



SPONSORSHIP OPPORTUNITIES

Gold Country Fairgrounds Auburn, CA
Tradition at Its Finest

3 Action Packed Performances

Friday, April 11, 2025

Saturday, April 12, 2025

Sunday, April 13, 2025

Step right up to the ultimate rodeo extravaganza! Join over 15,000 eager fans as they gather for a thrilling family experience at our long-standing rodeo event. Year after year, this beloved tradition captivates audiences with heart-pounding action, world-class athletes, and unforgettable entertainment. Don't miss out on the excitement and camaraderie that make this event a highlight on every family's calendar. Grab your cowboy hat and get ready for a day of fun and adventure at the rodeo that's been captivating audiences for generations!

BENEFITTING THE COMMUNITY

At the heart of our rodeo tradition lies a deep commitment to our community. The rodeo committee is dedicated to giving back in meaningful ways, ensuring that our event not only entertains but enriches the lives of those around us. Through charitable initiatives and support for local causes, we strive to make a positive impact year-round.

Join us as we harness the spirit of giving and celebrate together at our rodeo, where every buckaroo and bull ride supports a brighter future for our community.

PROCEEDS BENEFIT

- Heartfull Ministries
- Knights of Columbus
- Placer High School
- Rodeo Queen Program
- 49er Lions Club
- Placer Band Boosters
- Placer Jr Hillmen Football and Cheer
- Placer County Sheriff Youth Ride with Pride Horse Program
- Gold Country Fairgrounds
- Crime Victims United Scholar Fund
- Gold Country Heritage Foundation

WE REACH YOUR AUDIENCE!



Annual Website Visits

1,025,003

Social Media

7,268 ... Likes

8,357 ... Followers

6,592 ... Check-Ins

Average Fan Age

3-18 .. 16%

19-40 .. 48%

41+ .. 36%



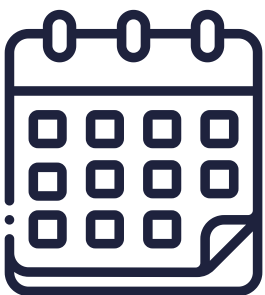
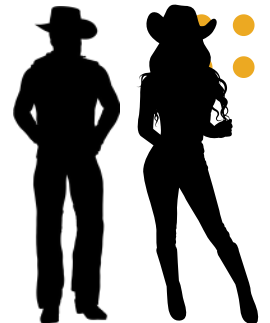
Marketing Time

12 Weeks of Visual
Communications

Rodeo Fans

52% Female

48% Male



SPONSOR OPPORTUNITIES



Title Sponsor

\$25,000



- Industry Exclusive Banner in Arena
- 30 Sec Event Commercial
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Event Grounds Signage
- Official Ticket Outlet
- 12 Friday VIP Tickets
- 12 Saturday VIP Tickets
- 12 Sunday VIP Tickets
- 20 General Admission

The Club Sponsor

\$12,500



- Club Naming Rights
- Exclusive Club Bar Signage
- Two 30 Sec Event Commercials Per Day
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets
- 8 General Admission

SPONSOR OPPORTUNITIES



Media Sponsor

\$11,500



- 30 Sec Event Commercial
- TV and/or Radio Tag
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Top Placement on Digital Screen
- Banner in Arena
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets
- 8 General Admission

Promotional Sponsor (5)

\$10,000



- Logo on 30 Volunteer Shirts
- 1 Commercials Per Day on Digital Screen
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Flag in Arena
- Logo on Day Sheets
- Banner in Arena
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets

SPONSOR OPPORTUNITIES



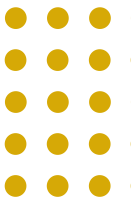
Beer Sponsor \$10,000

- TV and/or Radio Tags
- 2 Commercials Per Day on Local TV
- Digital Screen in Arena
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- Event Grounds Signage
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets



Bullfighting Sponsor \$9,750

- Live Event Announcements
- Branded Bullfighting Outfits
- Branded Arena Banners
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 8 Sunday VIP Tickets



20' Bridge Banner \$9,500

- Radio Tags
- Live Public Announcements
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 8 Friday VIP Tickets
- 8 Saturday VIP Tickets
- 6 Sunday VIP Tickets



SPONSOR OPPORTUNITIES

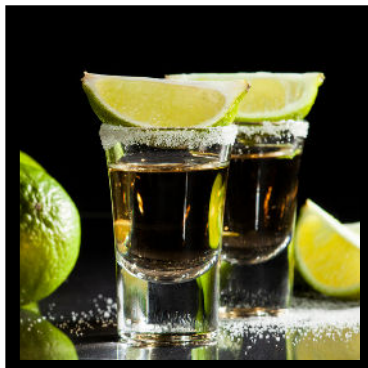


VIP Tent Sponsor (4) \$5,000 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- Event Grounds Signage
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets
- 4 Sunday VIP Tickets

