



2018 SMALL RODEO OF THE YEAR

GEM STATE



STAMPEDE

COEUR D'ALENE PRCA RODEO

sponsorship  
*menu*

# rodeo comparison chart

	LOGO PLACEMENT	STREET BANNERS	SCOREBOARD LOGO	RODEO FLAG	TICKETS	ANNOUNCER	SIGNAGE	SBC TABLE	BLEACHER SECTION	FULL PAGE AD
<b>ARENA SPONSOR</b> (YEAR-ROUND EXPOSURE) <b>\$20K</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>GSS PRESENTING SPONSOR</b> <b>\$15K</b>	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>SILVER BUCKLE CLUB STAMPEDE SUITE</b> <b>\$6K</b>	✓	✓	✓	✓		✓	✓ ✓ ✓			
<b>DAY SPONSOR</b> <b>\$5K</b>	✓	✓	✓	✓	✓	✓	✓			✓
<b>XTREME BULLS HEAD TO HEAD FINAL</b> <b>\$3.5K</b>	✓	✓	✓	✓	✓	✓				
<b>BUCKING CHUTE SIGN</b> <b>\$2K</b>		✓	✓		✓	✓	✓			
<b>SILVER BUCKLE CLUB</b> <b>\$2K</b>	✓	✓	✓				✓			
<b>BARRELMAN</b> <b>\$1.5K</b>	✓	✓	✓		✓	✓				
<b>AUTOGRAPH ZONE</b> <b>\$1.5K</b>	✓	✓	✓		✓	✓				
<b>SINGLE EVENT/ PERFORMANCE</b> <b>\$1K</b>	✓	✓	✓	✓	✓	✓				
<b>XTREME BULLS SECTION SPONSOR</b> <b>\$1K</b>	✓	✓	✓	✓	✓	✓				
<b>MUTTON BUSTIN' FINALS</b> <b>\$1K</b>	✓	✓	✓		✓	✓				





## **ARENA SPONSOR: \$20,000**

- Signage branding the Arena displayed year round, with street exposure
- Flag and announcer mentions multiple times throughout each rodeo performance
- Logo inclusion in arena event marketing and on the Fair and Fairgrounds websites
- Bleacher seating section at Fairgrounds signature events
- Full page ad in the Official Fair Event Guide and logo inclusion in the Rodeo Program

## **GSS PRESENTING SPONSOR: \$15,000**

- Marketing inclusion in print, online, social media and radio
- Company name attached to the GSS logo on promo materials
- **DURING THE EVENT:** Banners on the Fairgrounds fence line, company sign in the Arena, rodeo flag featured at each performance, logo on the cover of the daily programs and kids' booklet, announcer mentions, logo on the scoreboard rotation, business name on the top rack over the scoreboard, radio remote done from store location in August, and opportunity for social media lives at store location or from the rodeo
- Premium Seating: One Silver Buckle Club table at each rodeo performance, plus a VIP Box in the Grandstands (seats 12) for each performance
- Full page ad in the Official Fair Event Guide

## **SILVER BUCKLE CLUB STAMPEDE SUITE: \$6,000**

- Signage in the Arena displayed year round
- Flag and announcer mention at each rodeo performance
- Logo inclusion in rodeo program and on the Fair website
- Premium and chute-side seating for 12 at each rodeo performance
- Catered meal and open bar at each rodeo performance

## **DAY SPONSOR: \$5,000**

- Company logo on NorthIdahoStateFair.com, marketing inclusion in promotions related to sponsored day
- **DURING THE EVENT:** Logo in the official Fair Event Guide and Rodeo Program, two banners on the Fairgrounds perimeter fence line, banner in the Arena on sponsored day, rodeo flag with announcer mentions throughout the performance.
- Premium Seating: one table for 4 in the SBC, 35 Fair admission, and box seating for 12 for sponsored day

## **XTREME BULLS HEAD TO HEAD FINAL ROUND: \$3,500**

- Company logo on NorthIdahoStateFair.com.
- **DURING THE EVENT:** Banner on the Fairgrounds perimeter fence line, company logo listed in the rodeo program, recognition by the announcer, rodeo flag before sponsored event, scoreboard logo slide
- 10 Fair tickets, 10 box tickets (includes additional fair admission) for Extreme Bulls
- Opportunity to present bronze to winner

## **BUCKING CHUTE SIGN: \$2,000**

- Company logo on NorthIdahoStateFair.com.
- **DURING THE EVENT:** Banner on the Fairgrounds perimeter fence line, company name listed in the rodeo program, recognition by announcer, scoreboard logo slide
- 20 Fair tickets, 10 tickets for each rodeo performance

