



2021

SPONSORSHIP OPPORTUNITIES



**Pasadena Livestock
Show & Rodeo
7601 Red Bluff Rd
Pasadena, TX 77507**

www.PasadenaRodeo.com

A 501(c) (3) Non-Profit Organization

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 behind Pasadena High School, on the football field.

BRIGHT FUTURE.....

Today, the Pasadena Livestock Show & Rodeo is made up of more than 1,300 volunteers from all parts of Texas. Celebrating 72 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 musicians in the country. To date, PLS&R has given millions of dollars to deserving, hard-working 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 – 1st Vice President

Vice Presidents

Sherry Bufkin, Tina Taylor, Bear Hebert, Greg Jalowy, Jim Dutton,
Tracy Mason, Trey Scott, Jay McKee

LIVESTOCK AUCTION.....

The PLSR Livestock Auction is held the first Thursday of the nine day show. It is an integral part of the PLSR tradition. This event showcases the student's projects that are then 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.

2020 SCHOLARSHIP RECIPIENTS.....

Ag Scholarships

Ashby, Adrina
Barrera, Sarah
Beard, Payton
Carrera, Melanie
Carter, Samantha
Coe, Jeremy
Cuello, Bryanna
Douglas, Aaron
Darby, Breanna
Gale, Joseph
Gary, Grayson
Hefner, Tanner

Hernandez, Alyssa
Hernandez, Stephanie
Huffman, Ethan
McClain, Raeann
McClung, Madison
Montero-Valdez, Magaly
Nutt, Kylie
Olmeda, Raul Julian
Pena, Kyrie
Pettigrew, Kadin
Phillips, Kristyn
Pistone, Emma
Reyes III, Eduardo

Rodriguez, Jackie
Rodriguez, Julianna
Rodriguez, Julissa
Rodriguez, Makayla
Sanders, Hannah
Sexton, Cody
Stevens, Keagan
Thomas, Elizabeth
Vasquez, Annalisa
Wilkerson, Kayla
Woodall, Madeleine
Zupan, Brianna

Non-Ag Scholarships

Hanson, Kaitlyn

McCleod-Boyd, Alexander
Thompson, Payge

Weir, Meagan

Continuing Education

Belt, Kara
Cowey, Garrett
Dodson, Colby
Jenkins, Hannah

Jetter, Kaitlyn
Kinser, Colton
Kinser, Kimberly
Knowlton, Bethany
Knowlton, Brianna

Lawhorn, Jenna
Martinez, Makayla
Ottwell, Sydney
Wills, Chase

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 7/31/2021)
- Reserved table for 8 to Livestock Auction & Luncheon (RSVP Required)
- 5x20 Super Banner
- Two 2x5 Arena Signs
- :30 Commercial Spot played multiple times each rodeo performance (ad provided by sponsor)
- Full Page Ad Inside Rodeo Program Book (deadline 8/3/2021)
- 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
- Eight Sponsor Badges
- Eight Silver Spur Club Memberships
- Four 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 7/31/2021)
- Reserved table for 8 to Livestock Auction & Luncheon (RSVP Required)
- 5x20 Super Banner
- Two 2x5 Arena Signs
- :30 Commercial Spot played multiple times each rodeo performance (ad provided by sponsor)
- Full Page Ad Inside Rodeo Program Book (deadline 8/3/2021)
- 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
- Six Sponsor Badges
- Six Silver Spur Club Memberships
- Three 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 7/31/2021)
- Invitation to Livestock Auction & Luncheon (RSVP Required)
- Two 2x5 Arena Signs
- :30 Commercial Spot played each rodeo performance (ad provided by sponsor)
- Full Page Ad Inside Rodeo Program Book (deadline 8/3/2021)
- 10 Rodeo General Admission Tickets
- 10 BBQ Cook-off General Admission Tickets
- Four Sponsor Badges
- Four Silver Spur Club Memberships
- Two 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)
- Two 2x5 Arena Signs
- Full Page Ad Inside Rodeo Program Book (deadline 8/3/2021)
- Five Rodeo General Admission Tickets
- Five BBQ Cook-off General Admission Tickets
- Two Sponsor Badges
- Two Silver Spur Club Memberships
- One VIP Reserved Parking Pass
- Entry to President's Reception
- Participation in Rodeo Parade (float provided by sponsor)

BRONZE.....\$1,000

- Two Sponsor Badges
- Two Silver Spur Club Memberships

EVENT SPONSORSHIP.....

NAMING OPPORTUNITIES... EXCLUSIVE BRANDING 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

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 and current sponsor has the first right of refusal. All opportunities become available if not sold by June 1, 2021

IN-KIND DONOR SPONSORSHIP

PLATINUM.....\$10,000

- Two 2x5 Arena Signs
- Three Banners Provided by Sponsor
- :30 Commercial Spot played each rodeo performance (ad provided by sponsor)
- Full Page Ad in Rodeo Program Book (deadline 8/03/21)
- 20 Rodeo General Admission Tickets
- 20 BBQ Cook-off General Admission Tickets
- Five Sponsor Badges
- Five Silver Spur Club Memberships
- Two 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

- Two 2x5 Arena Signs
- Two Banners Provided by Sponsor
- :30 Commercial Spot played each rodeo performance (ad provided by sponsor)
- Full Page Ad in Rodeo Program Book (deadline 8/03/21)
- 10 Rodeo General Admission Tickets
- 10 BBQ Cook-off General Admission Tickets
- Four Sponsor Badges
- Four Silver Spur Club Memberships
- One VIP Reserved Parking Pass
- 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

- Two 2x5 Arena Signs
- One Banner Provided by Sponsor
- Full Page Ad in Rodeo Program Book (deadline 8/03/21)
- Five Rodeo General Admission Tickets
- Five BBQ Cook-off General Admission Tickets
- Two Sponsor Badges
- Two 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-\$1,000

- One Banner Provided by Sponsor
- Half Page Ad in Rodeo Program Book (deadline 8/03/21)
- Four Rodeo General Admission Tickets
- Four BBQ Cook-off General Admission Tickets
- One Sponsor Badge
- One Silver Spur Club Membership
- Entry to President's Reception/Sponsor Hospitality Room
- Participation in Rodeo Parade (float provided by sponsor)

EVENT DATES 2021.....

Prospect Show	Jan 8th-10th
Golf Tournament	April 12th
Thunder Run	June 5th
Bowling Tournament	June 23rd
Prospect Show	July 9th-11th
Membership Picnic	July 17th
Kick Off Auction	Aug 5th
Kick Off Dance	Aug 21st
Parade	Sept 11th
39th Annual Cookoff	Sept 16th -18th
Jr BBQ Chili	Sept 18th
72nd Annual Livestock Show & Rodeo ...	Sept 24th - Oct 2nd
Little Wrangler Rodeo	Sept 25th
Livestock Auction	Sept 30th
Beauty Pageant	TBD
Fun Run	Nov 6th

Go to Facebook at Pasadena Livestock Show & Rodeo for more information and like our page, or to our website at pasadenarodeo.com

