

WHY BECOME A LSC LABOR DAY WEEKEND RODEO SPONSOR?

Rodeo Promotion:

- a) 5k – 8k Rodeo Fans during the Rodeo weekend
- b) Thousands of social media webpage viewers
- c) Thousands of listeners on radio
- d) Rodeo AD on Craigslist, other webpage AD's
- e) Social Media Facebook, twitter, etc.
- f) Exposure to multiple Chamber of Commerce in area

Rodeo Business Advertisement:

- a) One year Business listing on webpage
- b) One year posting Business AD Quick Response Code & VIDEO posting on webpage
- c) Business Announcement during the Rodeo
- d) Video Commercial Business Advertisement during Rodeo **Important** (Note: cx must provide video)
- e) Video Business Listing during the Rodeo
- f) Sign Business Display for One year for all events at Saddle Club
- g) Ad in Program, Box Seats (with Concierge), Free Food & Drinks, Free Parking, Free Admission (6)
- h) Social Media – Facebook, Twitter, Linked-In

Sponsorship Opportunities in the following areas:

Printed AD:

Programs
Business Cards
Half or Full Page AD
Banner or Sign

7/4/2016

WEBPAGE:

Business Listing (Annual)
QR (Quick Response) Code
Video Posting

Revision #1

Video AD:

Video Listing
45 sec. General Commercial
30 sec. Prime Time AD

* **Note:** cx must provide video

* LSC can produce video @ current market video rate 1

2016 – Sponsorship CROSS-Reference Sheet

LSC - LABOR DAY WEEKEND RODEO (SEPT 02 - 04)	cx price	Program	Free Hamburger & Drinks	6- Free Admiss. Tickets	Parking Pass (one vehicle)	Box Seats: (vip) (15 total) (concerge)	Banner	Arena Sign	Announce Business Name - Rodeo	Webpage Listing on LSC webpage - Sponsor Page	Webpage QR (Quick Response) Code Posting on LSC webpage	Webpage - Video Posting	Video - General Business Listing Both Performances	Video 45 sec. - General Commercial (viewed before & after perf.	Video - 30 sec. Primetime - Commercial - During Performance	Radio "BLAST" (?) **** TBD ****	Sponsorship "Buckle" Award
Programs: (cx must provide artwork for AD)																	
Business Card AD.	\$25.00	*															
Half page AD.	\$50.00	*															
Full page AD.	\$100.00	*															
Banner: (cx provide Banner)	\$100.00	*					*		*	*							
Banner: (cx must provide artwork)	\$150.00	*					*		*	*							
Signs: (cx must provide artwork)																	
Renewal (sign viewed for 1 - year)	\$200.00	*						*	*	*							
New (sign viewed for 1 - year)	\$285.00	*						*	*	*							
Box Seats: (vip) (15 total) (concerge)	\$200.00	*	*	*	*	*											
Buckle Sponsor: (Event Buckle - 8 limit)	\$250.00	*							*	*						*	*
General Sponsor:	\$300.00	*							*	*			*			*	*
Event Sponsor: (Both Performances)	\$500.00	*	*	*	*	*		*	*	*			*			*	*
Webpage Listing: (1 - year)	\$300.00	*	*						*	*						*	*
Webpage - Quick Response (QR) Code: (1 - year)	\$350.00	*	*	*					*	*	*					*	*
Webpage - Video Posting: (1 - year)	\$400.00	*	*	*	*				*	*		*				*	*
Video Listing:(General Business Listing)	\$350.00	*	*						*	*		*				*	*
Video - 45 sec. General Video Commercial:	\$400.00	*	*	*					*	*		*	*	*		*	*
Video - 30 sec. Primetime Commercial: (10 limit)	\$500.00	*	*	*	*				*	*		*	*	*	*	*	*
Packages:																	
Bronze	\$600.00	*	*	*			*		*	*		*	*			*	*
Silver	\$750.00	*	*	*	*			*	*	*	*	*	*	*		*	*
Gold	\$1,000.00	*	*	*	*	*		*	*	*	*	*	*	*	*	*	*

Lewisville Saddle Club (LSC) – Labor Day Weekend (Sept 02 - 04) Rodeo: “2016 Sponsorship Sheet”

