



**Celebrating 118  
Years  
Of Our Valley's  
Western Heritage  
And Tradition**

# **2018 Sponsorship Opportunities**

Cattlemen's Days sponsorship time is here! We appreciate your continued support and want to say Thank You! Without our local sponsors, this event would not go on. For all the new folks who would like to participate as a sponsor, we welcome you!

On the last page of the packet, you will find the **sponsorship commitment page** that you can fill out and return by **June 1, 2018** with your sponsorship preference. If you intend on putting an ad in the **rodeo program book**, we would appreciate your ad **as early as possible**. We offer the option to have your business website or email linked from the Cattlemen's Days website for year-round advertising. Please designate that on the return agreement.

The 4-H Horse Show will kick off 8:00 a.m. on Friday July 6<sup>th</sup>. Then Saturday the 7<sup>th</sup> **Mutton Busting** at 1:00 pm and Gunnison Roping Club Ranch Rodeo starts at 2:00 with auction before. **Cattlemen's Days Open Horse Show** starting at 8:00 am on Sunday the 8<sup>th</sup>. Gunnison Roping Club **Ranch Team Sort** Monday the 9<sup>th</sup> the Juniors start at 1:00 and the Open at 3:00 with the auction before. The Annual **Watershed Team Roping** and **Barrel Races** are on Wednesday, July 11<sup>th</sup> with the auction starting at 5:00 p.m. and the barrel races and Team Roping around 6:00 p.m.

Bring your whole Family down and support your local 4-H and community members at these **FREE admission events!**

Want to simply donate you can be a **Cowboy Sponsor!** See the sponsor packages below for details. Check out our **great** sponsorship opportunities for the 8' x 14' video screen. It displays live action, replays, competitor leader board and much more!

Don't forget **Tough Enough to Wear Pink** Award Winning Singer/Songwriters Concert **Tuesday July 10th** concert and fundraiser for the 13<sup>th</sup> year! This year's artists include:  
**DEAN DILLON & FRIENDS**

To date Cattlemen's Days TETWP has raised \$1,885,000.00 for the local fight against breast cancer. Special thanks to **Dean Dillon** for making the songwriters concert happen!  
There are many ways for you to donate from offering an auction item to attending the concert and auction. **Be a part of it!**  
See our website [www.gunnisonstetwp.com](http://www.gunnisonstetwp.com)

**Every night is family night!** \$25 Grandstand & kids under 12 \$15. General admission \$20 and kids under 12 just \$5

**Thursday July 12<sup>th</sup> (TETWP Rodeo)**, Friday 13<sup>th</sup>, Saturday 14<sup>th</sup> @ 7:00 pm  
**Carnival**, Wednesday 11<sup>th</sup> – Saturday 14<sup>th</sup> @ 5:00 pm  
**Parade**, Saturday July 14<sup>th</sup> @ 10:00 am.

**Parade Forms are available online:** [www.cattlemensdays.com](http://www.cattlemensdays.com)  
**Junior Livestock Auction**, Saturday July 14<sup>th</sup> @ 2:00 pm.

**The I-Bar** will again bring us a fantastic line up of foot stomping Live Country Music!

Our 2018 **Stock contractor** "Stace Smith Pro Rodeo" is the best in the business. He brings fine stock that attracts the top PRCA cowboys and cowgirls providing fans with three exciting rodeo performances. The **Specialty Act for 2018** is John Harrison [www.harrisonentertainment.com](http://www.harrisonentertainment.com)

Our sponsors, community support and Western Heritage keep this tradition alive in our Valley.  
Thank you all for your support! We look forward to putting on a great show for you in 2018!

*We would appreciate your Sponsorship Commitment to us by June 1, 2018.*

PO Box 1203, Gunnison, CO. 81230

See you the **9th of June** to personally thank you for your contribution to Cattlemen's Days!

## SPONSORSHIP OPPURTUNITIES FOR 2018

### Cattlemen's Days Program Sponsorship

Designed for small business, with several sizes and prices to fit your budget, this program will travel all over with the rodeo fans that visit our Beautiful Valley.

