

2024

LEWIS COUNTY



RODEO

Sponsorship Packet

August 14th & 15th, 2024

at 7PM





Lewis County Rodeo
Lewis County Parks & Recreation
1909 South Gold Street
Centralia, WA 98531

Dear Friend,

The Lewis County Rodeo Committee invites you to consider partnering with us to bring a NRPA-sanctioned Rodeo to our 2024 Southwest Washington Fair.

2023's rodeo was amazing! It was a little hot the first day (over 100 degrees), but the action was incredible and going to a mid-week format greatly increased the level of competition. We have heard from many people that Thursday's rodeo was one of the best Lewis County has ever had!

Building on the success of last year's first ever 2-day rodeo, we are once again partnering with Plus 1 Productions to bring the citizens of Lewis County a first-class rodeo.

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 for the kids.

Our 2024 Sponsorship opportunities are attached for your review. It would be impossible for us to bring a rodeo of this caliber to our Southwest Washington Fair without Sponsors like you. Our community cares about rodeo and appreciates this family-friendly event.

We believe that your Sponsorship holds a lot of value. Thousands of people will see your company name and will appreciate your support of such a memorable event. Additionally, there are several perks that come with Sponsorship as a token of our appreciation. Don't miss out! We have a Sponsorship that is just right for you!

Thank you for your consideration,

The Lewis County Rodeo Committee

☆ SPONSORSHIP LEVELS ☆

VIP PASSES

\$200

- Access at 5:00 PM
- 1 Arena Parking Ticket
- 1 Entry to the Fair
- Light Refreshments Reception
- Rodeo Performance
- Close to the Action Bleacher Seats



BOX SEAT SPONSORS

\$600 - \$1,000

Center Box—20 Seats available in Section C-1 & C-2

Standard Box—12 Seats available in Sections

B-1, B-2, B-3 & D-1, D-2, D-3

Available for purchase until May 31st.

- Special Guests of Banner with Business Logo
- Number of Fair Tickets dependent on Box purchased
- Number of Rodeo Tickets dependent on Box purchased
- 4 Parking Tickets



FRIENDS OF THE RODEO SPONSORS

\$500

- Name on Friends of the Rodeo Banner hung up in the arena
- Name listed in the Rodeo program as a Friend of the Rodeo Sponsor
- 2 Grandstand Tickets for the Rodeo (Choice of which Rodeo Performance to attend.)
- 2 Fair Tickets
- 2 Parking Tickets



ANNOUNCER SPONSOR (1)

\$1,500

- Name announced when applicable
- Name & logo in Rodeo program
- Name on Friends of the Rodeo Banner hung up in the arena

PROGRAM SPONSOR (1)

\$3,000

- Full page ad in Rodeo program
- Name on Friends of the Rodeo Banner hung up in the arena
- 2 VIP Passes

RODEO T-SHIRT SPONSOR (1)

\$5,000

- Name & logo on t-shirts
- 1/2 page ad in Rodeo program
- 4 VIP Passes

☆ SPONSORSHIP LEVELS ☆

COPPER SPONSORS (9)

\$2,000 - Event

- Name & logo on advertising:
print & online
- Name announced with Event Sponsored
- 1/4 page ad in Rodeo program
 - 1 Banner in arena
- 4 VIP Passes to each Rodeo Performance
- 4 Fair Tickets & 2 Parking Tickets
 - 2 Carnival Tickets



BRONZE SPONSORS (2)

\$2,500 - Outgate

- Name & logo on advertising:
print & online
- Name announced when Outgate is in use
- 1/4 page ad in Rodeo program
 - 2 Banners on Outgates
- 4 VIP Passes to each Rodeo Performance
- 4 Fair Tickets & 2 Parking Tickets
 - 2 Carnival Tickets



SILVER SPONSORS (6)

\$3,000 - Chute

- Name & logo on advertising:
print & online
- Name announced when Chute is in use
- 1/2 page ad in Rodeo program
 - 1 Banner on Chute
- 2 Banners on Fairgrounds during Fair Week
- Flag carried in arena by horseback during Rodeo
 - 4 VIP Passes to each Rodeo Performance
- 4 Fair Tickets & 4 Parking Tickets
 - 3 Carnival Tickets

GOLD SPONSORS (2)

\$4,000 - Champions

- Name & logo on advertising:
print, radio & online
- Name announced when applicable
- 1/2 page ad in Rodeo program
 - 1 Banner on Chute
- 2 Banners on Fairgrounds during Fair Week
- Flag carried in arena by horseback during Rodeo
 - 8 VIP Passes to each Rodeo Performance
- 6 Fair Tickets & 6 Parking Tickets
 - 4 Carnival Tickets



PLATINUM SPONSOR (1)

\$7,000 - Arena

- Name & logo on advertising:
print, radio & online
- Name announced as Rodeo Arena Sponsor
- Full page ad in Rodeo program
 - 1 Banner in arena
- 2 Banners on Fairgrounds during Fair Week
- Flag carried in arena by horseback during Rodeo
 - Vendor Booth Space 10x10
 - 10 VIP Passes to each Rodeo Performance
- 10 Fair Tickets & 5 Parking Tickets
 - 6 Carnival Tickets