LSC Contact Rep.: _____

Date: _____

LSC Invoice #: _____

Business Name: _____

Contact Name: _____

Address: _____

Phone #: _____

Cell #: _____

Email Address: _____

Packages:

BRONZE: \$600.00

Box Seat Pack., Web & Video Listing

SILVER: \$750.00

Box Seat Pack., Web & Video Listing,
45 sec. Video Commercial

GOLD: \$1,000.00

Box Pack., Web, Video, QR-Code,
30 Sec. Prime Time Commercial

***Primary Sponsor: (\$5,000.00+)**

(Exclusive Premier Sponsor, Gold Pack., Prime Booth,
Barrel Wrap, Flag)

*** Title Sponsor: (\$2,500.00)**

(Gold Pack., Prime Booth, Barrel Wrap, Flag)

Sponsorship Options:

Program AD:

Business Card: \$25.00

Half Page AD: \$50.00

Full Page AD: \$100.00

Signs: CX provide artwork (1 year term)

Renewal: \$200.00

New: \$285.00

Banner: CX must provide artwork

Option A: CX Provide Banner \$100.00

Option B: LSC Create Banner \$150.00

Multi-Media Sponsorship:

Video Listing: \$350.00

45 sec. Commercial: \$400.00

Prime Time 30 sec. comm. \$500.00 (limit 10)

WEB Page: (1 year Listing)

Business Name Listing: \$300.00

Quick Response Code: \$350.00

Video Posting: \$400.00

Box Seats: \$200.00

Buckle Sponsor: \$250.00

General Sponsor: \$300.00

Event Sponsor: \$500.00

Bronze Package: (\$600.00)

- a) Program: (half or full page)
- b) Free Hamburger & Drinks
- c) Six Free Admission Tickets
- d) Banner during rodeo (cx must provide logo)
- e) Announce Company during Rodeo
- f) Webpage - Annual listing
- g) Video listing during Rodeo
- h) Radio Announcement

Silver Package: (\$750.00)

- a) Program: (half or full page)
- b) Free Hamburger & Drinks
- c) Six Free Admission Tickets
- d) Two Free Parking Passes
- e) Arena sign or Banner during rodeo (cx provide logo)
- f) Announce Company during Rodeo
- g) Webpage - Annual listing
- h) Video listing during Rodeo
- i) 30 sec. Commercial AD
- j) Radio Announcement

Gold Package: (\$1,000.00)

- a) Program: (half or full page)
- b) Free Hamburger & Drinks
- c) Six Free Admission Tickets
- d) Two Free Parking Passes
- e) Box Seat for six
- f) Arena sign or Banner during rodeo (cx provide logo)
- g) Announce Company during Rodeo
- h) Webpage - Annual listing
- i) Webpage – Annual Barcode listing
- j) Video listing during Rodeo
- k) Commercial Prime time AD
- l) Radio Announcement

BY SIGNING THIS WAIVER AND RELEASE, I UNDERSTAND THAT I AM GIVING UP, (WAIVING AND RELEASING) ANY RIGHT I MIGHT HAVE TO SUE OR MAKE A CLAIM WHICH I MIGHT HAVE OR WHICH MIGHT SUBSEQUENTLY ARISE OR OCCUR AGAINST LSC, MEMBERS, ASSOCIATED AGENCIES, EMPLOYEES, OR CITY AGENCIES. OVER WHOSE PROPERTY I RIDE, FOR ANY INJURIES I MIGHT SUSTAIN WHILE HORSEBACK RIDING OR PARTICIPATING IN AN EQUINE ACTIVITY, AND THAT I AM INDEMNIFYING AND HOLDING HARMLESS, LSC FOR INJURING ANYONE ELSE OR ANY HORSE RIDDEN BY ANOTHER WHILE SO ENGAGED, IT IS MY INTENT TO GIVE UP THOSE RIGHTS AND PROVIDE THE HOLD HARMLESS AGREEMENT, AND I DO SO KNOWINGLY AND VOLUNTARILY.

