

2023

SPONSORSHIP PACKET



LEWIS COUNTY RODEO

**Crowd Screen Sponsor
17' Long and 2' Tall Banner**



Your Banner Here

NEW FOR 2023

**CROWD ENGAGEMENT SCREEN
BOOK NOW WHILE AVAILABILITY LASTS!**



AUGUST 16-17TH, 2023



Lewis County Rodeo
Lewis County Parks & Recreation
360-740-1495
1909 South Gold Street
Centralia, WA 98531

²⁰²³ Now Includes 2 Days of Performances!

Dear Potential and Valued Sponsors

The Lewis County Rodeo would like to invite you to become a Sponsor/Advertiser of our 2023 Lewis County Rodeo. We are thrilled to have hired Plus 1 Productions to produce an action packed, NPRA sanctioned, family friendly two -day event that all will enjoy. Yes!, you heard that correct. Working off the momentum of a successful 2022 season, 2023 will come back better than ever with a **2 days** of back to back rodeo performances!

This year's Rodeo performances will each have 9 exciting events: Bull Riding, Saddle Bronc Riding, Bareback Riding, Breakaway Roping, Team Roping, Tie-Down Roping, Steer Wrestling, Barrel Racing and Mutton Busting!

The 2023 Sponsor and Advertising opportunities are attached for your review. We are grateful for your generous sponsorship and its contribution to making this fun-filled event possible for our community. This event was SOLD-OUT the last two years and we expect double the turnout this year with two performances. We have made some changes for 2023 to better ensure your company will receive valuable promotion geared toward your level of sponsorship at this professional event.

If you have any questions, please feel free to email swwfair@lewiscountywa.gov or call (360)-740-1495.

Best Regards,

The Lewis County Rodeo Committee

TOP SPONSORSHIP LEVELS

Now Includes 2 Days of Performances!

FAIR ATTENDANCE: 75,000+

SEATING CAPACITY: 3,300 Guests

\$8,000
(1 POSSIBLE)

Title Sponsor

Lewis County Rodeo

Presented By "Your Company Name Here"

- Only one Title Sponsor opportunity available
- Company Name announced as Title Sponsor and Logo used in all print, radio, poster, and online advertising associated with the Rodeo
- Full page color advertisement in the event program, choice of front/back inside cover or back cover
- Flag to be carried in arena by horseback during Rodeo
- 1 VIP Banner in arena.
- 2 VIP banners over grandstand entrances
- 3 (3'x6' or smaller) banner placements throughout Fair during fair week.
- Banner placed in the bleacher area representing your company, organization, or family
- 1 Complimentary vendor booth space (10' x 10')
- 15 VIP Passes to each Rodeo Performance (VIP = entry to fair, parking, VIP reception & close to the action bleacher seats)
- 20 additional Fair tickets, and 10 additional parking passes - good any day of fair
- 8 individual all day carnival passes

Rodeo Arena Sponsor

\$5,000
(1 POSSIBLE)

- Company Name and Logo in all print, radio, and online advertising associated with the Rodeo
- Company Name to be announced as a Rodeo Arena Sponsor throughout the rodeo
- Full page color advertisement in the program
- Flag to be carried in arena by horseback during rodeo
- 1 VIP banner on arena
- 2 (3'x6' or smaller) banner placements throughout Fair during fair week
- 1 Complimentary vendor booth space (10' x 10')
- 10 VIP Passes to each Rodeo Performance (VIP = entry to fair, parking, VIP reception & close to the action bleacher seats)
- 10 additional Fair tickets - good any day of fair
- 6 individual all day carnival passes

Event Sponsors - Bull Riding, Saddle Bronc Riding, Bareback Riding, Breakaway Roping, Team Roping, Tie-Down Roping, Steer Wrestling, Barrel Racing, and Mutton Busting

SPECIALLY PRICED AT JUST: \$ 1,500 (9 POSSIBLE)

- Company Name listed on website and in print materials
- Company name to be announced when referring to the special event
- 1/4 page color advertisement in the event program
- 1 VIP banner on arena
- 4 VIP Passes to each Rodeo Performance (VIP = entry to fair, parking, VIP reception & close to the action bleacher seats)
- 4 additional Fair tickets - good any day of fair
- 4 additional single day parking passes
- 2 individual all day carnival passes - good any day of fair

Champion Sponsors

\$3,500 (2 POSSIBLE - Mens/Womens)

- Company Name and Logo in all print, radio, posters and online advertising associated with the Rodeo
- Company name announced when applicable
- 1/2 page color advertisement in the event program
- Flag to be carried in arena by horseback during rodeo
- 1 (87" x 21 & 1/4") VIP banner on chute
- 2 3'x6' banners on fairgrounds
- 8 VIP Passes to each Rodeo Performance (VIP = entry to fair, parking, VIP reception & close to the action bleacher seats)
- 6 additional single day parking passes
- 6 additional Fair tickets - good any day of fair
- 4 individual all day carnival passes

