



SPONSORSHIP OPPORTUNITIES

UPDATED 1.27.26

Gold Country Fairgrounds in Auburn, CA
TRADITION AT ITS FINEST

3 ACTION PACKED PERFORMANCES

Friday, May 15, 2026
Saturday, May 16, 2026
Sunday, May 17, 2026

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 is a deep rooted commitment to our community. Our rodeo committee is dedicated to giving back in meaningful ways. This ensures 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 event and bull ride supports a brighter future for our community.

PROCEEDS BENEFIT

- Heartfull Foundation
- Horses Healing Hearts
- Knights of Columbus
- Placer High School
- Rodeo Queen Program
- 49er Lions Club
- Placer Jr Hillmen Football and Cheer
- Placer County Sheriff Youth Ride with Pride Horse Program
- Placer Band Boosters
- Gold Country Fairgrounds
- Gold Country Heritage Foundation

WE REACH YOUR AUDIENCE!



Annual Website Visits

1,025,003



Social Media

7,268 ... Likes

8,357 ... Followers

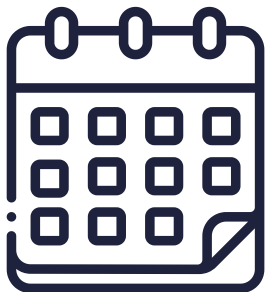
6,592 ... Check-Ins

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

\$35,000

- Industry Exclusive
- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Banner in Arena
- Event Grounds Signage
- Official Ticket Outlet
- Flag Rode Through Arena
- 12 Friday VIP Tickets
- 12 Saturday VIP Tickets
- 12 Sunday VIP Tickets
- 20 General Admission
- Table of 8 at Exclusive Bulls and Bling Bash

Presenting Sponsor

\$25,000

- Industry Exclusive
- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Banner in Arena
- Flag Rode Through Arena
- Event Grounds Signage
- 10 Friday VIP Tickets
- 10 Saturday VIP Tickets
- 12 Sunday VIP Tickets
- 16 General Admission
- Table of 8 at Exclusive Bulls and Bling Bash

Media Sponsor

\$20,000

- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Top Ad Placement on Digital Screen
- Banner in Arena
- Flag Rode Through Arena
- Sign on Boom Lift
- Parachute Jumper
- 16 VIP Tickets Day of Choice
- Table of 8 at Exclusive Bulls and Bling Bash

Community Partner Sponsor

\$12,500

- 30 Sec Event Commercial Daily
- TV and/or Radio Tags
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags
- Banner in Arena
- Flag Rode Through Arena
- 16 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash

Saturday Night Party

\$12,500

- After Party Naming Rights
- Exclusive Rodeo Party Signage
- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Social Media Tags
- Banner in Arena
- Flag Rode Through Arena
- 10 VIP Tickets Day of Choice
- 10 General Admission
- 20 Saturday Night After Party Admissions
- 4 Invites to Exclusive Bulls and Bling Bash

20' Bridge Banner

\$10,500

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets



- Social Media Tags
- Banner in Arena
- Flag Rode Through Arena
- 16 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash

Friday Night Party

\$10,500

- After Party Naming Rights
- Exclusive Rodeo Party Signage
- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Social Media Tags



- Banner in Arena
- Flag Rode Through Arena
- 16 VIP Tickets Day of Choice
- General Admission
- 20 Friday Night After Party Admissions
- 4 Invites to Exclusive Bulls and Bling Bash

Liquor Sponsor

\$10,000

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

- Social Media Tags
- Banner in Arena
- Flag Rode Through Arena
- Event Grounds Signage
- 16 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash

Beer Sponsor

\$10,000

- 30 Sec Event Commercial Daily
- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

- Social Media Tags
- Banner in Arena
- Flag Rode Through Arena
- Event Grounds Signage
- 16 VIP Tickets Day of Choice
- 4 Invites to Exclusive Bulls and Bling Bash

Gold Rush Sponsor

\$7,500

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Social Media Tags

- Banner in Arena
- Flag Rode Through Arena
- Event Grounds Signage
- 8 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Bullfighting Sponsor

