



Wild West Stampede Partnership Program

Wild West Week • April 25 - 29, 2012
Stampede PRCA Rodeo • April 28 & 29, 2012

P.O. Box 7136 • Auburn, California

The History - Over 75 Years of Tradition

When the Wild West Stampede committee was formed in 1986 the goal was to create a community-based western event focused on preserving the town's annual rodeo and our western ranching traditions. Although rodeo had been a yearly event in Auburn since the early 1930's under the auspices of various horsemen's groups, service clubs and eventually a professional promoter, the attendance dwindled and the rodeo was packaged with a monster truck pull.

A grass-roots committee was formed and with hundreds of volunteers from all walks of life and a five-member board of directors, we still work hard year round to carry on the mission of the Stampede. We strive to keep the western way of life and our cowboy culture alive with a good old-fashioned hometown rodeo.

Eight to ten thousand rodeo fans from throughout Northern California and Nevada gather each year to cheer on cowboys and cowgirls from across the nation competing for cash and a silver championship buckle in the 2-day PRCA Rodeo.

Giving Back

The Wild West Stampede has provided support to numerous community organizations and projects from Ride to Walk, Horses for Healing, and the Placer County Sheriff's Ride With Pride to the Justin Crisis Fund, Friends of Rodeo, and Good Neighbor support for cowboys and their families in need.

In 2007 and 2008 the Stampede supported the Auburn Cancer Hotline's Mobile Mammography Program. Our group effort enabled over 80 women to have a low-cost mammogram in the first year that could not afford this costly but necessary life saving test. In 2008 the Stampede established a grant program to aid women who cannot afford even the small amount needed for the mobile service. This effort is in conjunction with the national rodeo initiative "Tough Enough To Wear Pink", which has raised more than 2 million dollars to combat breast cancer.

Annually we host 40 special needs children and their families at the Stampede Rodeo following the Dick Foster Special Kids Rodeo.

The Stampede Today

The Wild West Stampede has grown into a week-long celebration that a barrel racing event, a day of team roping, mutton busting, dummy roping, a Dodge Kick Off party, two rodeo dances, live music and more.

No matter the weather the PRCA cowboys will climb on a wild bull or bronco and try to hang on for that eight second ride. Others fly out of chutes on horseback to rope, tie or wrestle cattle. Barrel racers, the fastest women on horseback, will be out in force to race the clover leaf patterns around barrels for the best time and a paycheck. Our Rodeo showcases some of today's top rodeo stock, contestants, entertainers, clowns, bullfighters and award-winning announcer.

The Opportunity

Interested in getting involved with this year's Wild West Stampede? With an expected crowd 8,000 - 10,000 spectators from the Bay area to Reno, from Redding to Fresno, and more than 700 competitors in the weeklong events, your organization can also benefit from \$30,000 in paid and sponsored advertising on radio, television, newspaper, internet, outdoor signage and collateral reaching the Sacramento DMA.

The festivities of the week can serve as a great opportunity for your company to generate sales as well as create brand recognition and preference with the residents of Northern California. In a market with limited opportunities to reach the western lifestyle demographic in such a concentrated setting, the Stampede Rodeo and its week-long events may be just the chance your company needs to create a lasting bond with the attendees.

Fast-Paced and Fast-Growing . . . the Extreme Sport of Rodeo is One of the Most Popular Televised Sports in the United States. As part of the Wild West Stampede VIP Team you can .

. .

- Gain corporate and brand name exposure with your support of this community event.
- Develop a positive image for your company by bringing this wholesome, family-oriented event to Northern Californians of all ages.
- Share an invaluable opportunity as a host of an event that will be seen by thousands.
- Become part of the widespread media attention associated with the upcoming rodeo season.
- Develop a strong association with the ever-growing numbers of community members who share a great interest in our Western Heritage and American Values.
- We will provide you and your guests, tickets to our events, which include grandstand seating, parking passes, access to the exclusive VIP tent for Lunch and Beverages with arena floor seating during the event.
- Receive recognition in media promotions, event cards and posters throughout the county and adjoining areas, based on level of sponsorship.
- Company branding with individual events or products.
- Colorful chute signage or arena signage based on level of sponsorship.
- Sponsorship Flag (based on sponsorship level) and Announcements during event.

*Let us create a custom package to meet your
goals and expectations!*

PRESENTING LEVELS

OVER \$5,000

A Presenting Partner of the Wild West Stampede has the opportunity to be named in all marketing and signage of one or more events of the Stampede, such as “Stampede Barrel Racing presented by XXX”.