Chute Sponsors

\$2,500 (6 POSSIBLE)

- Company Name and Logo in all print, radio, posters and online advertising associated with the Rodeo
- Company name announced when the Chute in use
- 1/2 page color advertisement in the event program
- Flag to be carried in arena by horseback during rodeo
- 1 (87" x 21 & 1/4") VIP banner on chute
- 2 3'x6' banners on fairgrounds
- 6 VIP Passes to each Rodeo Performance (VIP = entry to fair, parking, VIP reception & close to the action bleacher seats)
- 6 additional single day parking passes
- 6 additional Fair tickets - good any day of fair
- 3 individual all day carnival passes

Outgate Sponsor \$ 2,000 (2 POSSIBLE)

- Company Name and Logo in all print, radio, posters and online advertising associated with the Rodeo
- Company name announced when the Outgate in use.
- 1/4 page color advertisement in the event program
- 2 Company banners on outgates
- 4 VIP Passes to each Rodeo Performance (VIP = entry to fair, parking, VIP reception & close to the action bleacher seats)
- 1 additional single day parking pass
- 4 additional Fair tickets - good any day of fair
- 2 individual all day carnival passes

ADDED for 2023

***VIP passes are available
for \$125 ea!**

**LIMITED SUPPLY
DOORS OPEN AT 4PM!**

*VIP PASS holders are invited to enter
the exclusive VIP area for a reception
prior to each night's performance to
enjoy food, snacks and refreshments.*

RODEO ACTION VIDEO DISPLAY CROWD ENGAGEMENT and REPLAY SCREEN

- OPENING CEREMONY SPONSOR: INCLUDED for TITLE SPONSOR
- CROWD SPONSOR: \$3,000 (2023 SPECIAL PRICE)
 - Premier banner location across our huge 10'x17' screen
 - Video Board with your logo for each performance
 - Sponsorship recognition by announcer during each performance
 - Flag flown in Grand Entry at each performance
 - 4 VIP tickets to each rodeo performance
- CONTESTANT SPONSOR: \$2,000
 - Multiple impressions per performance (up to 150 per performance)
 - Sponsorship recognition by announcer during each performance
 - 4 VIP tickets to each rodeo performance
- REPLAY SPONSOR: \$2,000
 - Multiple impressions per performance
 - Sponsorship recognition by announcer during each performance
 - 4 VIP tickets to each rodeo performance
- TIMING BOARD SPONSOR: Not Available for 2023
 - Multiple impressions per performance
 - Sponsorship recognition by announcer during each performance
 - 2 VIP tickets to each rodeo performance
- LEADERBOARD SPONSOR: Not Available for 2023
 - Sponsorship recognition by announcer - each performance
 - 2 VIP tickets to each rodeo performance
- 30 SECOND VIDEO ADS: \$900
 - Sponsorship recognition
 - 2 VIP tickets to each rodeo performance

NEW FOR 2023



*"The new 2023
CROWD ENGAGEMENT
screen is sure to add
tremendous value for our
amazing sponsors!"*

Train Station Sponsor \$1,000 (10 POSSIBLE)

- Company Name and Logo in online advertising associated with Rodeo
- Color advertisement in the event program
- Name on Shared Train Station Sponsor banner to hang in arena
- 2 VIP Passes to each Rodeo Performance (VIP = entry to fair, parking, VIP reception & close to the action bleacher seats)
- 2 additional Fair tickets - good any day of fair
- 2 additional individual all day carnival passes - good any day of fair

Friends of the Rodeo \$150

- Company Name and Logo in some online advertising associated with the Rodeo
- Name on Friends of the Rodeo Sponsor banner to hang in the arena
- Name listed in the event program as a Friend of the Rodeo Sponsor
- 2 Grandstands Friends of the Rodeo Tickets = entry to fair, parking and grandstands seats
 - Choice of which Rodeo Performance to attend.



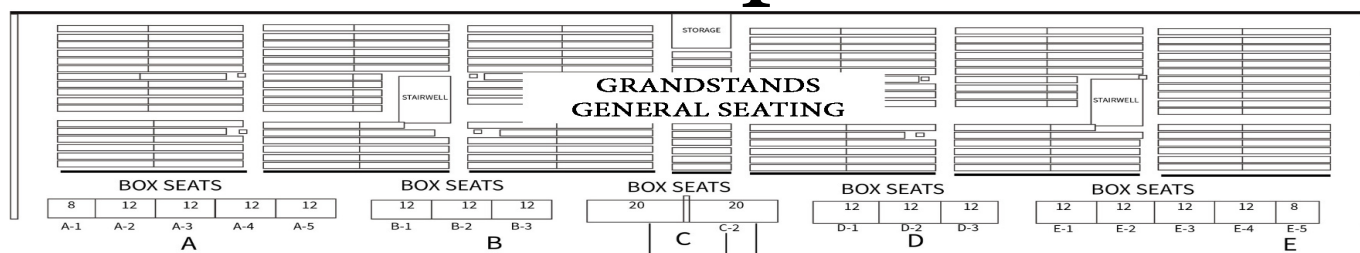
Bunkhouse Level Sponsor \$500

- Company Name and Logo in some online advertising associated with the Rodeo
- Color logo advertisement in the event program
- Name on Shared Bunkhouse Sponsor banner to hang in the arena
- 6 Grandstands Friends of the Rodeo Tickets = entry to fair, parking and grandstands seats
 - Choice of which Rodeo Performance to attend.



