



## Southeastern Livestock Exposition RODEO SPONSORSHIP OPPORTUNITIES

### MAJOR SPONSOR

**\$15,000**

- Rodeo announced as presented by SLE and "YOUR COMPANY".
- YOUR COMPANY named in all rodeo advertising
- YOUR COMPANY banner prominently displayed in 2 areas of the arena – before 20,000 rodeo fans
- 16 VIP tickets and passes to the SLE Hospitality Tent – 4 per performance
- 100 reserved seat tickets for Thursday evening, Friday evening, or Saturday matinee performance
- Your flag presented at the opening and closing ceremonies of each performance (optional)
- One page four color ad in *Alabama Cattleman*

### ROUGH STOCK PREMIUM SPONSOR

**(4 available)**

**\$10,000**

(Provides added money to winners for Bull Riding, Saddle Bronc Riding, Bareback Riding, or Team Roping)

- You present the buckle to event winner
- YOUR COMPANY logo on the event winner check presented
- YOUR COMPANY banner prominently displayed during each of the four rodeo performances
- 12 VIP tickets and hospitality tent passes – 3 per performance
- 50 reserved seat tickets for Thursday evening, Friday evening, or Saturday matinee performance
- Sponsor Flag during victory lap with event winner each performance
- Special mention in *Alabama Cattleman*

### TIMED EVENT PREMIUM SPONSOR

**(4 available)**

**\$5,000**

(Provides added money to winners for Calf Roping, Steer Wrestling, Barrel Racing, or Fighting Bulls)

- You present buckle to event winner
- Your Company banner displayed in the arena during each of the four rodeo performances
- 10 VIP tickets and hospitality tent passes
- 25 reserved seat tickets for Thursday evening, Friday evening, or Saturday matinee performance
- Sponsor Flag during victory lap with event winner each performance
- Special mention in *Alabama Cattleman*

### CHUTE GATE SPONSOR

**(6 available)**

**\$3,000**

- Your banner on one of six chute gates for all rodeo performances before 20,000 rodeo fans
- Announce your name each time a bucking bronco or bull comes out of your chute gate
- 8 VIP tickets and hospitality tent passes – 2 per performance
- 18 reserved seat tickets for Thursday evening, Friday evening, or Saturday matinee performance
- Special mention in *Alabama Cattleman*

### RODEO PROGRAM AD

**(Exclusive)**

**\$2,500**

- Cover of Program
- 6 VIP tickets and hospitality tent passes
- 16 reserved seat tickets for Thursday evening, Friday evening, or Saturday matinee performance

**HOSPITALITY TENT SPONSOR (4 available) \$2500**

(Band, Beverage, Tent, Food)

- Your banner displayed on the SLE Hospitality Tent
- Your banner displayed in the coliseum during each of the four rodeo performances
- 6 VIP tickets and hospitality tent passes
- 16 reserved seat tickets for Thursday evening, Friday evening, or Saturday matinee performance
- Special mention in *Alabama Cattleman*

**EVENT SPONSOR (7 available) \$1,500**

(Bull Riding, Steer Wrestling, Tie-down Roping, Saddle Bronc Riding, Barrel Racing, Bareback Riding or Team Roping)

- One of the six rodeo events will be named the "YOUR COMPANY" Event and your name repeated several times during the event
- Your banner displayed in the arena during each of the four rodeo performances
- 4 VIP tickets and hospitality tent passes
- Special mention in *Alabama Cattleman*
- Sponsor Flag during victory lap with event winner each performance

**RODEO PERSONNEL SPONSOR (5 available) \$1,000**

(Announcers, Pickup Men, Judges, Bull Fighters and Cowboy Hospitality Room)

- Your banner displayed in the arena during each of the four rodeo performances
- Your company name will be announced multiple times throughout each of the four rodeo performances
- Listing in *Alabama Cattleman*

**ARENA BANNER (20 available) \$500**

- YOUR COMPANY name will be displayed on a 3' X 6' banner hanging from the catwalk over the center of the arena –seen by over 20,000 rodeo fans during all four performances
- You provide logo and SLE will make the banner
- Listing in *Alabama Cattleman*

**FRIENDS OF THE RODEO Anything under \$500**

- Recognition on the big screen
- SLE cap



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Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship: \_\_\_\_\_ Amount: \_\_\_\_\_

Payment: Check \_\_\_ Invoice Me \_\_\_ Credit Card \_\_\_

Credit Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3-digit code: \_\_\_\_\_

Signature: \_\_\_\_\_

Return form with payment to:  
Alabama Cattlemen's Association  
Attn: Lauren Wilson  
201 South Bainbridge Street  
Montgomery, AL 36104