

# FORT HERRIMAN PRCA RODEO

## SPONSORSHIPS, May 30 – June 1



### BE A SPONSOR

At the heart of our PRCA Rodeo are the steadfast contributions of our committed sponsors. Recognized far and wide across Utah and the West, our rodeo has earned acclaim, securing the Wilderness Circuit Small Rodeo Award for 2023. As we embark on a groundbreaking transition from a two-day spectacle to a three-day extravaganza, we anticipate 2024 to be a landmark year in our legacy.

The pinnacle of our success is undeniably attributed to the steadfast contributions of our local area sponsors. Their commitment fuels the excitement, authenticity, and community spirit that define the Fort Herriman PRCA Rodeo.

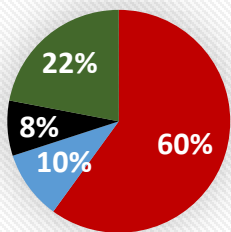
Join us in shaping unforgettable moments and forging lasting connections as we take the reins for another remarkable year.

### HERRIMAN COMMUNITY AUDIENCE

2022 Study

Total Population:	60,000+
Median Age:	25.5 years old
Average Household Size:	4.25
Median Household Income:	\$101,460
Households with Children:	65%

### TICKET SALES BY CITY



Herriman	Riverton
South & West Jordan	Other UT Cities

### CITY ENGAGEMENT



**MONTHLY CITY NEWSLETTER**  
Distributed to over 14,000 households



**SOCIAL MEDIA FOLLOWING**  
31,000+ Followers  
Facebook, Instagram, Twitter



**CITY BILLBOARDS**  
50,846 average daily traffic

**RSL MTN VIEW CORRIDOR BILLBOARDS**  
23,310 average daily traffic

**BANGERter HIGHWAY BILLBOARD**  
32,500 average daily traffic  
16,396 average daily impressions



### 2024 ESTIMATED TICKET SALES

Based off 2022-2023 + added 2024 bleachers

Thursday:	2,500
Friday:	3,000
Saturday:	3,000
ALL THREE DAYS:	8,500

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### Sponsorships Introduction

#### PRE-RODEO ADVERTISING AND ON-SITE OPTIONS

##### DIAMOND PRESENTING

*Step into the spotlight of our Presenting Sponsorship of our 3-day rodeo, offering unparalleled visibility and grandeur befitting your esteemed brand. This sponsorship tier is not just an investment, it's a proclamation of your commitment to the rodeo legacy.*

**\$10,000**

- Integration into the main rodeo logo graphic on all materials, “presented by (your company)”. Your brand becomes the focal point of all rodeo visuals
- Experience the power of social media as your brand is mentioned in all posts and emails, ensuring a digital resonance with our engaged online community of over 30,000 followers
- Dominance in all our advertising channels with your brand’s presence in all our advertising materials, including 5 billboards, newsletters, and all rodeo-related promotions
- Advertisement in all ticket confirmation emails and “presented by” logo on all digital tickets
- Prime banner arena placement and flag run at the event
- Arena video board commercials played pre- and post-rodeo and at the start of rodeo with a captive audience
- Booth and other activations opportunities

##### DEALERSHIP SPONSORSHIP

*Where the pulse of horsepower meets the thunder of hooves, gear up for a journey as our exclusive Dealership Sponsor! This unique opportunity aligns your dealership with the excitement of barrel racing and transforms the rodeo arena into a showcase of automotive elegance.*

**\$5,000**

- Vehicle placement by entrances and in the arena prior to entertainment
- Your dealership takes center stage as the exclusive sponsor of the thrilling barrel racing event
- Prime banner placement under the video board and a second banner placement opposite for maximum visibility.
- Also includes a 30-second commercial and logo placement during the pre/post-show video board loop
- Enjoy a physical presence beyond the arena with your logo on all welcome banners and on our rodeo advertisement banners a full 60 days prior to the rodeo
- Logo and link on our event website and logo in 2 monthly editions of the City newsletter

##### THURSDAY – FRIDAY - SATURDAY – DAY SPONSORSHIP

*Seize the spotlight with our exclusive Day Sponsorships. Each day carries its own unique theme, promising a symphony of entertainment and celebration.*

