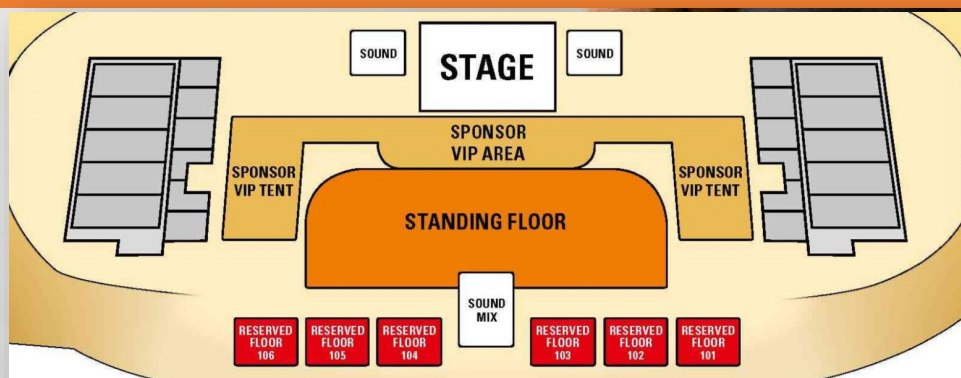


2019 Rodeo Kick Off Concert with Tim McGraw Friday, July 12th

**Become a Sponsor of the historic Rodeo Kick Off Concert.
Sponsorship Packages are available at a first come, first served basis.
Sponsorships SOLD OUT within two weeks in 2018, do not delay !**

**All Sponsorship Packages include EXCLUSIVE Front Stage VIP Area Access &
Sponsor Hospitality VIP Tent Tickets.**

Dinner Service will begin at 6PM and end at 8 PM, all you can eat.
Appetizers will be available from 6 PM to 9:30 PM.
Alcohol service to conclude at 9:30 PM.*



The Sponsor VIP
Tent will remain
open throughout
the
Tim McGraw
concert.

Additional Sponsor VIP Tent Tickets

Tickets are available at a first come, first served basis for \$300 each and are only available to sponsors and are subject to approval per your sponsorship package. Additional tickets subject to additional convenience + services fees.

*Times are subject to change due to artist needs, sound checks, etc.

Diamond Album Sponsor - \$15,000

Signage Elements

- ◆ Agreed placement of two (2) Sponsor provided banners for day of the show.
 - ◆ Agreed placement of one (1) Sponsor provided banner in the Sponsor Hospitality Tent for the day of the show.
- ◆ Sponsor logo and listing on the concert page of the California Rodeo website.
- ◆ Sponsor logo on two (2) event banners, one (1) placed in the Sponsor Hospitality Tent and one (1) placed on the front fence near the Box Office entrance on the day of the show. California Rodeo to produce event banners.

Ticketing & Added Value

- ◆ Twenty (20) Sponsor Hospitality VIP Tent Tickets for complimentary food and beverage. Each ticket is good for one (1) admission into the Salinas Sports Complex (concert venue). Each Sponsor Hospitality VIP Tent Ticket is good for one (1) admission into the Sponsor VIP viewing area. NOT available for the general public.
 - ◆ Twelve (12) Standing Floor Tickets. Each ticket is good for admission into the Salinas Sports Complex.
 - ◆ Four (4) Parking Passes

Platinum Album Sponsor \$10,000

Signage Elements

- ◆ Agreed placement of two (2) Sponsor provided banners for day of the show.
 - ◆ Agreed placement of one (1) Sponsor provided banner in the Sponsor Hospitality Tent for the day of the show.
- ◆ Sponsor logo and listing on the concert page of the California Rodeo website.
- ◆ Sponsor logo on two (2) event banners, one (1) placed in the Sponsor Hospitality Tent and one (1) placed on the front fence near the Box Office entrance on the day of the show. California Rodeo to produce event banners.

Ticketing & Added Value

- ◆ Fourteen (14) Sponsor Hospitality VIP Tent Tickets for complimentary food and beverage. Each ticket is good for one (1) admission into the Salinas Sports Complex (concert venue). Each Sponsor Hospitality VIP Tent Ticket is good for one (1) admission into the Sponsor VIP viewing area. Not available for the general public.
- ◆ Eight (8) Standing Floor Tickets. Each ticket is good for admission into the Salinas Sports Complex.
 - ◆ Three (3) Parking Passes

Gold Album Sponsor \$5,000

Signage Elements

- ◆ Agreed placement of one (1) Sponsor provided banners for day of the show.
- ◆ Agreed placement of one (1) Sponsor provided banner in the Sponsor Hospitality Tent for the day of the show.
- ◆ Sponsor logo and listing on the concert page of the California Rodeo website.
- ◆ Sponsor logo on two (2) event banners, one (1) placed in the Sponsor Hospitality Tent and one (1) placed on the front fence near the Box Office entrance on the day of the show. California Rodeo to produce event banners.

Ticketing & Added Value

- ◆ Six (6) Sponsor Hospitality VIP Tent Tickets for complimentary food and beverage. Each ticket is good for one (1) admission into the Salinas Sports Complex (concert venue). Each Sponsor Hospitality VIP Tent Ticket is good for one (1) admission into the Sponsor VIP viewing area. Not available for the general public.
- ◆ Four (4) Standing Floor Tickets. Each ticket is good for admission into the Salinas Sports Complex.
 - ◆ Three (3) Parking Passes