Business Card	\$100
¼ Page Ad	\$150
½ Page Ad	\$400
Full Page	\$800
Cover Page (front inside, back inside)	\$1200
Back Cover	\$1800

### Arena Sponsors

**\$600 per year**

Hang your banner on the arena fence along each side of the bucking chutes, super advertising location for your business sign in the arena!

- 3 x 7' banner space (banners only for safety of animals and contestants) on the arena fence on each side of the bucking chutes. You are responsible for getting the banner made.
- Sponsor recognition from Announcer during each rodeo performance (3)
- Sponsor acknowledgement in our rodeo program
- 2 General Admission & 2 Grandstand Tickets

### Specialty Act Sponsor

**\$1200 per year**

Rodeo's Unique Entertainment, entertaining audiences with a dazzling array of specialty acts. Always an audience favorite. The sponsorship package includes:

- Sponsor recognition from Announcer during each rodeo performance (3)
- Sponsor acknowledgement in our rodeo program
- Sponsor acknowledgment during the Cattlemen's Days parade (Saturday)
- 4 Grandstand Tickets, 6 General Admission for each rodeo performance
- 1 on grounds parking pass per night

### Top Shelf Scoreboard

**\$2,000 per year**

All eyes are on the scoreboard after each Bull ride, Saddle Bronc ride, Bareback ride, or Timed Event performance. A premier advertising location!

- Premier sign location across the top of the scoreboard\*
- Sponsor recognition from Announcer during each rodeo performance (3)
- Sponsor acknowledgement in our rodeo program
- 4 Grandstand Tickets, 4 General Admission for each rodeo performance (3)
- 1 on grounds parking pass per night

### Cowboy Sponsorship

**\$150 per year**

- For those folks who simply want to help put on some great performances. All monies will be used for the cowboy purses and the cowboy experience.
- Sponsor recognition from Announcer during each rodeo performance (3)
- Sponsor acknowledgement in our rodeo program
- Cowboy Sponsor ball cap

### Spur Club

*(any amount welcome)*

- Your support goes a long way in putting on this great event!
- A listing in our rodeo program as being a sponsor.

### Grandstand Sponsor

**\$500.00**

- Hang your sign on the ends of the grandstand visible from the entry gate or the beer tent
- 2 General Admission & 2 Grandstand Tickets

## Rodeo Action Video Display Board Sponsor

A bright 8'x14' Video Board that displays Live Action, Replays, Leader Board and more. We will need a digital copy of your logo for any of these ads.

<b>Naming Rights Package- 3 rodeos</b>	<b>\$3,000</b>
Premier name location across the top of the 8'x14' Video Board	
Your organizations video that runs for each performance (3)	
Sponsor recognition from Announcer during each rodeo performance (3)	
4 Grandstand Tickets, 4 General Admission to each rodeo performance (3)	
1 on grounds parking pass for each rodeo performance	
<b>Replay Board 3 rodeos your logo in the corner each <i>stock ride</i> replay</b>	<b>\$2,000</b>
Multiple impressions per performance	
Sponsor recognition from Announcer during each rodeo performance (3)	
2 Grandstand Tickets, 2 General Admission to each rodeo performance (3)	
1 on grounds parking pass for each rodeo performance	
<b>Replay Board 3 rodeos your logo or name in the corner on each <i>timed</i> event replay</b>	<b>\$2,000</b>
<b>Contestant Name, Number, Hometown 3 rodeos your logo for every contestant</b>	<b>\$2,500</b>
Up to 210 impressions per performance	
Sponsor recognition from Announcer during each rodeo performance (3)	
2 Grandstand Tickets, 2 General Admission to each rodeo performance (3)	
1 on grounds parking pass for each rodeo performance	
<b>Leader Board 3 rodeos your logo in the corner 7 each performance</b>	<b>\$1000</b>
Sponsor recognition from Announcer during each rodeo performance (3)	
2 Grandstand Tickets per night	
<b>30 Second Ads 1, 2 or 3 per night or rodeo with or without sound.</b>	<b>\$900 ea.</b>
Sponsor recognition	
2 grandstand tickets per video night	
<b>Opening Ceremonies-Logo in corner 3 rodeos</b>	<b>\$1,200</b>
Sponsor Recognition	
2 grandstand tickets per night	
<b>Timing Board-Your logo in the corner for event timeclock</b>	<b>\$1,200</b>
Multiple impressions per performance	
Sponsor recognition from Announcer during each rodeo performance (3)	
2 Grandstand Tickets, 2 General Admission to each rodeo performance (3)	
1 on grounds parking pass for each rodeo performance	

### Host Restaurant

**\$2,000 per year**

A great place for our cowboys and fans to come grab a bite to eat before the rodeo!