Digital Sign Banners (2) \$5,000 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets
- 4 Sunday VIP Tickets



Liquor Sponsor \$10,000

- Tv and/or Radio Tags
- 2 Commercials on Big Screen per day
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- Event Grounds Signage
- 10 Friday VIP Tickets
- 10 Saturday VIP Tickets
- 10 Sunday VIP Tickets

SPONSOR OPPORTUNITIES



Chute Sponsor (oj) \$5,000 each

- Live Public Announcement in Arena
- Logo on Digital Scoreboard
- Logo on Website
- Logo on Day Sheets
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets
- 4 Sunday VIP Tickets



Barrel Racing Sponsor \$3,800

- Live Public Announcement in Arena
- Logo on Digital Scoreboard
- Logo on Website
- Logo on Day Sheets
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets



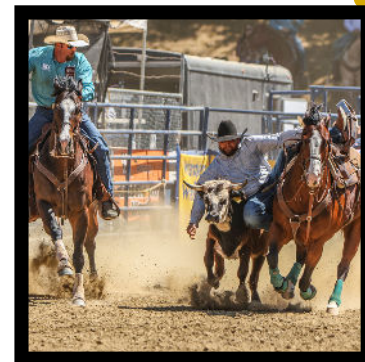
Bareback Sponsor \$3,800

- Live Public Announcement in Arena
- Logo on Digital Scoreboard
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets



Steer Wrestling Sponsor \$3,800

- Live Public Announcement in Arena
- Logo on Digital Scoreboard
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets



SPONSOR OPPORTUNITIES



Saddle Bronc Sponsor \$3,800

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets



Team Roping Sponsor \$3,800

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets



Calf Roping Sponsor \$3,800

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets



SPONSOR OPPORTUNITIES



Silver Spur Sponsor (3) \$3,000

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 4 VIP Tickets
- 4 General Admission Tickets

Extreme Ramp Sponsor \$2,750

- Live Public Announcement
- Logo on Digital Screen
- 2 General Admission Tickets
- Logo on Website
- Banner in Arena

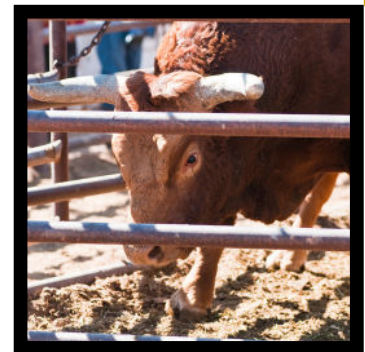


Half Time Entertainment \$2,750

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets

Arena Gate Sponsor \$2,750

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets



SPONSOR OPPORTUNITIES



Digital & Arena Banner \$2,000

- Logo on Digital Screen
- Banner in Arena

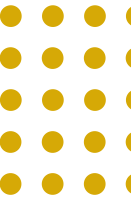
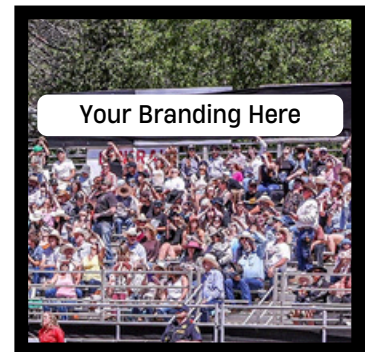


Flag Sponsor (6) \$1,950

- Flag Rode Through Arena
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website

Uncovered Seating Banner (2) \$1,500

- Logo on Digital Screen
- Banner On Grandstands



Digital Logo \$1,500

- Logo on Digital Screen

Arena Banner \$600

- Banner in Arena

SPONSOR COMMITMENT

The rodeo is a cherished family-friendly event that thrives on community spirit and support, engaging participants from all walks of life.

With the dedicated efforts of **over 100 volunteers**, this three-day extravaganza is made possible.

A bustling crowd of more than 15,000 attendees gathers across the rodeo's multiple days, alongside thousands more reached through digital ads, videos, social media, billboards, posters, postcards, signs, banners, and hundreds of radio ads, fueled by enthusiastic word-of-mouth throughout the town. Over 10 non-profit organizations benefit directly from this impactful event.

To sustain this tradition, we rely on businesses like yours to contribute financial support through a range of customizable sponsorship opportunities and material contributions. These partnerships are tailored to align with your business's goals, ensuring mutual benefit and community enhancement.

