

Redding Rodeo Arena or Chute Signage Advertising

CHUTE SIGNAGE Sponsor will receive a 24" by 78" Chute Gate Arena sign. It will be placed on one of the 10 Bucking Chute Gates or the Stock Exit Gates. Chute signs are extremely limited, if none available, arena signs are available and can be added to the Chute sign waiting list.
\$2,000 limited

ARENA SIGNAGE Sponsor will receive a 4' by 8' Arena sign. It will be placed on any spot around perimeter of the arena, generally visible to the Main Grandstand seating section.
\$1,000

CHUTE DECALS ON PROTECTIVE PAD - \$3,500 limited Sponsor will receive name or logo placed on one side of 11 special protective chute pads. The pads are designed to protect animal and rider while they are in the bucking chutes. Reverse side of protective pads will contain their logo or name of other sponsors. Redding Rodeo will pay to have sponsor name or logo placed on the pads. Rodeo Association will include a 1/2 page ad in the souvenir Rodeo program book.

LIQUOR TOKEN SPONSORSHIP \$3,500/\$6,000 Sponsor will pay for 10,000, 1 1/2" tokens. Cost for these \$3,500. If only one side is imprinted and an additional cost of \$2,500 if the second side is imprinted. Sponsor's logo imprinted on one side. Sponsor can chose color. Sponsor has the option to retain and use tokens for other promotional functions after Rodeo is completed. Sponsor name will be included on Rodeo Association website in Special Sponsors section. Sponsors name will be displayed on the scoreboard at least once during each Rodeo Performance. Sponsor may post a single banner not to exceed 2' x 4' within the Cantina Tent area. (Sponsor to provide banner). Sponsor will receive "business card" size ad in the souvenir Rodeo program. No seat tickets or other options are included.

MISS REDDING RODEO SPONSORSHIP Miss Redding Rodeo Autograph Cards = **\$500**
Saddle Sponsor = **\$1,500**, Buckle Sponsor = **\$350** or Horsemanship Sponsor = **\$350**
For more information contributing to our Miss Redding Rodeo Program please see ReddingRodeo.com (click on Miss Redding Rodeo on website)

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| SOUVENIR PROGRAM BOOK ADVERTISING OPTIONS | 2 Full Page (facing pages) Ad | \$2,200 | Business Card Ad | \$200 |
| | 1 Full Page Ad | \$800 | Inside Front Cover Ad | \$1,500 |
| | 3/4 Page Ad | \$650 | Inside Back Cover Ad | \$1,500 |
| | 1/2 Page Ad | \$450 | Outside Back Cover Ad | \$2,500 |
| | 1/4 Page Ad | \$350 | Center 2 Pages Ad | \$2,500 |

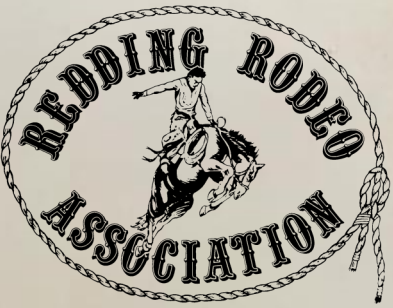
CHUCK WAGON RACE SPONSORSHIP \$1,000 8 teams available. For information on availability of teams contact: info@reddingrodeo.com

Rodeo Production Sponsorship Opportunities:

Scoreboard replay cam sponsor = \$3,000 per performance
Rodeo stock sponsorship = \$8,000 per performance
Rodeo contestant hospitality sponsorship = \$1,000
Rodeo Clown sponsorship = \$8,000
Bullfighter sponsorship = \$8,000
Pick-up Man sponsorship = \$8,000







We also offer several limited or one-of-a-kind sponsorships, such as your company logo, your name on electronic tickets, Special Kid's Day or Western Heritage Day sponsorship and others. Please keep in mind that we can customize any sponsorship to fit your Budget!

Thank you for your interest in our Rodeo! We would like to thank current, past and future sponsors in making Redding Rodeo the largest event in the North State.