Hanging 1 Banner (2' x 7') in the arena facing the grandstands

Sponsor recognition from Announcer during each rodeo performance (3)

4 Grandstand Tickets, 4 General Admission for each rodeo performance (3)

### Host Hotel

**\$2,000 per year**

Promoting the best place to stay in the Gunnison Valley! The sponsorship package includes:

Hanging 1 Banner (2' x 7') in the arena facing the grandstands

Sponsor recognition from Announcer during each rodeo performance (3)

4 Grandstand Tickets, 4 General Admission for each rodeo performance (3)

**Gold Buckle Booth Sponsor**

**\$1,800 per year**

*(These are usually sold out, but we can get you on the list if you will let us know)*

Promote your business with a Gold Buckle Booth VIP arena seating and hanging your business banner in front of your booth! Booths may be purchased on a per performance basis at a cost of **\$600 per performance**.

Exclusive covered booth arena seating

Display your business banner (BYOB) on the arena rail in front of your booth

Sponsor acknowledgement in our rodeo program

**12 Gold Buckle passes** for *each* rodeo performance

1 on grounds parking pass for each rodeo performance

**\*Booth limit 12 people MAX, for rodeo fans safety\***

**Arena Bucking Stock Out-Gate Sponsor**

**\$1,500 per year**

Promote your business with your business' name and logo in the center of where all the action happens.

Hanging 2' x 7' vertical sign on either side of the out-gate, facing the grandstands

Sponsor recognition from Announcer during each rodeo performance (3)

Sponsor acknowledgement in our rodeo program

2 Grandstand Tickets, 2 General Admission for each rodeo performance

1 on grounds parking pass for each rodeo performance

**PRCA Rodeo Event Sponsor**

**\$1,200 per year/ per event accept Team Roping**

Promote your business by sponsoring one of the Seven PRCA Rodeo Events in Cattlemen's Days 3 Rodeo Performances! Team roping both head & heel are sold- \$800 ea. or \$1,500 for both.

Bareback Riding

Bull Riding

Team Roping- 1Head&1Heel Avail.

Tie Down Roping

Saddle Bronc Riding

Barrel Racing

Steer Wrestling

Exclusive Sponsor acknowledgement in our rodeo program

Flying your Business Banner around the arena from horseback prior to event

Sponsor recognition from Announcer during each rodeo performance (3)

2 Grandstand Tickets, 2 General Admission for each rodeo performance (3)

1 on grounds parking pass for each rodeo performance

**Bucking Chute Sign Sponsor**

**Chute #1  
\$800**

**Chute #2  
\$900**

**Chute #3  
\$1000**

**Center Return  
\$1,500**

**Chute #4  
\$1000**

**Chute #5  
\$900**

**Chute #6  
\$800**

Hang your sign on a chute-gate, the premier location for advertising your business.

Hanging 2' x 7' sign in the arena on the chute, facing the grandstands

Sponsor recognition from Announcer during each rodeo performance (3)

Sponsor acknowledgement in our rodeo program

2 General Admission and 2 grandstand tickets each night

**Scoreboard Side Signage Sponsor**

**\$1500 per year**

Superior advertising location, where the cowboys scores arena times are viewed by all spectators!

Your sign on the side of the score board, facing the grandstands

Sponsor recognition from Announcer during each rodeo performance (3)

Sponsor acknowledgement in our program

2 General Admission & 2 Grandstand Tickets

**Arena North and South Entry Gate Sponsor**

**\$500 per year**

The American Flag and the Grand Entry come through the South Arena gate to start each rodeo performance. The Specialty Act and Barrel Racers come through the North Arena gate during each rodeo performance.

