



**Celebrating 119
Years
of Our Valley's
Western Heritage
and Tradition**

2019 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, 2019** with your sponsorship preference. If you intend on putting an ad in the **rodeo program book**, it needs to be submitted by **June 15, 2019**. 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.

We are thankful to be the #1 TETWP Rodeo and fundraiser in the nation again last year. Tough Enough To Wear Pink (TETWP) is the charitable arm of Cattlemen's Days, which raises money for local breast cancer programs including treatment, transportation and financial assistance. If you are interested in becoming a donor for TETWP or sponsor for the TETWP Singer/Songwriter concert, please contact Heidi at 970-209-6332 or visit www.gunnisontetwp.com

2019 Calendar of Events

Friday July 5th - 4-H Horse Show
Saturday July 6th - Mutton Busting, Gunnison Roping Club Ranch Rodeo (auction prior)
Sunday July 7th - Cattlemen's Days Open Horse Show
Monday July 8th - Gunnison Roping Club Ranch Team Sort (auction prior)
Tuesday July 9th - TETWP Singer/Songwriters Concert in Crested Butte
Tuesday July 9th - Watershed Barrel Races
Wednesday July 10th - Watershed Team Roping
Thursday July 11th - TETWP RODEO
Friday July 12th - Patriot Night **RODEO**
Saturday July 13th - Cattlemen's Parade and Junior Livestock Auction
Saturday July 13th - Gunnison Ranchland Conservation Legacy Night **RODEO**
Join us at Garlic Mike's after Saturday's Rodeo for the Ramble Revival featuring
The Wooden Nickel Band

Every night is family night!

Grandstand adult ticket \$25 & kids ticket \$10 (12 and under with a paid adult ticket).
General admission adult wristband \$20 and kids \$5 (12 & under with a paid adult wristband).
Pre-sale carnival tickets \$20, until sold out.
Ticket booth opens July 1, 2019.

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 2019!

We would appreciate your Sponsorship Commitment by June 1, 2019

PO Box 1203, Gunnison, CO 81230

sponsors@cattlemensdays.com

See you on **June 7th** to personally thank you for your contribution to Cattlemen's Days!

SPONSORSHIP OPPORTUNITIES FOR 2019

Top Shelf Scoreboard

\$3,000 per year

All eyes are on the scoreboard after each Bull ride, Saddle Bronc ride, Bareback ride, or timed event performance. This is a premier advertising location!

Premier sign location across the top of the scoreboard

www.cattlemensdays.com

Sponsor recognition from the 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

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 grandstand
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 grandstand
Sponsor recognition from announcer during each rodeo performance (3)
4 Grandstand Tickets, 4 General Admission for each rodeo performance (3)

Gold Buckle Booth Sponsor

\$2,000 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 **\$700 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 (3)
1 on-grounds parking pass for each rodeo performance
Booth limit 12 people MAX, for rodeo fans safety

Arena Bucking Stock Out-Gate Sponsor

\$2,000 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 (3)
1 on-grounds parking pass for each rodeo performance

Specialty Act Sponsor

\$1500 per year

The Riata Ranch Cowboy Girls are known worldwide for their western performing arts including trick riding and trick roping. To date, they have traveled to 18 countries and across the United States representing the Western American lifestyle. www.rrcowboygirls.com

The sponsorship package includes:

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

Barrel Man Sponsor

\$1200 per year

John Harrison 4x NFR Barrelman and 3x Coors Man in the Can. 2019 PRCA Coors Man in the Can Nominee and Clown of the Year Nominee. www.harrisonentertainment.com

Sponsor recognition from announcer during each rodeo performance (3)
Sponsor acknowledgement in our rodeo program
Sponsor acknowledgement during the Cattlemen's Days parade (Saturday)
4 Grandstand Tickets, 4 General Admission for each rodeo performance (3)

www.cattlemensdays.com

1 on-grounds parking pass per night

Announcer Sponsor

\$1200 per year

2019 PRCA Announcer of the Year Nominee *Andy Stewart.*

Sponsor recognition from Announcer during each rodeo performance (3)

Sponsor acknowledgement in our rodeo program

Sponsor acknowledgement during the Cattlemen's Days parade (Saturday)

4 Grandstand Tickets, 4 General Admission for each rodeo performance

1 on-grounds parking pass per night

Music Director Sponsor

\$1200 per year

2019 PRCA Music Director of the Year Nominee *Randy "Stretch" Mayer.*

Sponsor recognition from announcer during each rodeo performance (3)

Sponsor acknowledgement in our rodeo program

Sponsor acknowledgement during the Cattlemen's Days parade (Saturday)

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

1 on-grounds parking pass per night

PRCA Rodeo Event Sponsor

\$1,200 per year/ per event except 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
\$1750

Chute #2
\$1750

Chute #3
\$1750

Center Return
\$2,000

Chute #4
\$1750

Chute #5
\$1750

Chute #6
\$1750

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 scoreboard, 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

\$750 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

\$750 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

\$500 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.*

Arena Sponsors

\$750 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

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

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

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

www.cattlemensdays.com

(any amount welcome)

Your support goes a long way in putting on this great event!

Includes a listing in our rodeo program as a sponsor.

