



# *Pasadena* RENA *Livestock Show & Rodeo*



[www.PasadenaRodeo.com](http://www.PasadenaRodeo.com)



# **WHO WE ARE . . . . .**

## **PROUD PAST . . . . .**

The lineage of the Pasadena Livestock Show & Rodeo begins during the late 1940's when several Pasadena area businessmen created the livestock show & rodeo in an effort to bring the citizens of Pasadena together by offering opportunities for the community's youth. Their goal was to create an organization that would preserve the lifestyle and moral convictions of an agricultural era and cowboy heritage that was quickly passing. In 1949 the first Pasadena Livestock Show & Rodeo was held on an empty lot off Red Bluff Road.

## **BRIGHT FUTURE . .**

Today the Pasadena Livestock Show & Rodeo is made up of 1,300 volunteers from all parts of Texas. Celebrating over 71 years, the livestock show includes student projects from five area school districts and our rodeo attracts some of the world's greatest cowboys and cowgirls in the business. In addition, our entertainment stage has played host to some of the greatest music artists in the country. To date, PLSR has given several million dollars in scholarships to deserving, hardworking youth within our community. With your support, we can continue that tradition for decades to come.

### **PRESIDENT**

**Jay Hunt**

### **CHAIRMAN OF THE BOARD**

**Steve Valenti**

### **EXECUTIVE BOARD**

**Clint Castellow – 1<sup>st</sup> Vice President**

### **VICE PRESIDENTS**

**Sherry Bufkin, Tina Taylor, Scott Burkett, Bill Edmonson, Tony Power, Bear Hebert, Doug Watson, Greg Jalowy**

# LIVESTOCK AUCTION.....

The PLSR Livestock Auction is held the Thursday of the eight-day show. It is an integral part of the PLSR tradition and our main focus as an organization. This event showcases the student's projects that are sold to the highest bidder, in a live auction. PLSR is able to return more funds to our students each year through our auctions & scholarships.

## SCHOLARSHIPS.....

Since 1949, PLSR has awarded millions of dollars to deserving youth within our community through our auctions and scholarship programs. Those receiving scholarships will journey various paths but they will always be part of the PLSR family tradition.

### 2019 SCHOLARSHIP RECIPIENTS.....

#### Ag Scholarships

Aranda, Victoria	Kinser, Kimberly	Pray, Clyde
Borrego IV, Frank	Knowlton, Bethany	Renfro, Lauren
Callaway, Paige	Knowlton, Brianna	Rodriguez-Olivares, Jessica
Campos, Hilario	Lueking, Lauren	Russell, Brent
Coppedge, Trevyn	Martinez, Makayla	Sallee, Abbey
Esquivel, Evelyn	Miles, Taylor	Stanley, Haley
Gaspard, Samantha	Miller, Madison	Walker, Brittny
Holweg, Christina	Mullins, Emrey	Watts, Carson
Jenkins, Lauren	Otwell, Sydney	Wills, Chase

#### Non-Ag Scholarships

Jetter, Kaitlyn

#### Continuing Education

Anderson, Savanna	Lawhorn, Jenna
Belt, Kara	Miller, Morgan
Jenkins, Delaney	Reis, Jadyn
Jenkins, Hannah	Renfro, Jake
Kinser, Colton	

# DONOR SPONSORSHIP. . . . .

## DIAMOND . . . . \$20,000+

- Opportunity for exclusive branding of an event/ night /performance /entertainer
- Reserved table for 8 at PLS&R Kick-off Dance (RSVP by 7/31/20)
- Reserved table for 8 to Livestock Auction & Luncheon (RSVP Required)
- 5x20 Super Banner
- 2 - 2x5 Arena Signs
- :30 Commercial Spot played multiple times each rodeo performance (ad provided by sponsor)
- Full Page Ad Inside Rodeo Program Book (deadline 8/3/20)
- Business Name/Logo on PLS&R Website
- Business Name/Logo included with all media/print advertising 40 Rodeo General Admission Tickets
- 40 BBQ Cook-off General Admission Tickets
- 8 Sponsor Badges
- 8 Silver Spur Club Memberships
- 4 VIP Reserved Parking Passes
- Entry to President's Reception
- Participation in Rodeo Grand Entry (RSVP Required)
- Participation in Rodeo Parade (float provided by sponsor)

## PLATINUM . . . . \$10,000

- 8 tickets to PLS&R Kick-off Dance (RSVP by 7/31/20)
- Reserved table for 8 to Livestock Auction & Luncheon (RSVP Required)
- 5x20 Super Banner
- 2 - 2x5 Arena Signs
- :30 Commercial Spot played multiple times each rodeo performance (ad provided by sponsor)
- Full Page Ad in Rodeo Program Book (deadline 8/3/20)
- Business Name/Logo on PLS&R Website
- Business Name/Logo included with most media/print advertising
- 20 Rodeo General Admission Tickets
- 20 BBQ Cook-off General Admission Tickets
- 6 Sponsor Badges
- 6 Silver Spur Club Memberships
- 3 VIP Reserved Parking Passes
- Entry to President's Reception
- Participation in Rodeo Grand Entry (RSVP Required)
- Participation in Rodeo Parade (float provided by sponsor)