COMPANY INFORMATION

COMPANY / ORGANIZATION _____

CONTACT PERSON _____ PHONE _____

ADDRESS _____

EMAIL _____ WEBSITE _____

SPONSOR PACKAGE SELECTION

- | | | |
|---|--|---|
| <input type="checkbox"/> Title Sponsor | <input type="checkbox"/> Liquor Sponsor | <input type="checkbox"/> Silver Spur Sponsor |
| <input type="checkbox"/> The Club Sponsor | <input type="checkbox"/> Chute Sponsor | <input type="checkbox"/> Extreme Ramp Sponsor |
| <input type="checkbox"/> Media Sponsor | <input type="checkbox"/> Barrel Racing Sponsor | <input type="checkbox"/> Half Time Entertainment |
| <input type="checkbox"/> Promotional Sponsor | <input type="checkbox"/> Bareback Sponsor | <input type="checkbox"/> Arena Gate Sponsor |
| <input type="checkbox"/> Bullfighting Sponsor | <input type="checkbox"/> Saddle Bronc Sponsor | <input type="checkbox"/> Digital & Arena Banner Daily |
| <input type="checkbox"/> Beer Sponsor | <input type="checkbox"/> Bull Riding Sponsor | <input type="checkbox"/> Flag Sponsor |
| <input type="checkbox"/> 20' Bridge Banner | <input type="checkbox"/> Calf Roping Sponsor | <input type="checkbox"/> Uncovered Seating Banner |
| <input type="checkbox"/> VIP Tent Sponsor | <input type="checkbox"/> Steer Wrestling Sponsor | <input type="checkbox"/> Logo on Digital Screen Daily |
| <input type="checkbox"/> Digital Sign Banner | <input type="checkbox"/> Team Roping Sponsor | <input type="checkbox"/> Arena Banner |

PAYMENT INFORMATION

Credit Card* MC VISA AMEX - CC# _____

Exp Date ____ / ____ Sec Code _____ Zip Code _____

**There will be a 4% processing fee automatically added for ALL credit card payments*

Amount Authorized _____ Signature Authorization (required) _____

Check No. _____ Amount _____ Date _____

Please email or mail your completed form to:

GCPProRodeo@gmail.com or EzEvents, Inc. P.O. Box 7046, Auburn, CA 95604

SPONSOR 2YR COMMITMENT

Lock in the 2025 price for 2 years

COMPANY INFORMATION

COMPANY / ORGANIZATION _____

CONTACT PERSON _____ PHONE _____

ADDRESS _____

EMAIL _____ WEBSITE _____

SPONSOR PACKAGE SELECTION

- | | | |
|---|--|---|
| <input type="checkbox"/> Title Sponsor | <input type="checkbox"/> Liquor Sponsor | <input type="checkbox"/> Silver Spur Sponsor |
| <input type="checkbox"/> The Club Sponsor | <input type="checkbox"/> Chute Sponsor | <input type="checkbox"/> Extreme Ramp Sponsor |
| <input type="checkbox"/> Media Sponsor | <input type="checkbox"/> Barrel Racing Sponsor | <input type="checkbox"/> Half Time Entertainment |
| <input type="checkbox"/> Promotional Sponsor | <input type="checkbox"/> Bareback Sponsor | <input type="checkbox"/> Arena Gate Sponsor |
| <input type="checkbox"/> Bullfighting Sponsor | <input type="checkbox"/> Saddle Bronc Sponsor | <input type="checkbox"/> Digital & Arena Banner Daily |
| <input type="checkbox"/> Beer Sponsor | <input type="checkbox"/> Bull Riding Sponsor | <input type="checkbox"/> Flag Sponsor |
| <input type="checkbox"/> 20' Bridge Banner | <input type="checkbox"/> Calf Roping Sponsor | <input type="checkbox"/> Uncovered Seating Banner |
| <input type="checkbox"/> VIP Tent Sponsor | <input type="checkbox"/> Steer Wrestling Sponsor | <input type="checkbox"/> Logo on Digital Screen Daily |
| <input type="checkbox"/> Digital Sign Banner | <input type="checkbox"/> Team Roping Sponsor | <input type="checkbox"/> Arena Banner |

PAYMENT INFORMATION

_____ I would like to secure my sponsorship for a 2 year commitment. I understand that I will be the secured sponsor for the selected package above for 2025 & 2026.

Credit Card* _____ MC _____ VISA _____ AMEX - CC# _____

Exp Date _____ / _____ Sec Code _____ Zip Code _____

**There will be a 4% processing fee automatically added for ALL credit card payments*

50% Deposit for 2025 + 25% Deposit for 2026 - Amount Authorized _\$ _____

Balance for 2025 is due January 15, 2025. Balance for 2026 is due January 15, 2026

Signature Authorization (required) _____ Date _____

Check No. _____ Amount _____ Date _____

Please email or mail your completed form to:
GCProRodeo@gmail.com or EzEvents, Inc. P.O. Box 7046, Auburn, CA 95604