- 2' x 7' sign on the arena entrance/exit gates
- Sponsor recognition from Announcer during each rodeo performance (3)
- Sponsor acknowledgement in our rodeo program
- 2 General Admission & 2 Grandstand Tickets

**Roping Chute Gates (2)**

**\$500 Per Year or both sides for \$750**

- All eyes are on these chutes for steer wrestling and tie down roping!
- 2 General Admission & 2 Grandstand Tickets

**North Stripping Chute**

**\$500 per year**

- Lots of exposure for all three rodeos! Hang your sign where all the speed event animals exit the arena.
- Sponsor recognition from Announcer during each rodeo performance (3)
- Sponsor acknowledgement in our rodeo program
- 2 General Admission & 2 Grandstand Tickets

**Rail Sign Sponsor**

**\$400 per year**

Super advertising location for your business sign on the racetrack and arena fence in front of the Grandstands, seen by all fans and spectators! *Cattlemen's Days will store your sign\**

- 2' x 7' rail sign, hung on the race track or arena fence
- Sponsor recognition from Announcer during each rodeo performance (3)
- Sponsor acknowledgement in our rodeo program
- 2 General Admission & 2 Grandstand Tickets

*\*Construction for all the above sign & banner advertisement is the responsibility of the sponsors.*

**Cattlemen's Days Scholarship Sponsor**

**\$1,000 per Night**

- Three Gunnison High School seniors that are participants in 4-H and FFA will benefit
- Acknowledgement of your sponsorship with scholarship recipients at the 4H Livestock Sale.
- One night of exciting seating above the bucking chutes in the Announcers Booth!
- Sponsor acknowledgement in our rodeo program
- 10 VIP passes for the rodeo performance

**Ticket and Wristband Sponsors**

Contact Bill Knowles for more information or [www.cattlemensdays.com](http://www.cattlemensdays.com)

**Grandstand Ticket**

***Front of Ticket***

		<i>Advertising Space Size</i>	
\$130.00	per year	2.5" x 2.0"	Sold
\$130.00	per year	1.5" x 5.5"	Sold
\$75.00	per year	1.5" x 1.5"	Sold

***Back of Ticket***

\$250.00	per year	2.5" x 3.5"	Sold
\$160.00	per year	2.5" x 2.0"	Sold
\$125.00	per year	2.5" x 1.5"	Sold
\$130.00	per year	1.5" x 5.5"	Sold
\$75.00	per year	1.5" x 1.5"	Sold

**General Admission Wristband Sponsor**

\$350.00	per year	5" x 5"	Sold
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### **Cattlemen's Days Open Horse Show Sponsor**

Please call Ivy McNulty (970-275-0043) for more information on becoming an Open Horse Show Sponsor. We welcome support for this traditional event!

Get sponsor recognition in the Horse Show program on Sunday July 10<sup>th</sup>

### **Gunnison Roping Club**

#### **Ranch Rodeo Watershed Team Roping and Barrel Races & Team Ranch Sorting**

Hang your business' banner up for the Ranch Rodeo or Ranch Sort! For more information, Contact Mike Dawson 970-596-5329

#### **Title Sponsor**

**\$500 per event**

Public address announcements during the Ranch Rodeo  
Sponsor acknowledgement on the Cattlemen's Days website  
Facebook promotion of your business before and after the event  
Sponsor acknowledgement in our rodeo program  
2 General Admission for Saturday Night PRCA Rodeo Performance  
2 Grandstand Tickets for Saturday Night PRCA Rodeo Performance  
Ranch Rodeo Champions Picture with your Banner for your business

#### **Ranch Rodeo Event Sponsor (8 available)**

**\$250 per event**

Public address announcements during the Ranch Rodeo  
Sponsor acknowledgement on the Cattlemen's Days website  
Facebook promotion of your business before and after the event  
Sponsor acknowledgement in our rodeo program  
2 General Admission for Saturday Night PRCA Rodeo Performance

#### **Ranch Rodeo or Ranch Team Sort General Sponsors**

**\$125**

- Public address announcements during the Ranch Rodeo **or** Ranch Team Sort (your choice)
- Sponsor acknowledgement in our rodeo program
- Facebook promotion of your business before and after the event  
1 General Admission ticket for Saturday Night PRCA Rodeo Performance