## GOLD . . . . \$5,000

- 4 tickets to PLS&R Kick-off Dance (RSVP by 7/31/20)
- Invitation to Livestock Auction & Luncheon (RSVP Required)
- 2 - 2x5 Arena Signs
- :30 Commercial Spot played each rodeo performance (ad provided by sponsor)
- Full Page Ad in Rodeo Program Book (deadline 8/3/20)
- 10 Rodeo General Admission Tickets
- 10 BBQ Cook-off General Admission Tickets
- 4 Sponsor Badges
- 4 Silver Spur Club Memberships
- 2 VIP Reserved Parking Passes
- Entry to President's Reception
- Participation in Rodeo Parade (float provided by sponsor)

# DONOR SPONSORSHIP . . . . .

## SILVER . . . . \$2,500

- Invitation to Livestock Auction & Luncheon (RSVP Required)
- 2 - 2x5 Arena Signs
- Full Page Ad in Rodeo Program Book (deadline 8/3/20)
- 5 Rodeo General Admission Tickets
- 5 BBQ Cook-off General Admission Tickets
- 2 Sponsor Badges
- 2 Silver Spur Club Memberships
- 1 VIP Reserved Parking Pass
- Entry to President's Reception
- Participation in Rodeo Parade (float provided by sponsor)

## BRONZE . . . . \$1,000

- 2 Sponsor Badges
- 2 Silver Spur Club Memberships

# EVENT SPONSORSHIP . . . . .

## NAMING OPPORTUNITIES

- |                                |          |
|--------------------------------|----------|
| ➤ Concert Entertainer          | \$25,000 |
| ➤ Carnival                     | \$15,000 |
| ➤ Video Screen (2)             | \$10,000 |
| ➤ Main Arena Stage (per night) | \$10,000 |
| ➤ BBQ Cook-Off                 | \$20,000 |
| ➤ Ag Barn                      | \$5,000  |

## PRCA RODEO EVENTS

- |                    |         |
|--------------------|---------|
| ➤ Bull Riding      | \$5,000 |
| ➤ Bull Fighting    | \$5,000 |
| ➤ Team Roping      | \$2,500 |
| ➤ Calf Roping      | \$2,500 |
| ➤ Bare Back Riding | \$2,500 |
| ➤ Barrel Racing    | \$2,500 |
| ➤ Saddle Bronc     | \$2,500 |
| ➤ Steer Dogging    | \$2,500 |

## EXCLUSIVE BRANDING OPPORTUNITIES

- |                            |             |
|----------------------------|-------------|
| ➤ Arena Swing Gate         | \$7,500     |
| ➤ Arena Center Gate        | \$8,000     |
| ➤ Membership Badges        | \$3,500     |
| ➤ BBQ Bus Shuttle          | \$1,500     |
| ➤ Back of Rodeo Tickets    | \$2,500     |
| ➤ Silver Spur Club Stage   | \$5,000     |
| ➤ Rodeo Chute Gates (8)    | \$5,000 ea. |
| ➤ Livestock Show Auction   | \$5,000     |
| ➤ Mutton Busting Gates (3) | \$2,000 ea. |
| ➤ Roping Boxes (2)         | \$5,000     |
| ➤ Above Roping Boxes (6)   | \$5,000 ea. |

*Above items are limited. Current Sponsor has first right of refusal. All opportunities become available if not sold by June 1, 2020.*

# IN-KIND DONATION SPONSORSHIP

## PLATINUM . . . . \$10,000+

- 2 - 2x5 Arena Signs
- 3 Banners Provided by Sponsor
- :30 Commercial Spot played each rodeo performance (ad provided by sponsor)
- Full Page Ad in Rodeo Program Book (deadline 8/3/20)
- 20 Rodeo General Admission Tickets
- 20 BBQ Cook-off General Admission Tickets
- 5 Sponsor Badges
- 5 Silver Spur Club Memberships
- 2 VIP Reserved Parking Passes
- Entry to President's Reception
- Participation in Rodeo Grand Entry (RSVP Required)
- Participation in Rodeo Parade (float provided by sponsor)

## GOLD . . . . \$9,999 - \$5,000

- 2 - 2x5 Arena Signs
- 2 Banners Provided by Sponsor
- :30 Commercial Spot played each rodeo performance (ad provided by sponsor)
- Full Page Ad in Rodeo Program Book (deadline 8/3/20)
- 10 Rodeo General Admission Tickets
- 10 BBQ Cook-off General Admission Tickets
- 4 Sponsor Badges
- 4 Silver Spur Club Memberships
- 1 VIP Reserved Parking Passes
- Entry to President's Reception/ Sponsor Hospitality Room
- Participation in Rodeo Grand Entry (RSVP Required)
- Participation in Rodeo Parade (float provided by sponsor)

## SILVER . . . . \$4,999 - \$2,500

- 2 - 2x5 Arena Signs
- 1 Banner Provided by Sponsor
- Full Page Ad in Rodeo Program Book (deadline 8/3/20)
- 5 Rodeo General Admission Tickets
- 5 BBQ Cook-off General Admission Tickets
- 2 Sponsor Badges
- 2 Silver Spur Club Memberships
- Entry to President's Reception/ Sponsor Hospitality Room
- Participation in Rodeo Grand Entry (RSVP Required)
- Participation in Rodeo Parade (float provided by sponsor)

## BRONZE . . . . \$2,499 - \$500

- 1 Banner Provided by Sponsor
- Half Page Ad in Rodeo Program Book (deadline 8/3/20)
- 4 Rodeo General Admission Tickets
- 4 BBQ Cook-off General Admission Tickets
- 1 Sponsor Badge
- 1 Silver Spur Club Membership
- Entry to President's Reception/ Sponsor Hospitality Room
- Participation in Rodeo Parade (float provided by sponsor)