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	\$175
¼ Page Ad	\$200
½ Page Ad	\$400
Full Page	\$800
Cover Page (front inside, back inside)	\$1200
Back Cover	\$1800

Ticket and Wristband Sponsors

Contact Bill Knowles for more information or www.cattlemensdays.com

Grandstand Ticket

Front of Ticket

		<i>Advertising Space Size</i>	
\$150.00	per year	2.5" x 2.0"	Sold
\$175.00	per year	1.5" x 5.5"	Sold
\$100.00	per year	1.5" x 1.5"	Sold

Back of Ticket

\$250.00	per year	2.5" x 3.5"	Sold
\$150.00	per year	2.5" x 2.0"	Sold
\$125.00	per year	2.5" x 1.5"	Sold
\$175.00	per year	1.5" x 5.5"	Sold
\$100.00	per year	1.5" x 1.5"	Sold

General Admission Wristband Sponsor

\$350.00	per year	5" x 5"	Sold
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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 (.png format).

Nightly Presenting Sponsor Package

\$5,000 (per night)

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

Replay Board 3 rodeos your logo in the corner each *stock ride* replay

\$2,500

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

Replay Board 3 rodeos your logo or name in the corner on each **timed** event replay **\$2,500**

Contestant Name, Number, Hometown 3 rodeos your logo for every contestant **\$2,500**

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

Leader Board 3 rodeos your logo in the corner 7 each performance **\$1,000**

Sponsor recognition from Announcer during each rodeo performance (3)
2 Grandstand Tickets per night

30 Second Ads Will play three times each night **\$750**

Sponsor recognition
2 grandstand tickets per video night

Opening Ceremonies Logo in corner 3 rodeos **\$1,000**

Sponsor Recognition
2 grandstand tickets per night

Timing Board Your logo in the corner for event timeclock **\$2,500**

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

Local Videographers

Skies for Hire
Cory Nasso
254-721-7343

Two Plank Productions/Escalate Entertainment
Corey Tibljas
970-901-2025
twoplank.com
vimeo.com/twoplank

Flat State Media
Brian Sullivan
www.flatstatemedia.com
970-765-4002

Drop Anchor Productions
Ebenezer Marquez
dropanchorpro.com
970-209-1027

Nathan Bilow
970-209-0655
crestedbuttefilms@gmail.com

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 10th

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

www.cattlemensdays.com

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 st Vice President & Sponsorships	970-641-4097
Mike Dawson, 2 nd Vice President & Sponsorships	970-596-5329
Karla Rundell, Secretary	970-596-5747
Wendy Collins, Treasurer	970-209-8314
Dan Zadra, Committee Coordinator	970-901-5227
Misty DeFoe, Vendor Coordinator	303-506-3046
Megan Mensing, Sponsorship Chair & Videos	719-406-2072
Polly Oberosler, Sponsorship Committee	970-641-6434
Bill Knowles, Sponsorships & Tickets	970-641-1890
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, 2019

Sponsor Name _____ **Date** _____

Business Website: _____

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 2019.

Cowboy Sponsor	\$150	Cattlemen's Days Scholarship Sponsor ea.	\$1,000
Cattlemen's Days Program		Bucking Chute Sponsor	\$2,000
- Business Card	\$175	- Center Return Gate	\$1,750
- ¼ page	\$200	- Chutes 1-6	
- ½ page	\$400	Barrel Man Sponsor	\$1,200
- Full page	\$800	Announcer Sponsor	\$1,200
-Inside Front and Back	\$1,200	Music Director Sponsor	\$1,200
-Back Cover Page	\$1,800		
Grandstand Sponsor	\$500		
Arena Sponsor	\$750	Scoreboard Side Signage	\$1,500
Specialty Act Sponsor	\$1,500	Arena North & South Entry Gate Sponsors	\$750
Top Shelf Scoreboard Sponsor	\$3,000	North Stripping Chute	\$750
Host Restaurant Sponsor	\$2,000	Rail Sign Sponsor	\$500
Host Hotel Sponsor	\$2,000	Spur Club Sponsor (any amount welcome)	\$ _____
Gold Buckle Booth Sponsor	\$2,000	Cattlemen's Days Open Horse Show	\$ _____
Arena Bucking Stock Out-Gate both sides	\$2,000	Gunnison Roping Club Ranch Rodeo	\$ _____
PRCA Rodeo Event Sponsor	\$1,200	Gunnison Roping Club Ranch Sort	\$ _____
*Team Roping \$800 Head or Heel	\$1,500 both	Roping Gate Sponsor-1 side \$500 2-\$750	\$500
Video Board Sponsor Naming	\$5,000	Tickets and Wristband Sponsor	
Rights	\$2,500	- Wristband 5" x 5"	\$350
Replay Board – Rough Stock Ride	\$2,500	- Ticket Front 2.5" x 2.0"	\$150
Replay Board - Timed Events	\$2,500	- Ticket Front 1.5" x 5.5"	\$175
Contestant – Name, Number,	\$1,000	- Ticket Front 1.5" x 1.5"	\$100
Hometown	\$750	- Ticket Back 2.5" x 3.5"	\$250
Leader Board	\$1,000	- Ticket Back 2.5" x 2.0"	\$150
Rodeo Ads - 30 second video ads	\$2,500	- Ticket Back 2.5" x 1.5"	\$125
Opening Ceremonies 3 rodeos		- Ticket Back 1.5" x 5.5"	\$175
Timing Board		- Ticket Back 1.5" x 1.5"	\$100

Sponsorship Commitment Deadline: June 1, 2019

Please send Sponsorship Commitment to:

Cattlemen's Days Inc.

P.O. Box 1203

Gunnison, CO 81230

sponsors@cattlemensdays.com

Thank you for your Cattlemen's Days Sponsorship!

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