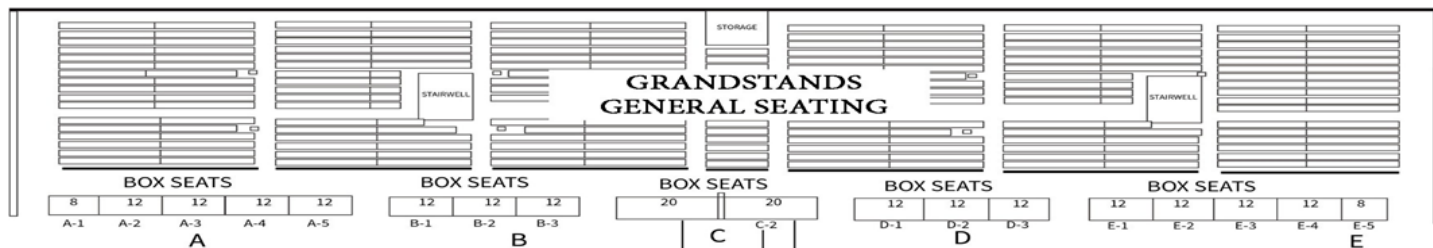
DIAMOND SPONSOR (1)

\$10,000 - Title

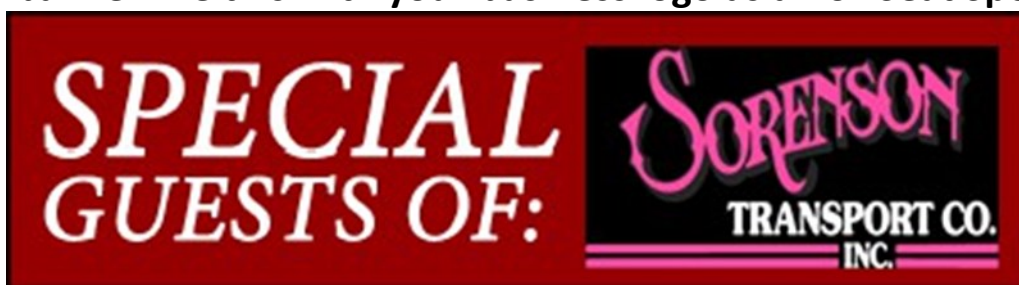
- Primary Sponsor on ALL advertising:
print, radio & online
- Full page ad in Rodeo program
- 1 Banner in arena & 2 Banners over grandstand entrances
- 3 Banners on Fairgrounds during Fair Week
- Flag carried in arena by horseback during Rodeo
 - Vendor Booth Space 10x10
 - 15 VIP Passes to each Rodeo Performance
- 20 Fair Tickets & 10 Parking Tickets
 - 8 Carnival Tickets

Box Seat Sponsors

Available for purchase until May 31st.



Have a banner like this with your business logo as a Box Seat Sponsor...



CENTER BOX—20 Seats available in Section C –1 & C-2

\$1,000 each

20 Fair Tickets

20 Rodeo Tickets

Banner that says: “Special Guests of: Your Business Name with name facing the grandstand crowd.”

STANDARD BOX—12 Seats available in Sections B-1, B-2, B-3 & D-1, D-2 , D-3

\$600 each

12 Fair Tickets

12 Rodeo Tickets

Banner that says: “Special Guests of: Your Business Name with name facing the grandstand crowd.”

***Box Seats A-1, A-2, A-3, A-4, A-5 & E-1, E-2 E-3,E-4, E-5
will be available for purchase online individually starting on June 3rd.***

SPONSORSHIP COMMITMENT

Rodeo August 14th & 15th, 2024 at 7PM

Please provide payment, logo & program ad no later than May 31, 2024.

Business Name: _____

Contact Person: _____

Phone Number: _____

Email: _____

Website: _____

Sponsorship Opportunities:

VIP Passes —\$200

Box Seat Sponsors— \$600—\$1,000

Friends of the Rodeo Sponsors—\$500

1—Announcer Sponsor—\$1,500

9—Copper Sponsors—\$2,000 (Event)

2—Bronze Sponsors—\$2,500 (Outgate)

6—Silver Sponsors—\$3,000 (Chute)

1—Program Sponsor— \$3,000

2—Gold Sponsors—\$ 4,000 (Champions)

1—Rodeo T-shirt Sponsor—\$5,000

1—Platinum Sponsor—\$7,000 (Arena)

1—Diamond Sponsor—\$ 10,000 (Title)

You will be contacted with available sponsorships in the level chosen.

Office Use Only:

Date Received: _____ Date Contacted: _____

Sponsorship: _____

Notes: _____



VIP Includes:

Access at 5:00 PM

Arena Parking

Entry to the Fair

Light Refreshments Reception

Rodeo Performance

Close to the Action Bleacher Seats

We can't thank you enough for your interest in being a Sponsor
of our 2024 Lewis County Rodeo!

We would love to connect with you about the different
Sponsorship opportunities available for you!

Please email swwfair@lewiscountywa.gov or call 360.740.1495
to become a Sponsor.