WARNING:
UNDER TEXAS LAW (CHAPTER 87, CIVIL PRACTICE AND REMEDIES CODE), A FARM ANIMAL PROFESSIONAL IS NOT LIABLE FOR AN INJURY TO OR THE DEATH OF A PARTICIPANT IN FARM ANIMAL ACTIVITIES RESULTING FROM THE INHERENT RISKS OF FARM ANIMAL ACTIVITIES

Sign Name: _____ Print Name: _____ Date: _____

2016 – Rodeo Summary

Friday Night Performance:

5:00pm Special Needs Rodeo

7:30pm Special Needs Grand Entry

8:00pm Rodeo Grand Entry

10:30pm Rodeo Slack

Saturday Night Performance:

8:00pm Rodeo Grand Entry

10:30pm Concert

Sunday Night Performance:

10:00am Cowboy Church

8:00pm Rodeo Grand Entry

10:30pm Concert

Sponsorship Opportunities

Program Advertising

	Customer must provide artwork
Business Card Ad	\$25.00
Half Page Ad	\$50.00 Listed on the sponsor page of LSC website
Full Page Ad	\$100.00 Listed on the sponsor page of LSC website

Banner

Customer must provide artwork – Will hang during 2015 Labor Day Rodeo		
Option A	\$100.00	Customer provides banner, will be returned
Option B	\$150.00	Saddle club will provide

Signs

Customer must provide artwork – Will hang until 2016 Labor Day Rodeo	
Renewal	\$200.00
New	\$285.00

Box Seats (6)

\$200.00

Package includes 1 parking pass, 6 box seat tickets, 2 programs, and concession combo for each box member.

Buckle Sponsor

\$250.00

Sponsor for the buckle given to the winner of a particular rodeo event. 8 events in total for the rodeo.

Event Sponsor

\$500.00

Sponsor for a particular rodeo event. Will receive 1 parking pass, 6 box seat admissions, concession combos for each box member (with concierge service). Company announced as the sponsor of the event and will be listed on the LSC webpage.

Multi Media Opportunities:

Webpage Listing

\$300.00

Listed on the sponsor page of LSC website for one year

Webpage Barcode Quick Scan

\$350.00

Must provide quick scan symbol to LSC

Listed on the sponsor page of LSC website for one year, be listed on the sponsor listing before and after the rodeo on the video screen

Rodeo Video Listing

\$400.00

Company announced as a sponsor during the rodeo. Company listed on the sponsor page of LSC website for one year. Company listed on the sponsor listing before and after the rodeo on the video screen.

Rodeo 45 second General Commercial Ad

\$400.00

(Important: see note 1 below)

Company announced as a sponsor during the rodeo. Company listed on the sponsor page of LSC website for one year. Company listed on the sponsor listing before and after the rodeo on the video screen. Commercial ad will be shown during the rodeo performance.

Rodeo 30 second Commercial Ad (Prime Time)

\$500.00

Limited to 10 sponsors

(Important: see note 1 below)

Company announced as a sponsor during the rodeo. Company listed on the sponsor page of LSC website for one year. Company listed on the sponsor listing before and after the rodeo on the video screen. Commercial ad will be shown during the rodeo performance in a prime time slot (between the events).

***NOTE 1: Customer must provide commercial – If CX request LSC to produce video industry standard Video production rate will apply:**

Gold Package: (\$1,000.00)

- a) Program: (half or full page)
- b) Free Hamburger & Drinks
- c) Six Free Admission Tickets
- d) Two Free Parking Passes
- e) Box Seat for six
- f) Arena sign or Banner during rodeo (cx must provide logo)
- g) Announce Company during Rodeo
- h) Webpage - Annual listing
- i) Webpage – Annual Barcode listing
- j) Video listing during Rodeo
- k) Commercial Prime time AD
- l) Radio Blast

Silver Package: (\$750.00)

- a) Program: (half or full page)
- b) Free Hamburger & Drinks
- c) Six Free Admission Tickets
- d) Two Free Parking Passes
- e) Arena sign or Banner during rodeo (cx must provide logo)
- f) Announce Company during Rodeo
- g) Webpage - Annual listing
- h) Video listing during Rodeo
- i) 45 sec. Commercial AD
- j) Radio Blast

Bronze Package: (\$600.00)

- a) Program: (half or full page)
- b) Free Hamburger & Drinks
- c) Six Free Admission Tickets
- d) Banner during rodeo (cx must provide logo)
- e) Announce Company during Rodeo
- f) Webpage - Annual listing
- g) Video listing during Rodeo
- h) Radio Blast