**\$2,000 per day**

- Thursday | Family Night, discount tickets  
Friday | Military & Veterans Night  
Saturday | Herriman’s 25<sup>th</sup> Anniversary
- Flag run at the event on your day during Grand Entry
  - Large advertisement in digital program for day sponsored
  - Social media mention/tagging in posts and emails related to the rodeo day
  - Logo displayed on video board pre/post-show and during Rodeo
  - Arena announcements with verbal mention of company by name, tagline & thank you for the Day Sponsorship
  - Booth opportunity at event during your Day and other activations opportunities

##### GOLDEN SPURS – QTY 3

*This level is your gateway to an unparalleled branding experience, offering a strategic blend of online and offline visibility to leave a lasting impression on our rodeo audience.*

**\$4,000**

- Logo on social media posts and emails (15+) and advertising rodeo banners
- Central arena logo banner placement (3’x5’)
- 2<sup>nd</sup> Arena banner placement (3’x5’)
- Flag run at the event (includes printing)
- Logo and link on event website
- Logo in City newsletter to 14,000 households in 1-2 monthly editions
- Video board pre/post-show: 30 second commercial and joint logo placement on loop
- Video board – joint logo placement during rodeo breaks
- Booth and activation opportunities

##### SILVER SADDLE – QTY 6

*Saddle up for success and let your company shine through this branding presence before and during the rodeo.*

**\$2,000**

- Logo and link on event website
- Logo in City newsletter to 14,000 households in 1-2 monthly editions
- Arena banner placement (3’x5’)
- Video board pre/post-show: joint logo placement and a 10 sec graphic ad on loop
- Video board – joint logo placement during rodeo breaks

##### BRONZE BUCKLE – QTY 6

*Buckle up for this sponsorship – a journey from the ticketing website to the exciting Rodeo Arena.*

**\$1,000**

- Logo and link on event website
- Arena Banner placement (3’x5’)
- Video board pre/post-show: joint logo and a 10 sec graphic ad on loop

##### CLUB SPONSOR - RESERVED SEATING SECTION

*Embark on a premiere rodeo journey as the distinguished Club Sponsor for our exclusive seating section. Elevate your brand with prime visibility and unique activations. Premium Club tickets include reserved parking, a dedicated new bleacher section and complimentary concessions.*

**\$4,000**

- Co-branded bleacher cushion for 700 guests
- Naming suggestions for premium section (if before February 23)
- Logo and link on event website
- Logo included on area banner for reserved section
- Arena banner placement (3’x5’)
- Welcome signage with logo in section
- Video board pre/post show: commercial & logo
- Arena announcement with verbal mention of company
- Booth and activation opportunities



**RODEO TICKETS INCLUDED IN EVERY SPONSORSHIP!**



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#### ON-SITE EVENT OPTIONS

##### INSTANT REPLAY SPONSORSHIP

Step into the realm of rodeo innovations as the Instant Replay Sponsor and seize the power to relive every heart-pounding moment in vivid detail.

**SOLD**  
\$1,500 per day | \$4,000 all 3 days

- Instant replay recognition, your brand prominently featured every time an exhilarating moment is replayed with your logo overlayed on the video board
- Video board pre/post show: joint logo placement + 10 second graphic add on loop
- MANY recognition announcements during rodeo
- Logo and link on event website

##### INDIVIDUAL EVENT SPONSORSHIP

Secure your spot at the heart of rodeo excitement by becoming the exclusive sponsor of one of our thrilling individual events, becoming an integral part of the rodeo narrative.

\$1,500 each, all 3 days

Bareback Riding | ~~Steer Wrestling~~ | Team Roping | Saddle  
Bronc Riding | ~~Tie-Down Roping~~ | ~~Bull Riding~~ | Breakaway

- Flag run through arena prior to individual event start
- Logo overlaid on video board during individual event
- Special “Presented by” graphic introducing the event
- Verbal mention made at the start and during the event
- Video board pre/post show: 10 sec graphic ad on loop
- Logo and link on event website

##### MONEY CALF SPONSORSHIP

Elevate your brand as the coveted Money Calf Sponsor for this year's rodeo. Brace yourself for an exhilarating 25-minute cash-grabbing spectacle, now expanded to include not just kids, but also teens and adults across four age groups. Get ready for a rip-roaring time that promises fun and rewards for participants of all ages!