In addition to marketing and promotional benefits, your package could include:

- Name and logo to appear on the Wild West Stampede poster, in the program, and day sheets
- Inclusion in radio commercials, in press releases, and during the PRCA rodeo and community events
- Space for a maximum of 4 sponsor-provided 3’x 8’ arena banners*
- Partner-provided flag will be presented in the Arena during the rodeo
- Grandstand seating rodeo tickets and parking passes for each day
- Passes to the Sponsor/VIP area for lunch and beverages*
- Vendor space in the Cowboy Corral shopping area
- Product sampling
- Behind the chutes tour for up to 8 guests
- Silver Gist Championship Buckle

Opportunities include, but are not limited to:

Wild West Stampede PRCA Rodeo – 2 day event

Jackpot Barrel Racing – all day event with over 100 contestants from the Western United States

Jackpot Team Roping – all day event with over 300 teams from the Western United States

Combinations of any of the following partnership packages

Official Beverage (**BEER SOLD - BUDWEISER**) (**WHISKEY SOLD - PENDLETON**)

Official Apparel

Official Vehicle (**SOLD – RAM TRUCK**)

CHAMPION LEVELS

\$2,000 - \$4,000

A Champion Partner of the Wild West Stampede has the opportunity to be aligned with a particular element of the rodeo events – from buckles to flags to the popular chute packages – choose from the following:

\$2700 – PRCA Championship Buckle Partner. Your name will be engraved on the back of each buckle presented to the winners of each of the 7 PRCA and WPRA events. Your business will be associated with this rodeo tradition on custom-designed buckles by Gist Silversmiths, awarded to each contestant in your name.

Includes one Championship Buckle for your business.

\$2500-3500 – Specialty Act Partner. Specialty Acts are as much a part of the rodeo as the cowboys and bucking animals. This partnership will allow the Stampede to provide top-notch entertainment such as elaborate clown comedy routines, magnificently trained equestrian or trick roper acts, sharpshooters and death-defying trick riders. ***Includes additional signage attached to the act.***

\$2200 – PRCA Grand Entry and Flag Presentation Partner. Each Rodeo opens with the presentation of our National Flag with honor. In the past we have had the California Cowgirls Drill Team, The Painted Ladies, The Cow Palace Cowgirls, and of course the U.S. Army presenting our colors with great honor and respect followed by our National Anthem. ***Your representation will be custom matched to your business.***

\$2200 – Jackpot Team Roping Buckle Partner. Your name will be engraved on the back of each buckle presented to the winning teams of each roping pot. This event takes place all day on Friday before the rodeo with 3-400 teams participating. Each custom-designed Gist Silversmith championship buckle will be awarded in your name. ***Includes one Championship Buckle for your business.***

\$2200 – VIP Hospitality Tent. The VIP tent is the place to be as the Stampede hosts our VIP partners and their guests for a unique experience at the rodeo. Providing daily lunch and a beverage bar, our guests are treated to table or stand seating up close to all the action in the arena. It's the place to meet, greet and network while taking in top notch entertainment. ***Includes reserved seating, table-top advertising, and sampling opportunity.***

\$2000 – Chute Advertising Package. The most popular package of the Stampede, this opportunity includes your (6' x 2') signage (provided by partner) on one of 6 rough stock chutes and your name mentioned as each animal bucks out of the chute. ***Combined with an additional 3x8 arena sign, and an ad in the Auburn Journal program.***

Champion Partners will have the right to use the Stampede logo in their advertising and may receive the following:

- Space for 1 partner-provided 3'x 8' arena banner*
- Partner's logo will be placed in the Stampede program, Day Sheet, and on poster
- Partner-provided flag will be presented in the Arena during the event
- 8-12 Grandstand seating rodeo tickets and 2 parking passes (based on package)
- Announcements during the PRCA event
- 8-12 passes to the VIP Hospitality Tent for lunch and beverages* (based on package)
- Seating adjacent to the arena for the rodeo

WILD WEST LEVELS

\$750 – \$1,700

\$1,700 – Miss Wild West Stampede Partner. This is the Stampede's most far-reaching package – your name will be associated with Miss Wild West Stampede as she represents the rodeo and your business throughout the year at other rodeos and community events. ***Includes exclusive announcement during Queen introductions.***