\$5,950

- Live Event Announcements
- Branded Bullfighting Outfits
- Branded Arena Barrel
- Logo on Digital Screen

- Logo on Website
- Banner in Arena
- 8 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Chute Sponsor (6)

\$5,950 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets



- Banner on Chute
- 4 Friday VIP Tickets
- 4 Saturday VIP Tickets
- 4 Sunday VIP Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Digital Sign Banners (2)

\$5,000 each

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website



- Logo on Day Sheets
- Banner in Arena
- 8 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

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
- 8 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash



Horse and Carriage Sponsor

\$4,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Up to 6 people ride in carriage both Saturday and Sunday during rodeo

- Banner on Both Sides of Carriage
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Barrel Racing Sponsor

\$3,950

- 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
- 2 Invites to Exclusive Bulls and Bling Bash

Bareback Sponsor

\$3,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets

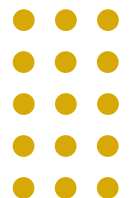
- Banner in Arena
- 2 Friday VIP Tickets
- 2 Saturday VIP Tickets
- 2 Sunday VIP Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Steer Wrestling Sponsor

\$3,950

- 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
- 2 Invites to Exclusive Bulls and Bling Bash



Bull Riding Sponsor

\$3,950

- 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
- 2 Invites to Exclusive Bulls and Bling Bash

Saddle Bronc Sponsor

\$3,950

- 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
- 2 Invites to Exclusive Bulls and Bling Bash

Team Roping Sponsor

\$3,950

- 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
- 2 Invites to Exclusive Bulls and Bling Bash

Breakaway Sponsor

\$3,950

- 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
- 2 Invites to Exclusive Bulls and Bling Bash

Tie Down Roping Sponsor

\$3,950

- 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
- 2 Invites to Exclusive Bulls and Bling Bash

Silver Spur Sponsor (3)

\$3,000

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 VIP Tickets
- 4 General Admission Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Kid Zone Sponsor

\$2,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Logo on Day Sheets
- Banner in Kid Zone
- 2 VIP Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Extreme Ramp Sponsor

\$2,950

- Live Public Announcement
- Logo on Digital Screen
- 2 General Admission Tickets
- Logo on Website
- Banner in Arena
- 2 Invites to Exclusive Bulls and Bling Bash

Half Time Entertainment

\$2,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Arena Gate Sponsor

\$2,950

- Live Public Announcement
- Logo on Digital Screen
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets
- 2 Invites to Exclusive Bulls and Bling Bash

Parachute Jumper Sponsor

\$2,950

- Live Public Announcement
- Logo on Day Sheet
- Logo on Website
- Banner in Arena
- 2 General Admission Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Mutton Busting Sponsor

\$2,950

- Live Public Announcement
- Logo on Day Sheet
- Logo on Website
- Banner in Arena
- Swag Item In Kids Bag
 - (100 Bags Sponsor to Provide Item)
- 2 General Admission Tickets Day of Choice
- 2 Invites to Exclusive Bulls and Bling Bash

Flag Sponsor (6)

