



## **SIERRA STAMPEDE SPONSORSHIP PACKAGE**

The Primary purpose Sierra Stampede is to help the Sacramento community; to promote, advance, and develop the sport of rodeo; to provide education, safety and training in the production and participation of the sport of rodeo; and to participate in the preservation of our Western Heritage.

### **WHAT WE DO**

Sierra Stampede spectator and contestant surveys indicate that in past years, the average attendee at our rodeos was male, over 30 years of age, and had income over \$40,000 a year. With the increasing popularity of gay rodeo and with our tremendous growth, we have seen a shift in the demographic over the last two years, with many more women and families in attendance. Attendees at our rodeos and other events comprise an ideal target market for your products and services and as a group, enjoy a higher than average disposable income. Sierra Stampede rodeos, entertainment events, and public dances provide an ideal venue to expose your product or service to this market, as well as demonstrate your commitment to the local gay and lesbian community.

A typical Sierra Stampede Rodeo cost over \$70,000 to produce. This is in addition to the normal operating expenses associated with an organization of our size. Capital Crossroad's highly successful fundraising events throughout the year, and our rodeo entertainment, ticket, merchandise sales, and vendor fees raise a portion of these funds. We are dependant upon our sponsors to ensure a significant donation to our annual charity partner. To that end, we are seeking local, regional, and national sponsors to help underwrite the costs of producing our rodeos. Sierra Stampede is a subsidiary of Capital Crossroads who is a 501(c)3 approved non-profit organization. This means that the value of your sponsorship is a tax deduction donation.

# STANDARD SIERRA STAMPEDE RODEO SPONSORSHIP PACKAGES

Our sponsorship structure is flexible and can be customized to meet your specific needs. Depending on your level of sponsorship, you may choose to receive some or all of these benefits:

## SIERRA STAMPEDE PLATINUM SPONSOR

*Contribution value of \$5000*

- » Use of your logo on all Sierra Stampede promotional advertising materials, including video presentations, flyers, brochures, the Sierra Stampede Rodeo poster, all advertising, frequent announcements at all rodeo performances, and the Sierra Stampede web site
- » Full page ad in the Sierra Stampede Rodeo program
- » 1/2 page ad in the bi-monthly Hoofprints Newsletter
- » Two large banners (1 in the Sierra Stampede Arena and 1 at the festival tent)
- » Six weekend passes to Sierra Stampede Rodeo

## SIERRA STAMPEDE GOLD SPONSOR

*Contribution value of \$2500 or more*

- » Use of your logo on the Sierra Stampede Rodeo poster and web site
- » 1/2 page ad in the Sierra Stampede Rodeo program
- » 1/4 page ad in the bi-monthly Hoofprints Newsletter
- » One large banner in the Capital Crossroads Rodeo arena(s)
- » Four weekend passes to Sierra Stampede Rodeo

## SIERRA STAMPEDE SILVER SPONSOR

Contribution value of \$1000 or more

- » Use of your logo on the Sierra Stampede Rodeo poster and web site
- » 1/4 page ad in the Sierra Stampede Rodeo program
- » One banner in the Sierra Stampede Rodeo arena
- » Two weekend passes to Sierra Stampede Rodeo

## SIERRA STAMPEDE RODEO SPONSORSHIPS

All of these Sponsorships are available for various aspects in the production of the Sierra Stampede Rodeo. These sponsorships range from \$200 – \$10,000.

- » Rodeo Stock – up to \$10,000 (**Automatic Platinum Sponsor**)
- » Audio and Lighting – up to \$4000 (**Automatic Gold Sponsor**)
- » ATV Rental for Raking Arena (*can be decorated with your logo*) - \$400
- » Utility Cart Sponsorship (*can be decorated with your logo*) - \$400
- » Ambulance Standby - \$1200
- » Entertainer Headliner or Dance Group Sponsorships - \$8000
- » **Rodeo Grounds Chute Sponsorship - \$300 each**
  - *Includes Friday Night VIP Reception at the host hotel*
  - *Two weekend passes to the rodeo and evening parties*
  - *Arena Banner*
  - *Sponsorship Announcements throughout the rodeo performances*
  - *Your logo on the Sierra Stampede web site*
- » Rodeo Grounds Dance Floor - \$1500
  - *Includes a Festival Banner*
- » Grandstands Shade Canopies - \$800
- » Dance Venue Video Screens (four) - \$250 each
- » **All Rodeo Event Award Ribbons - See our Buckle Sponsorship Form**  
(1<sup>st</sup> – 5<sup>th</sup> Place / Up to 300 Ribbons)
  - *Includes Friday Night VIP Reception at the host hotel*
  - *Two weekend passes to the rodeo and evening parties*
  - *Arena Banner*
  - *Sponsorship Announcements throughout the rodeo performances*
  - *Your logo on each award ribbon presented*
  - *Your logo on the Sierra Stampede web site*

- » Liquor Donation - \$1000 (**Automatic Silver Sponsor**)
- » Rodeo Pins - \$500
- » Temporary Fencing (hang your logo around the venue) - \$800
- » Rodeo and Hotel Venue Decorating - \$1500 (**Automatic Silver Sponsor**)
- » Shavings for Barn / Horse Panels - \$500
- » Rodeo Equipment - \$500
- » Rodeo Clown - \$300
- » Added Purse Prize Money - \$200 to \$1000 per event
- » Water, Sports Drink, and Fresh Fruit for Contestants - \$300

**All Around Buckle - See our Buckle Sponsorship Form**

**Event Championship Buckles - See our Buckle Sponsorship Form**

**Each Buckle Sponsorship entitles you to:**

- *Friday Night VIP Reception at the host hotel*
- *Two weekend passes to the Rodeo and evening parties*
- *Arena banner*
- *Sponsorship Announcements throughout the Rodeo Events*
- *Your Logo on the Sierra Stampede Web Site*
- *Invitation to present your buckle(s) to the weekend champion*

All the above Sierra Stampede Sponsorships are subject to approval by the Sierra Stampede Rodeo Committee.

# SIERRA STAMPEDE RODEO EVENTS

These are traditional rodeo events, usually performed by seasoned rodeo competitors:

## **Rough Stock Events:**

- » Bareback Bronc Riding
- » Bull Riding
- » Steer Riding
- » Chute Dogging

## **Speed Events:**

- » Poll bending
- » Barrel Racing
- » Flag Racing

## **Roping Events:**

- » Calf Roping on foot
- » Break-Away roping
- » Team Roping

There are some *Camp (comical) Events* that have been designed to allow novice competitors an opportunity to compete along with the more seasoned rodeo competitors. These events are unique to gay rodeo and the crowds are immensely entertained by watching them. There are usually large numbers of competitors in these events, and men and women may compete against each other. The prize purses for the camp events are usually relatively large for the rodeo.

Details of these events are available at our web site at <http://www.capitalcrossroads.org/SierraStampede/index.htm>

## **Camp (comical) Events:**

- » Steer Decorating
- » Goat Dressing
- » Wild Drag Race

**2009 SIERRA STAMPEDE RODEO AND FESTIVAL  
BENEFICIARY**