\$1,500 – Cowboy Hospitality Tent. The place rodeo contestants can catch their breath, have a great meal, relax with friends and family and receive a massage if needed. ***Includes exclusive signage in tent.***

\$1,500 – Ticket Partner. Your company logo and special offer can be printed on our PRCA Rodeo tickets, which are seen before, during and after the event. Your local place of business may be eligible for a ticket sales outlet. **Two opportunities for placement available.**

\$1,500 – Rodeo Dance Partner. One of the most popular Stampede events is the annual Rodeo Dance, on Saturday night following the PRCA Rodeo performance. Standing room only with extra tents set up outside this popular local night club. ***Includes exclusive signage at dance and mention in 101.9 The Wolf advertising.***

\$1,000 – Jackpot Barrel Race Buckle Partner. An all-day event on Thursday before the PRCA rodeo, the Barrel Race attracts more than 110 contestants. Your name will be engraved on the Gist Silversmith Buckles awarded in each category. ***Includes additional banner signage in Upper Arena for 2 days.***

\$950 (limit of 2)– Entry Gates Signage. The business that places their banners at the admission entry gates as well as one at the arena entry gate will have the first opportunity to get their message out to thousands of rodeo fans.

\$750/day – PRCA Event Added Money Sponsor. It's you putting the bang in the contestants buck, helping the AWWWS rodeo committee bring top notch contestants to our rodeo! You can help make our rodeo bigger and better every year! Choose from are saddle bronc, bull riding, bareback, steer wrestling, team roping, tie down roping and barrel racing. ***Partner will be acknowledged during the event as the Added Money Sponsor.***

\$750/day – Mutton Bustin’ Partner. A rodeo fan favorite! Community children ride wild and wooly sheep in one of the most entertaining events of the weekend. Buckles, t-shirts, and prizes for best dressed plus goodie bags. ***Includes your logo on t-shirts and exclusive introduction during the event.***

\$750 - Kids Dummy Roping. (SOLD – WRANGLER) Stampede Dummy Roping is for children of the community who are learning how to throw a rope. Contestants receive t-shirts, ropes, goodie bags and winners are awarded a Gist Silversmith buckle. ***Includes exclusive signage and announcements during the event, plus mentions during rodeo.***

Wild West Partners will have the right to use the Stampede logo in their advertising and may receive the following:

- Space for 1 partner-provided 3’x 8’ arena banner*
- Partner’s name will be listed in the Stampede brochure
- Announcement both days of the rodeo
- 6-8 Grandstand seating rodeo tickets and 1 parking pass (based on package)
- 6-8 passes to the Sponsor/VIP area for lunch and beverages (based on package)

COWHAND LEVELS

\$150-500

\$500 – Added Money Jackpot Team Roping or Barrel Racing. Here’s your chance to support the contestants of our local competition. Added money goes into the jackpot in addition to the entry fees. Each barrel race category and roping jackpot is an opportunity to add money. ***Includes logo in all pre-event advertising and 1 3’x8’ banner in Upper Arena, announcements during event plus 2 rodeo tickets and 2 VIP Passes.***

\$300 – PRCA Arena Banners. The signage surrounding the entire rodeo arena is viewed by thousands of spectators daily. This partner-provided signage is placed at random by the committee. ***Includes space for one 3’x8’ banner, 2 rodeo tickets and 2 VIP Passes.***

\$250 – Ad in Day Sheet Cover. Enhance your visibility with a one-quarter page ad in our full color cover that holds each days’ contestant program. ***Includes 2 rodeo tickets.***

ADD-ONS ONLY AVAILABLE WITH PURCHASE OF PARTNERSHIP PACKAGE:

\$500 – Additional Corporate VIP Table. Show your employees and clients they are a valued part of your company! The Auburn Wild West Stampede has a limited number of corporate tables. A table for 8 includes rodeo admission, seating area for VIP’s only close to the arena, a catered meal, private bar and the most exciting show in town. Good for 2 days.

\$65 VIP Lunch Tickets. Option to purchase additional tickets, good for 2 days.

\$50 – Ad in Auburn Journal Program. Your ad will be included in the Auburn Journal program, which is handed out at the gates, as well as distributed in local newspapers prior to the rodeo.

NOTE: Auburn Wild West Stampede is not responsible for damaged or stolen banners, signs or flags. All sponsor provided signs, banners and flags must be specific in size and available for pick up 1 week prior to event.