\$2,950

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

Digital Logo

\$1,600

- Logo on Digital Screen Daily

Pre-show Coin Dig

\$1,500

- Logo on Day Sheet
- Logo on Website
- Live Public Announcement

Uncovered Stands Banner

\$1,500

- Banner On Grandstands
- Logo on Digital Screen

Queen's Saddle Sponsor

\$1,250

- Logo Laser Engraved on Saddle
- Logo on Social Media and Autograph Sheets

Arena Banner

\$750

- Banner in Arena

CUSTOM SPONSOR PACKAGES AVAILABLE

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"/> Digital Sign Banner | <input type="checkbox"/> Kids Zone Sponsor |
| <input type="checkbox"/> Presenting Sponsor | <input type="checkbox"/> VIP Tent Sponsor | <input type="checkbox"/> Extreme Ramp Sponsor |
| <input type="checkbox"/> Media Sponsor | <input type="checkbox"/> Horse and Carriage Sponsor | <input type="checkbox"/> Halftime Entertainment |
| <input type="checkbox"/> Community Partner Sponsor | <input type="checkbox"/> Barrel Racing Sponsor | <input type="checkbox"/> Arena Gate Sponsor |
| <input type="checkbox"/> Saturday Night Party | <input type="checkbox"/> Bareback Sponsor | <input type="checkbox"/> Parachute Jumper Sponsor |
| <input type="checkbox"/> 20' Bridge Banner | <input type="checkbox"/> Steer Wrestling Sponsor | <input type="checkbox"/> Mutton Busting Sponsor |
| <input type="checkbox"/> Friday Night Party | <input type="checkbox"/> Bull Riding Sponsor | <input type="checkbox"/> Flag Sponsor |
| <input type="checkbox"/> Liquor Sponsor | <input type="checkbox"/> Saddle Bronc Sponsor | <input type="checkbox"/> Logo on Digital Screen Daily |
| <input type="checkbox"/> Beer Sponsor | <input type="checkbox"/> Team Roping Sponsor | <input type="checkbox"/> Pre-Show Coin Dig Sponsor |
| <input type="checkbox"/> Gold Rush Sponsor | <input type="checkbox"/> Breakaway Sponsor | <input type="checkbox"/> Uncovered Stands Banner |
| <input type="checkbox"/> Bullfighting Sponsor | <input type="checkbox"/> Tie Down Roping Sponsor | <input type="checkbox"/> Queen's Saddle Sponsor |
| <input type="checkbox"/> Chute Sponsor | <input type="checkbox"/> Silver Spur Sponsor | <input type="checkbox"/> Arena Banner |

PAYMENT INFORMATION

Money Order, Cashier's Check, Checks or Credit Card Accepted.**

Please make Checks, Money Orders & Cashier's Checks Payable to: EzEvents, Inc.

To Pay Via Credit Card - please provide email address to send secure payment link:

***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:

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

SPONSOR 2YR COMMITMENT

Lock in the 2026 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"/> Digital Sign Banner | <input type="checkbox"/> Kids Zone Sponsor |
| <input type="checkbox"/> Presenting Sponsor | <input type="checkbox"/> VIP Tent Sponsor | <input type="checkbox"/> Extreme Ramp Sponsor |
| <input type="checkbox"/> Media Sponsor | <input type="checkbox"/> Horse and Carriage Sponsor | <input type="checkbox"/> Halftime Entertainment |
| <input type="checkbox"/> Community Partner Sponsor | <input type="checkbox"/> Barrel Racing Sponsor | <input type="checkbox"/> Arena Gate Sponsor |
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| <input type="checkbox"/> 20' Bridge Banner | <input type="checkbox"/> Steer Wrestling Sponsor | <input type="checkbox"/> Mutton Busting Sponsor |
| <input type="checkbox"/> Friday Night Party | <input type="checkbox"/> Bull Riding Sponsor | <input type="checkbox"/> Flag Sponsor |
| <input type="checkbox"/> Liquor Sponsor | <input type="checkbox"/> Saddle Bronc Sponsor | <input type="checkbox"/> Logo on Digital Screen Daily |
| <input type="checkbox"/> Beer Sponsor | <input type="checkbox"/> Team Roping Sponsor | <input type="checkbox"/> Pre-Show Coin Dig Sponsor |
| <input type="checkbox"/> Gold Rush Sponsor | <input type="checkbox"/> Breakaway Sponsor | <input type="checkbox"/> Uncovered Stands Banner |
| <input type="checkbox"/> Bullfighting Sponsor | <input type="checkbox"/> Tie Down Roping Sponsor | <input type="checkbox"/> Queen's Saddle Sponsor |
| <input type="checkbox"/> Chute Sponsor | <input type="checkbox"/> Silver Spur 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 2026 & 2027.

Money Order, Cashier's Check, Checks or Credit Card Accepted.**

Please make Checks, Money Orders & Cashier's Checks Payable to: EzEvents, Inc.

To Pay Via Credit Card – please provide email address to send secure payment link:

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

Payment for 2026 + 25% Deposit for 2027 – Amount Authorized _\$ _____

Balance for 2027 is due January 15, 2027

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