# 2023 FORT HERRIMAN PRCA RODEO SPONSORSHIP GUIDE

## PRESENTING $10,000

**Naming Rights** "Event name presented by *COMPANY NAME*"

### Pre-Event Recognition

**Social Media**

- Prominent logo on all graphics
- Mention/tagging in all event-related posts
- Paid advertising with logo and mention/tagging

**Digital Advertising**

- Logo on in-city digital billboards
- Logo on email/text campaigns
- Logo on event website
- Logo on Bangerter Hwy digital billboard with event ad for a minimum of five days

***Audio Advertising***

- Spotify radio ad mentions leading up to the event
- 30 days of mentions on the Herriman Towne Center music streaming system at J. Lynn Crane Park
- 30 days of business-specific ad on the Herriman Towne Center music streaming system at J. Lynn Crane Park

***City Newsletter***

- 1/2 page ad

### On-Site Recognition

- Large arena logo banner displayed
- Logo on joint event sponsor banner
- Jumbotron video board advertising:
  - Large logo displayed
  - Video advertisement (30 sec.)
- Verbal acknowledgement, ad read, and thank you
- Logo on all wayfinding signage

### Post-Event Recognition

- Social media thank you
- Newsletter thank you
- Digital sign thank you
- Logo placement at various other City events throughout the year

## OFFICIAL & PARTNER

| | |
|---|---|
| **Announcer Sponsor** (Logo banner on booth) | $1,000 |
| **Jumbotron - permanent logo under board** | $700 |
| **Jumbotron Video Ad - 15 secs** (2 plays per day) | $500 |
| **Jumbotron Video Ad - 30 secs** (2 plays per day) | $800 |
| **Logo on Jumbotron** (Displayed pre & post-event) | $300 |
| **Instant Replay Sponsor** (120+ unique impressions) | $3,500 |
| **Chute Sponsor** (6 available opportunities) | $3,000 |
| **Single Ad Banner (5x3 ft)** | $300 |
| **Individual Event Sponsor** (logo graphic & mention) | $500 |

- Bareback Riding
- Steer Wrestling
- Team Roping
- Saddle Bronc Riding
- Tie-down Roping
- Barrel Racing
- Bull Riding

| | |
|---|---|
| **VIP Section Sponsor** (Logo banner, digital & print signage, verbal recognition, video ads, VIP pass logo lanyards) | $3,000 |
| **Food Court Sponsor** (Digital & print logo graphics, social media & verbal mentions, and booth space) | $1,000 |
| **Beer Garden Sponsor** | $1,000 |
| **Digital Daysheet Sponsor** | $500 |
| **Cash Cow Sponsor** | $250 |
| **In-kind donations** | |
| **Hotel Needed for judges and crew** (Digital logo displayed, logo banner, and verbal recognition) | |

**Discounts available for multi-year agreements & returning sponsors**

**Sponsorship assets including logo, print ad, banners, and video ad must be submitted to the City and approved.**

## MARKETING & ADVERTISING EXAMPLES

## RODEO TICKETS BENEFITS

Those that help sponsor the rodeo will receive the following based on contributions:

| Dollars Spent: | Tickets Received: |
|---|---|
| Presenting Sponsor | 20 GA • 20 VIP |
| $4,000 | 20 VIP |
| $3,000 | 16 VIP |
| $2,000 | 8 VIP |
| $1,000 | 4 VIP |