**SOLD**  
\$800 per day, or \$2200 all 3 days

- Logo included in advertisements of the Money Calf
- Sign or banner at the Money Calf waiver tent
- Sponsor interaction and activation possibilities
- Arena announcements with verbal mention of company by name, tagline & thank you
- Video board pre/post-show, graphic ad on loop plus more!

##### FRIENDS OF THE RODEO – QTY 6

Your support speaks volumes to our rodeo legacy, this sponsorship features:

\$750

- Arena banner placement (3'x5')
- Video board pre/post show: joint logo on loop

##### KIDS AREA SPONSORSHIP

Introduce the Lil' Cowboy Corral, presented by your esteemed brand, and watch as your name becomes synonymous with laughter and joy for families.

**\$2,000 | All 3 Days**

- “Presented by” sponsorship with naming suggestions
- Banner placement in area with petting zoo, pony rides, etc
- Booth opportunity 10x10 during rodeo in area
- Add on idea for kiddie cowboy hats for the first 200 kids
- Announcements during the rodeo and in the program

##### ROPE GATE CHUTE SPONSORSHIP

As the exclusive sponsor of our Rope Gate Chutes, your brand will become synonymous with the precision and artistry of rodeo roping!

**SOLD**  
\$2,500

- Exclusive Rope Gate naming rights with logo embellishment featured prominently on gate banner
- Arena announcements – be hailed as the sponsor during key moments during the chute openings
- Video board pre/post show: 10 sec graphic ad on loop or 30 second commercial
- Logo and link on event website

##### CHUTES SPONSORSHIP – QTY 6

We invite you to seize the reins of our Rodeo Chute Sponsorship, a dynamic opportunity that puts your brand in the center of the action.

\$2,000

- Chute naming rights – your company logo on the chute gate and you'll be announced as the chute sponsor during key rodeo moments, capturing the attention of the entire crowd throughout the entire evening
- Video board pre/post show: 10 sec graphic ad on loop
- Logo and link on event website

##### ANNOUNCER SPONSORSHIP

Become an integral part of the experience, ensuring your brand is celebrated and remembered here!

**SOLD**  
\$2,500

- Banner placement on announcer booth (3'x10')
- Video board pre/post-show: 30 second commercial
- Video board pre/post show: joint logo placement on loop
- Arena announcements with verbal mention of company by name, tagline & thank you
- Logo and link on event website

##### FOOD COURT SPONSORSHIP

\$1,500

- Be our official sponsor of the rodeo food truck area, “presented by (company name)”
- Logo presence on food court advertising before and during the rodeo
- Food court welcome banner with your logo
- Announcements during the rodeo to draw attention
- Booth and activation opportunities

##### DIGITAL PROGRAM SPONSORSHIP

This unique opportunity allows your brand to shine brightly in the virtual arena, connecting with a tech-savvy audience and leaving a lasting impression.

**SOLD**  
\$1,000

- Logo presence on all program advertising before and during the rodeo
- Announcements during the rodeo drawing the audience's attention to view the digital program
- Large advertisement in the digital program

##### FAN CAM – AUDIENCE INTERACTIONS

Join us in bringing the rodeo to life through the lens of the Fan Cam. Seize this opportunity to amplify your brand's connection with the audience in a way that's dynamic and authentic.

\$500-750 – All 3 days

- The Fan Cam roams the arena, focusing on enthusiastic rodeo-goers and capturing their genuine reactions, cheers, and unforgettable moments
- Tailor the experience to align perfectly with your brand. Incorporate branded overlays, custom graphics, and special messages, making each interaction a branded spectacle. Choose your own Fan Cam or select one of our fan favorites: Dad's Dance, Kiss, Country Karaoke, Funny Face, or Junior Rodeo Stars Cam



RODEO TICKETS INCLUDED IN EVERY SPONSORSHIP!