Available Each Day of Performances!

Box Seat Sponsors



BANNER
EXAMPLE

CENTER BOX

20 Seats

\$900 (2 POSSIBLE *each day*)

- Banner that says: "Special Guests of YOUR COMPANY NAME" w/ logo facing the grandstand crowd.
- 20 Fair Tickets
- 20 Rodeo Tickets - SECTION C

STANDARD BOX

12 Seats

\$550 (14 POSSIBLE *each day*)

- Banner that says: "Special Guests of YOUR COMPANY NAME" w/ logo facing the grandstand crowd.
- 12 Fair Tickets
- 12 Rodeo Tickets - SECTIONS A, B, D, E

CORNER BOX

8 Seats

\$350 (2 POSSIBLE *each day*)

- Banner that says: "Special Guests of YOUR COMPANY NAME" w/ logo facing the grandstand crowd.
- 8 Fair Tickets
- 8 Rodeo Tickets - SECTIONS A, E





SPONSORSHIP COMMITMENT

RODEO AUGUST 16-17TH, 2023

Sponsor/Advertiser will furnish the Logo and program ads by July 14th.

Company Name: _____
 Business Web site: _____
 Phone, & email: _____

Primary Sponsorships - Circle Selections

	Title Sponsor	\$8,000.00	
	Rodeo Arena Sponsor	\$5,000.00	
	<u>Champion Sponsors</u> Men's or Women's All Around Champion	\$3,500.00 Mens	\$3,500.00 Womens
	Chute Sponsors	\$2,500.00	Quantity: _____
	Outgate Sponsor : Left / Right	\$2,000.00 Left	\$2,000.00 Right
	Event Sponsors	\$1,500.00	Select: _____
	Train Station Sponsors	\$1,000.00	Quantity: _____
	Bunkhouse Sponsors	\$500.00	Quantity: _____

TOTAL AMOUNT DUE: _____ SIGNATURE _____

AMOUNT PAID \$ _____ PAYMENT METHOD: _____ DATE: _____

Sponsorship payments and logos for advertising due: July 14th, 2023 - earlier in order to be included in online and print advertisement - the earlier in, the more options we have to include you. Logo Requirements: Sponsor provides high resolution files in EPS, AI or PDF

Call the office to arrange a credit card payment, Mail Payment or
 PAY IN-PERSON AT FAIR OFFICE: Monday - Friday, 9 AM - 4 PM
 Southwest Washington Fair
 360-740-1495
 1909 South Gold Street
 Centralia, WA 98531

Sponsorship Sales Person: _____

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RODEO ACTION VIDEO DISPLAY (CROWD ENGEMENT and REPLAY SCREEN)

Circle Selections

Sponsorship Options	Price
CROWD SPONSOR	\$3,000
REPLAY SPONSOR	\$2,000
CONTESTANT SPONSOR	\$2,000
TIMING BOARD SPONSOR	Not available for 2023
LEADERBOARD SPONSOR	Not available for 2023
30 SECOND AD (10 Available)	\$900 ea Qu: _____

See
Page 4

See
Page 4

See
Page 4

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Sponsorship Sales Person: _____

Southwest Washington Fair
360-740-1495
1909 South Gold Street
Centralia, WA 98531

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Business Web site: _____

Phone, & email: _____

Sponsorship Sales Person: _____

BOX SEAT SPONSORS - Friends of the Rodeo - VIP Tickets

	<u>CIRCLE YOUR SELECTION</u>	<u>PRICE</u>	<u>QUANTITY</u>
See Page 5	August 16th - CENTER BOX	\$900 ea	_____
See Page 5	August 16th - STANDARD BOX	\$550 ea	_____
	August 16th - CORNER BOX	\$350 ea	_____
See Page 5	August 17th - CENTER BOX	\$900 ea	_____
See Page 5	August 17th - STANDARD BOX	\$550 ea	_____
See Page 5	August 17th - CORNER BOX	\$350 ea	_____
See Page 4	Friends of the Rodeo	\$150 ea	_____
See Page 3	VIP Tickets	\$125 ea	_____

TOTAL AMOUNT DUE: _____ SIGNATURE _____

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