

2009 Advertising Sales Packages
Bell County PRCA Rodeo
February 12 - 14, 2009

Package Description

Package #1 - "Official Rodeo Presentation Sponsor"

Recognized in all Pre-Rodeo Press & Promotional Advertising
Announcer recognition throughout the Rodeo Performances
Program Recognition & Expo Marquee Exposure
Arena Signs (Furnished by Sponsor)
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #2 - "Official Rodeo Big Screen Sponsor" - \$4,000

Recognized in all Pre-Rodeo Press & Promotional Advertising
Announcer recognition throughout the Rodeo Performances
Program Recognition & Expo Marquee Exposure
Primary Big Screen Advertising
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #3 - "Lotto Bull" \$2,500 (\$1250 Cash & \$1250 Wager)

Recognized in all Pre-Rodeo Press & Promotional Advertising
Announcer recognition throughout the Rodeo Performances
Program Recognition & Expo Marquee Exposure
Primary Big Screen Advertising
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #4 "Official EMS Provider" \$2,000

Recognized during Rough Stock Events
Announcer recognition throughout the Rodeo Performance
Program & Expo Marquee Exposure
Arena Sign
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #5 - "Let Out Gate Sponsor" \$1,500 (Center Gate)

Recognized during Rough Stock Events
Program & Expo Marquee Exposure
Banner Sign on Gate
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

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Package #6 - "Bucking Chute Sponsor" \$1,350 (Gates 1-6)

Recognized when Chute is used
Sign on Chute Gate
Program & Expo Marquee Exposure
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #7 - "Official Rodeo Nite Club Sponsor" \$1,200

Recognized in all Pre-Rodeo Press & Promotional Advertising
Announcer recognized throughout the Rodeo Performances
Program Recognition & Expo Marquee Exposure
Arena Signs
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #8 - "Break the Bank!" - \$1,200

Media Exposure on Thursday Night
Sponsor is responsible for filling the wheel barrow with "cash"
Event held on Thursday Night and recognized
as sponsor on Friday and Saturday
Arena Sign
Program & Day Sheet Recognition & Marquee Exposure
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #9 - "Tough Enough to Wear Pink Sponsor" \$1,000

Recognized during event
Arena Sign
Program & Day Sheet Recognition & Marquee Exposure
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #10 - Shoot Ends Sponsor - \$1,000

Recognized as the Shoot End Sponsor throughout Rodeo
Program and Expo Marquee Recognition
Announcer recognized throughout the rodeo performance
Shoot End Signs
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

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Package #11 - "Specialty Act Sponsor" \$1,000

Announcer recognized throughout the Rodeo Performances
Program Recognition & Expo Marquee Exposure
Arena Signs
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #12 - "Official Performance Sponsor" - \$1,000

Announcer recognized throughout Rodeo Performance
Program Recognition & Expo Marquee Exposure
Arena Sign
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #13 - "Official Billboard Sponsor" - \$1,000

Announcer recognized throughout Rodeo Performance
Arena Sign
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #14 - "Event Sponsor" \$900

Recognized each performance during the Event
Sign in the Arena
Program & Expo Marquee Exposure
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

**Package #15 - "Roping Chute Sponsor" & "Steer Wrestling Chute Sponsor"
\$900**

Recognized during the Roping & Steer Wrestling Events
Sign above the Chute
Program & Day Sheet Recognition & Expo Marquee Exposure
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

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Package Description

Package #16 - "Gala Sponsor" \$900

Announcer Recognition at Each Performance
Sign in the Arena
Program & Expo Marquee Exposure
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #17 - "Steer Saddling Sponsor" (No Event This Year)

Recognized each performance during the Event
Sign in the Arena
Program & Expo Marquee Exposure
Eight Reserved Tickets, All Nights
Eight Corral Club Memberships, All Nights
Reserved Table at Rodeo Gala

Package #18 - Day Sheet Sponsor - \$650

Recognized each day on the Day Sheet
Program and Expo Marquee Recognition
Arena Sign
Four Reserved Tickets, All Nights
Four Corral Club Memberships, All Nights

Package #19 - "Arena Corner Gates Sponsor" \$600

Program and Marquee Recognition
Arena Sign on Corner Gates
Four Reserved Tickets, All Nights
Four Corral Club Memberships, All Nights

Package #20 - "Rodeo Announcer & Clown Sponsor" \$500

Recognized as the Rodeo Personnel Sponsor
Program and Expo Marquee Recognition
Four Reserved Tickets, All Nights
Four Corral Club Memberships, All Nights

Package #21 - "Cowboy Camp & Corral Club Hospitality Sponsors" \$500

Recognized as the Cowboy Camp & Corral Club Hospitality Sponsor for the night
Program and Expo Marquee Recognition
Announcer recognized throughout the rodeo performance
Arena Sign
1 Corral Club Membership (4 passes, all nights)

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Package Description

Package #22 - Official Sound Sponsor \$500

Expo Marquee Exposure
Prime Arena Sign Location
Day Sheet Recognition
Four Reserved Tickets, All Nights
Four Corral Club Memberships, All Nights

Package #23 - "Arena Sign Sponsor" \$400

Expo Marquee Recognition
Arena Sign
Four Reserved Tickets, All Nights
Four Corral Club Memberships, All Nights

Package #24 - "Corral Club Membership" \$250

Program and Expo Marquee Recognition
Four Reserved Tickets, All Nights
Four Corral Club Memberships, All Nights