# PRCA FORT HERRIMAN RODEO

## SPONSORSHIPS 2024



### SPONSORSHIP EXPOSURE

	Diamond Presenting	Golden Spurs	Silver Saddle	Bronze Buckle	Friends of the Rodeo	DAY Sponsorship Th, Fr, Sa	Dealership Sponsor with Barrel Racing
COST:	\$10,000	\$4,000	\$2,000	\$1,000	\$750	\$2,000	\$5,000
Quantity	1	3	6	6	6	3	1
Rodeo Tickets Included	24	10	6	4	2	6	12
SOCIAL MEDIA							
"Presented by" logo on Fort Herriman Rodeo logo graphic used on all marketing	X						
Mention/tagging in all rodeo related posts (15+)	X						
Logo in all rodeo related posts (15+)	X	X					
Logo on sponsorship related posts (2+)						X	
Paid rodeo advertising boosts (based on ticket sales; minimum 1)	X	X					
"Presented by" logo on RodeoTicket.com and a mention on PRCA website	X						
AUDIO ADVERTISING							
Event mentions on music reel at J. Lynn Crane Park (30 days)	X						
Business-specific ad on music reel at J. Lynn Carne Park (30 days)	X						
DIGITAL ADVERTISING							
Logo with event ad on City billboards (30+ days)	X						
Logo with event ad on RSL Mtn View Corridor billboards (30 days)	X						
Logo with event ad on Bangerter Hwy billboard (14'x48') (5 days)	X						
Logo on rodeo email campaigns	X	X				X	
Logo on rodeo event ticket website	X	X	X	X		X	X
Logo and mention on ticket email confirmation, with advertisement	X						
PRINT							
Logo in City newsletter advertising rodeo - 3 monthly editions	X	X	X				
City newsletter, 1/2 Page Ad (needs reference to rodeo) – 1 monthly edition	X						
Logo included in City newsletter thank you – 1 monthly edition	X	X	X			X	X
ON SITE							
RODEO FLAGS   Run by horseback during rodeo							
Run a minimum of 1 time through arena, w/printing	X	X				X	
BANNERS   Herriman Rodeo Grounds							
Arena banner during 3-day rodeo, 3'x5' of sponsor logo, w/printing	X	X	X	X	X		X
Central arena banners, logo included, adjacent to announcer booth	X	X					
Logo or banner on fences at entrances (3'x4')	X						X
Logo included on welcome banners	X	X					X
Rodeo advertising banner, logo included, 60 days pre-rodeo	X	X					X
Banner placement under jumbotron on arena fencing							X
SIGNAGE, DISPLAYS and DIGITAL PROGRAM							
Logo on all wayfinding signage at event	X	X					
10'x10' Booth opportunity	X	X				X	
Vehicle display placement at West and South entrances							X
Vehicle display placement during pre/post-show (before entertainment)							X
Logo included in Digital Program	X	X	X	X		X	X
Advertisement in Digital Program						X	
VIDEO BOARD   Pre & Post-Show							
Logo included on joint "Thank You" graphic - on loop	X	X	X	X	X		
Logo included - "Thank you to our biggest sponsors" graphic - on loop	X	X					X
30 Second commercial placement - played between 6:55 PM - 7:00 PM	X	X					X
15-30 Second commercial placement, sponsor provides content	X	X					X
10 Second company advertisement graphic on loop, sponsor provides content			X	X			
VIDEO BOARD   During Rodeo 7:30 PM - 10:00 PM							
"Presented by" Logo on screen overlay during individual events	X						
"Presented by" Logo on screen overlay during instant replays, per contestant	X						
Logo displayed on jumbotron joint slide, during breaks	X	X	X			X	X
ANNOUNCER   Verbal Mentions between 7:00 PM - 10:00 PM							
Verbal mention of company by name, tagline & thank you	X					X	X
POST EVENT RECOGNITION							
Social media thank you	X	X					
Logo included in City newsletter thank you – 1 month edition	X	X	X			X	X
BONUS: Logo placement at other various city events	X						