3rd Weekend in May

REDDING RODEO SPONSORSHIP OPPORTUNITIES

| | Direct Rodeo Exposure | Tickets | Package Cost |
|--|--|--|--------------------------------|
|  | For the Client that wants everything in a Sponsorship package. This Package includes the following: <div><div><div>1) Public recognition as a Day Sponsor throughout the day</div><div>2) Sponsor name Displayed on electronic Scoreboard</div><div>3) Recognition during all Events</div><div>4) 30 Second Commercial on video scoreboard</div><div>5) Sponsor Flag up during functions</div><div>6) Logo displayed on the Rodeo Association Website</div></div><div><div>7) Sponsor's sign or logo posted in the Arena (sponsor provided)</div><div>8) Special recognition given during Association events such as Steak Feed</div><div>9) Sponsorship Flag carried during event on day sponsor</div><div>10) Sponsor provided banner will be displayed at the front gate</div><div>11) Sponsor will be included on TV, Radio and print advertising with logo or name</div><div>12) Sponsor will be given a one page ad layout in souvenir Rodeo Program</div></div></div> | <div><div>~ 30 Rodeo Flats for Day Sponsor</div><div>~ 50 General Admission for Wednesday & Thursday Performances</div><div>~ 50 Grandstand tickets for Friday Performance</div><div>~ 10 Steak Feed Tickets</div></div> | <div><div>\$15,500</div></div> |
|  | This Package includes the following: <div><div><div>1) Public recognition as a sponsor throughout the event</div><div>2) Sponsor name Displayed on electronic Scoreboard</div><div>3) Sponsor sign or logo posted in Arena (sponsor provided)</div><div>4) Display for Sponsor's flag at Pre-Rodeo, such as Media Events, Parades, etc.</div><div>5) Sponsor's flag presented in arena during Grand Entry and the Sponsored event</div></div><div><div>6) Logo displayed on the Rodeo Association Website</div><div>7) Special Recognition given during Association events such as Steak Feed</div><div>8) Sponsor will be included on TV, Radio and print advertising with logo or name</div><div>9) Sponsor will be given a one page ad layout in souvenir Rodeo Program</div></div></div> | <div><div>~ 6 Rodeo Flats Area Sponsor Box Seating for Wednesday, Thursday, Friday and Saturday Performances</div><div>~ 20 Box seats for Thursday night performance</div><div>~ 10 General Admission for Wednesday & Thursday Performance, 10 Reserved Grandstand seats for Friday Performance</div><div>~ 4 Steak Feed Tickets</div></div> | <div><div>\$8,000</div></div> |
|  | This Package includes the following: <div><div><div>1) Public address recognition as a sponsor of the Redding Rodeo</div><div>2) Sponsor name Displayed on electronic Scoreboard</div><div>3) Sponsor sign or logo posted in Arena (sponsor provided)</div><div>4) Display for Sponsor's flag at Pre-Rodeo, such as Media Events, Parades, etc.</div><div>5) Sponsor's flag presented in arena at the discretion of Rodeo Committee</div></div><div><div>6) Logo displayed on the Rodeo Association Website</div><div>7) Sponsor included in print advertising by logo or name</div><div>8) Sponsor will be given 3/4 page ad in souvenir Rodeo Program</div></div></div> | <div><div>~ 6 Rodeo Flats Area Bleacher seating for Friday Performance</div><div>~ 10 Box seats for Wednesday Performance</div><div>~ 10 General Admission for Wednesday & Thursday Performances</div><div>~ 4 Steak Feed Tickets</div></div> | <div><div>\$5,000</div></div> |
|  | This Package includes the following: <div><div><div>1) Public address recognition as a sponsor of the Redding Rodeo</div><div>2) Sponsor name Displayed on electronic Scoreboard</div><div>3) Sponsor sign or logo posted in Arena (sponsor provided)</div></div><div><div>4) Logo displayed on the Rodeo Association Website</div><div>5) Sponsor included in print advertising by logo or name</div><div>6) Sponsor will be given 1/2 page ad in souvenir Rodeo Program</div></div></div> | <div><div>~ 4 Rodeo Flats Area Bleacher seating for Friday Performance</div><div>~ 4 Box seats for Wednesday Performance</div><div>~ 10 General Admission for Wednesday Performance</div><div>~ 2 Steak Feed Tickets</div></div> | <div><div>\$4,000</div></div> |
|  | This Package includes the following: <div><div><div>1) Sponsor name Displayed on electronic Scoreboard</div><div>2) Sponsor sign or logo posted in Arena (sponsor provided)</div></div><div><div>3) Logo displayed on the Rodeo Association Website</div><div>4) Sponsor will be given 1/4 page ad in souvenir Rodeo Program</div></div></div> | <div><div>~ 2 Rodeo Flats Area Bleacher seating for Friday Performance</div><div>~ 10 General Admission for Wednesday Performance</div></div> | <div><div>\$3,000</div></div> |
| <div><div>Mutton Bustin' Sponsor</div><div></div></div> | This Package includes the following: <div><div><div>1) Public address recognition as a sponsor of the Redding Rodeo</div><div>2) Special (expanded) recognition by the program announcer</div><div>3) Arena sign (4' x 8') posted on Mutton Bustin' gates chute area</div><div>4) Sponsor name and logo displayed on Mutton Bustin' section of Website</div></div><div><div>5) Sponsor name and logo presented in souvenir Rodeo Program under Mutton Bustin' page</div><div>6) Sponsor has opportunity to furnish additional promotional items to Mutton Bustin' participant, at no charge to the Rodeo Association</div><div>7) Sponsor may designate one staff member to assist with awarding buckles and other items to participants in the arena concluding each performance</div></div></div> | <div><div>~ 2 Rodeo Flats Bleacher seating area for each nightly Performance of Redding Rodeo</div><div>~ 15 General Admission (choice of day is at Rodeo Association discretion)</div></div> | <div><div>\$3,500</div></div> |

***Additional Tickets** for any Redding Rodeo performance may be purchased at normal pricing once you have chosen your sponsorship package. A sponsorship contract will be emailed to you. Please contact our business office at (530) 241-5731 or our ticket office at (530) 241-8559 or by email at: info@reddingrodeo.com. Mailing address: Redding Rodeo Association, P.O. Box 992048, Redding, CA 96099-2048