (5) who catch at the Chute-Out will earn an additional \$500 for a total Purchase Certificate of \$1,500. This certificate goes towards the purchase of a breeding heifer, ewe, or gilt to exhibit at the 2020 Heart O' Texas Livestock Show!

### ***Chute-Out Supporter - \$1,500***

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on Sunday night, prior to the start of the Calf Scramble Shootout.
- Invitation to the Chute-Out Donor Reception at the conclusion of One HOT Chute-Out
- Opportunity to present awards to the One HOT Chute-Out participants
- Four (4) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) one-day parking ticket
  - *Ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Listed on One HOT Bullfight day sheet
- Receive thank you letter(s) from designated scrambler
  - ***Please include complete contact information on order form.***
- Listed on the Chute-Out Donor Board
  - *Located inside Calf Scramble Participation Room*

### ***Chute-Out Donor - \$2,000***

- Calf Scramble donors are welcome to visit Calf Scramble Participation Room on Sunday night, prior to the start of the Calf Scramble Shootout.
- Invitation to the Chute-Out Donor Reception at the conclusion of One HOT Chute-Out
- Opportunity to present awards to the top five (5) One HOT Chute-Out Participants
- Opportunity to be on the dirt of the arena floor during the One HOT Chute-Out for Top Five presentations
- Four (4) gate admission tickets to the Fair & Rodeo
  - *Good any day for Fair gate admission (October 3<sup>rd</sup> - 13<sup>th</sup>)*
  - *Does not include admission to either Saturday performance of the One HOT Rodeo (Saturday, October 5<sup>th</sup> & 12<sup>th</sup>)*
  - *Not valid for Tuesday Carnival Armband offer*
- One (1) one-day parking ticket
  - *Ticket valid any day during the 2019 Fair & Rodeo (October 3<sup>rd</sup> - 13<sup>th</sup>)*
- Listed on One HOT Bullfight day sheet
- Receive thank you letter(s) from designated scrambler
  - ***Please include complete contact information on order form.***
- Listed on the Chute-Out Donor Board
  - *Located inside Calf Scramble Participation Room*

## **RODEO PROGRAM ADS**

**All orders and artwork for ads must be received on or before Wednesday, August 21<sup>st</sup> at 5:30 p.m.**  
**If your ad is not received by Wednesday, August 21<sup>st</sup>, the purchaser forfeits the opportunity to place an ad in the Rodeo Program and no money will be refunded.**

Over 2,000 Rodeo Programs are distributed free to Rodeo attendees during the seven nights of the One HOT Rodeo.

- A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.
- Submit your artwork in a high resolution .pdf or .jpg format to Madalynn Kainer [sponsorships@hotfair.com](mailto:sponsorships@hotfair.com)  
*Sample Not to Scale*

# **Full Page**

**Actual Size: 7.25" X 9.75"**

**Full Color Ad: \$500**

## **Business**

### **Card**

**Actual Size: 3.5" X 2"**

**Full Color Ad: \$75**

# **1/4 Page**

**Actual Size: 3.625" X 4.875"**

**Full Color Ad: \$125**

# **1/2 Page**

**Actual Size: 7.25" X 4.75"**

**Full Color Ad: \$250**

# **RAM TEXAS CIRCUIT FINALS RODEO**

*January 2<sup>nd</sup> – 4<sup>th</sup>, 2020*

The RAM Texas Circuit Finals Rodeo is a three-day event from January 2<sup>nd</sup> – 4<sup>th</sup>, 2020 at the Extraco Events Center. This rodeo brings the top 12 cowboys and cowgirls in each of the seven Professional Rodeo Cowboys Association events to compete for top honors. The RAM Rodeo Series has been a staple of professional rodeo for over three decades. The following packages provide the perfect opportunity for you and/or your company to gain the advertising and/or exposure you need!

**\*\*Packages listed below will not be filled until December 2019\*\***

## ***Buckle Contributor - \$200 (Limited Availability)***

- Recognized as an Official Donor of the RAM Texas Circuit Finals Rodeo
- One (1) buckle will be awarded on behalf of your business/company
- Two (2) balcony seat tickets on specific night
- One (1) parking ticket

## ***Elite Ticket Package - \$750 (Limited Availability)***

- Recognized as an Official Donor of the RAM Texas Circuit Finals Rodeo
- One (1) 8' X 3' sign in the Extraco Coliseum (balcony level)
  - *Submit your artwork in high resolution .pdf or .jpeg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*
- Four (4) box seats to all three (3) Rodeo performances
- Two (2) parking passes
  - *Each pass is good for all three (3) performances*

## ***Party Deck - \$1,000 (Limit 3)***

- Recognized as an Official Donor of the RAM Texas Circuit Finals
- Reserved Party Deck for twenty (20) during designated performance
  - *Twenty (20) admission tickets to the RAM Texas Circuit Finals on designated night*
  - *Includes parking, food trays, personal wait staff and cash bar is available*
- Announcer mentions during designated performance
- One (1) 8' X 3' sign in the Extraco Coliseum (balcony level)
  - *Submit your artwork in high resolution .pdf or .jpeg format to Morgan Smart [Morgan@hotfair.com](mailto:Morgan@hotfair.com)*
  - *A fee of \$75 will be charged if artwork has to be designed in-house. All artwork designed in-house becomes property of the Heart O' Texas Fair & Rodeo.*

## ***VIP Rodeo Party - \$1,250 (Limit 2 per night – total of 6 available)***

- Recognized as an Official Donor of the RAM Texas Circuit Finals Rodeo
- All of the following are specific to your VIP Rodeo Party performance:
  - *Parking and admission for ten (10) special guests*
  - *Dinner and drinks for ten (10) catered in the Back Porch Club*
  - *Ten (10) seats above the bucking chutes*
  - *Access to the Back Porch Club*
  - *Listing on the Official Day Sheet*
  - *Rodeo announcer mentions*
- Link and logo on the RAM Texas Circuit Finals Rodeo webpage



# **SOUTH 40 TRAIL & OUTDOOR EXPO**

*March 2020*

The South 40 Expo Committee was formed to produce a multi-part event for education, entertainment and agricultural experiences. First, the South 40 Trail is a four-stop fishing tournament that produces a fun, competitive environment that allows Central Texans to enjoy the outdoors. Secondly, the South 40 Outdoor Expo is an event for the whole family, and home to the championship round of the South 40 Trail. It also offers an entertaining and educational look at everything outdoors, all while giving back to the youth of Central Texas. The committee has raised over \$100,000 to provide scholarships for the youth of McLennan County and the surrounding areas.

## **♥ South 40 Trail**

### ***Smallmouth Sponsors - \$1,000***

- Logo used in conjunction with each stop
- One (1) 3' X 2' sign at each fishing stop
- Two (2) 6' X 2' signs at South 40 Shootout
  - *Held during the South 40 Outdoor Expo*
- Activation opportunity at each stop
- Link and logo on the Trail/Shootout website
- Listing on Shootout sponsor board
- Name on Shootout T-shirt

### ***Largemouth Sponsors - \$2,000***

- Logo used in conjunction with each stop
- One (1) 6' X 2' sign at each fishing stop
- Two (2) 6' X 2' signs at South 40 Shootout
  - *Held during the South 40 Outdoor Expo*
- Activation opportunity at each stop
- Link and logo on the Trail/Shootout website
- Listing on Shootout sponsor board
- Logo on Shootout T-shirt
- 10' X 10' Indoor booth space at the South 40 Outdoor Expo