## **SILVER BUCKLE CLUB : \$2,000**

- VIP Platform table for 4 at each rodeo performance
- Includes parking, premium seats, catered meal, open bar and name inclusion in Rodeo Program

## **BARRELMAN: \$1,500**

- Company logo on NorthIdahoStateFair.com
- **DURING THE EVENT:** Banner on the Fairgrounds perimeter fence line, company logo listed in the rodeo program, mentions by Barrelman during rodeo, scoreboard logo slide
- 10 Fair tickets, 4 tickets for each rodeo performance

## **AUTOGRAPH ZONE: \$1,500**

- Logo in the rodeo program, scoreboard slide, and at the autograph signing location
- Announcer mentions and banner on the fairgrounds perimeter fence line

## **SINGLE EVENT SPONSOR -**

### **PER PERFORMANCE: \$1,000**

- Company logo on NorthIdahoStateFair.com
- **DURING THE EVENT:** Banner on the Fairgrounds perimeter fence line, company logo listed in the rodeo program, recognition by announcer, rodeo flag before sponsored event, scoreboard logo slide.
- 10 Fair tickets, 10 tickets for sponsored rodeo performance

## **XTREME BULLS SECTION SPONSOR: \$1,000**

- Company logo on NorthIdahoStateFair.com
- **DURING THE EVENT:** Banner on the Fairgrounds perimeter fence line, company logo listed in the rodeo program, recognition by announcer, scoreboard logo slide
- 10 Fair tickets, 10 grandstand tickets for Xtreme Bulls

## **MUTTON BUSTIN' FINALS: \$1,000**

- Company logo on NorthIdahoStateFair.com.
- **DURING THE EVENT:** Banner on the Fairgrounds perimeter fence line, company logo listed in the rodeo program, recognition by announcer, scoreboard logo slide
- 10 Fair tickets, 10 grandstand tickets for Xtreme Bulls

## **SCOREBOARD- LIGHTED SIDE PANEL: \$1,000**

- 4'x6' logo sign on the side of the scoreboard at all performances

## **KOOZIES: \$1,000**

- Logo on 2500+ koozies to be given out at Arena bars

## **BULLFIGHTER OR JUDGE: \$750**

- Logo on NorthIdahoStateFair.com
- **DURING THE EVENT:** Logo in the rodeo program, announcer mention during bullfighter/judge introductions
- 4 Fair admission and 4 rodeo tickets to each performance

## **BLEACHER SECTIONS : \$500**

- Company logo sign above bleacher section

## **RODEO STAR VIP EXPERIENCE: \$500 per day (Thurs.-Sat.)**

- Be the sponsor of the 'behind the chutes' tour winner for a local family
- Logo inclusion on contest promotions (social media)
- **DURING THE EVENT:** Announcer mentions when the winning family is pointed out in the stands during the rodeo

## **BE A CLOWN STATION: \$500 (Sunday Only)**

- Announcer and/or Barrelman mentions throughout the Sunday performance
- Banner at face painting station

## **SEAT CUSHION BUSINESS CARD SIZE AD: \$300**

- Business card ad on 450+ seat cushions
- 4 fair admission and 4 bleacher seats for 1 rodeo performance, plus 4 seat cushions

## **BOUNCY HORSE: \$300**

- Logo inclusion in the rodeo program, announcer mention during the bouncy horse race

## **MUTTON RIDER: \$250**

- Announcer mentions when bringing out each mutton rider

**COEUR D'ALENE'S PRCA RODEO** packs the Findlay Arena for each of their four performances. Get your name in front of a sold-out crowd! The series kicks off on Thursday with the Xtreme Bulls competition. "Action-packed" doesn't do it justice. Bull Riding and the Mutton Bustin' Finals, it's a fan favorite night. Friday and Saturday are always a hit with the full rodeo, themed to Tough Enough to Wear Pink (Fri) and Patriot Night (Sat). The Sunday matinee show is "Family Day" and offers free bleacher seating.

2019 marks 33 years of the Gem State Stampede, and its first year moving up from a Columbia River Circuit "Small Rodeo" to a "Medium Rodeo"!

**DON'T MISS OUT ON THIS GREAT EVENT!**

**AUGUST 22-25, 2019**



## **VOLUNTEER RODEO COMMITTEE**

**ZACH BANE, CHAIR**

**SCOTT CARVER**

**DAVE PAUL**

**DR. BOB PETERS, DVM**

**DENISE ROSEN**

**WADE SODERBECK**

**DARREL STEVENS**

**GREG STEVENS**

**STEVE WILSON**



For more information or to reserve your sponsorship, contact:  
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