*Feel free to contact us for more information and any questions:*

Kevin Coblenz, President	970-209-7224
Jackson Irby, 1 <sup>st</sup> Vice President	970-641-4097
Mike Dawson, 2 <sup>nd</sup> Vice President & Sponsorships	970-596-5329
Karla Rundell, Secretary	970-596-5747
Wendy Collins, Treasurer	970-209-8314
Misty DeFoe, Vendor Coordinator	303-506-3046
Polly Oberosler, Sponsorship Chair	970-641-6434
Bill Knowles, Sponsorships & Tickets	970-641-1890
Megan Mensing, Sponsorships & Videos	719-406-2072
Ivy McNulty, Open Horse Show Chair	970-275-0043
Mike Dawson, Ranch Rodeo/Sort/TETWP	970-596-5329
Heidi Sherratt Bogart, TETWP	970-209-6332
Patricia Patton, Queen Coordinator	719-760-9511

**Cattlemen's Days Sponsorship Commitment**  
**\*Sponsorship Commitment Deadline June 1, 2018\***

Sponsor Name \_\_\_\_\_ Date \_\_\_\_\_

Business Web site: \_\_\_\_\_

Contact Name, Phone & E-mail \_\_\_\_\_

Mailing Address \_\_\_\_\_

Business Address \_\_\_\_\_ Phone \_\_\_\_\_

*Many of the upper end packages are taken by annual sponsors. Please call if you are interested in one of them. We have new opportunities on the video board for 2018.*

Cowboy Sponsor	\$150	Cattlemen's Days Scholarship Sponsor ea.	\$1,000
Cattlemen's Days Program		Bucking Chute Sponsor	
- Business Card	\$100	- Center Return Gate	\$1,500
- ¼ page	\$150	- Chute 3 and 4	\$1,000
- ½ page	\$300	- Chute 2 and 5	\$ 900
- Full page	\$800	- Chute 1 and 6	\$ 800
-Inside Front and Back	\$1200		
-Back Cover Page	\$1800		
Grandstand Sponsor	\$500		
Arena Sponsor (6 available)	\$600	Side Scoreboard Sponsor	\$1,500
Specialty Act Sponsor	\$1,200	Arena North & South Entry Gate Sponsors	\$500
Top Shelf Scoreboard Sponsor	\$2,000	North Stripping Chute	\$500
Host Restaurant Sponsor	\$2,000	Rail Sign Sponsor	\$400
Host Hotel Sponsor	\$2,000	Spur Club Sponsor (any amount welcome)	\$ _____
Gold Buckle Booth Sponsor/\$600 per N	\$1,800	Cattlemen's Days Open Horse Show	\$ _____
Arena Bucking Stock Out-Gate both sides	\$1,500	Gunnison Roping Club Ranch Rodeo	\$ _____
PRCA Rodeo Event Sponsor	\$1,200	Gunnison Roping Club Ranch Sort	\$ _____
*Team Roping \$800 Head or Heel	\$1500 both	Roping Gate Sponsor-1 side \$500 2-\$750	\$500
Video Board Sponsor Naming Rights	\$3,000	Tickets and Wristband Sponsor	
Replay Board stock ride or timed events	\$2,000 ea.	- Wristband 5" x 5"	\$350
Contestant – Name, Number, Hometown	\$2,500	- Ticket Front 2.5" x 2.0"	\$130
Leader Board	\$1,000	- Ticket Front 1.5" x 5.5"	\$130
Rodeo Ads -30 second video ads	\$900 ea.	- Ticket Front 1.5" x 1.5"	\$75
Opening Ceremonies 3 rodeos	\$1,200	- Ticket Back 2.5" x 3.5"	\$250
Timing Board	\$1,200	- Ticket Back 2.5" x 2.0"	\$160
		- Ticket Back 2.5" x 1.5"	\$125
		- Ticket Back 1.5" x 5.5"	\$130
		- Ticket Back 1.5" x 1.5"	\$75

**Sponsorship Commitment Deadline: June 1, 2018**

**Please send Sponsorship Commitment to:**

*Cattlemen's Days Inc.*

*P.O. Box 1203*

*Gunnison, CO 81230*

***Thank you for your Cattlemen's Days Sponsorship!***

***A W-9 will be mailed to you for your records***