



GREATER PALM SPRINGS RODEO CORPORATION

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Truck Dyal, Sponsorship Coordinator

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Ken Smith, Palm Springs Chapter President President@psrodeo.org

WHO WE ARE

The Greater Palm Springs Chapter is an affiliate chapter of the Golden State Gay Rodeo Association (GSGRA) sanctioned by the International Gay Rodeo Association (IGRA). The **Hot Rodeo 2018 – Rodeo Like the Good Ol' Days** will mark the 34th anniversary of our state organization in producing rodeos.

WHAT WE DO

The Hot Rodeo's primary purpose is to help the Palm Springs and surrounding communities through charitable fundraising. We also strive to provide education, safety, and training in the production and participation of the sport of rodeo, and to encourage the preservation of our Western Heritage.

During the past three years, we were able to present donations in excess of \$37,000 to local and regional charities within the southern California region. Many of these organizations have a long history of outreach to the Lesbian, Gay Bisexual and Transgender (LGBT) community in and around the Coachella Valley, Inland Empire and Los Angeles. Our rodeos and fundraisers have also benefited other organizations within the region, including the Palm Springs LGBT Community & Resource Center, Life Group LA, Desert AIDS Project, the Friends of Roy's Foundation, the City of Banning SOAR Youth Scholarship, White Water Equine Rescue and Shelter from the Storm. As a team, we are proud to be able to help and support these causes.

The Greater Palm Springs Chapter's highly successful fundraising events throughout the year, as well as our rodeo entertainment, merchandise sales and vendor fees raise a portion of these funds. The financial support of our sponsors helps to underwrite the costs of producing the rodeo and ensure a significant donation to our designated rodeo charity partners. To this end, we are seeking local, regional and national sponsor for the **Hot Rodeo 2018**.





HOT RODEO SPONSORSHIP

In the past, Hot Rodeo spectator and contestant surveys indicated that the average attendees at our rodeos were male, over 30 years of age, and had an income over \$45,000 per year. With the increasing popularity of gay rodeo and our tremendous growth, we have seen a recent shift in the demographics with many more women and families in attendance.

Attendees at our rodeos and other events are an ideal target market for your products and services. The Palm Springs Hot Rodeo entertainment events and public dances provide an ideal venue to expose your products and services to a target market, as well as demonstrate your commitment to the local LGBT community.

We are a 501(c)(3) approved non-profit organization. This means that your sponsorship contribution is a tax-deductible donation. Please check with a tax professional to verify your contribution is tax deductible

Thank you for your time and consideration. We hope to see you May 11-13, 2018 for the **Hot Rodeo 2018 – Rodeo Like the Good Ol' Days**. We aim to diversify our attendees this year while having a great time raising money for charities.

Please Contact:

Truck Dyal – Hot Rodeo Sponsorship Coordinator

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Palm Springs Chapter President – Ken Smith

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2018 Hot Rodeo Title Sponsor

Contribution Value of \$20,000 or more

With your commitment as the Title Sponsor, the **2018 Hot Rodeo** becomes branded with your company name and logo. A title sponsorship has unparalleled local and national promotional opportunities and reinforces the Sponsor's commitment to community charity events.

Benefits

- Name listed in the rodeo title (Example: "SPONSOR NAME" Hot Rodeo 2018)
- Hotel and airfare accommodations for two to Palm Springs
- Automobile "float" during Grand Entry parade
- Introduction of representatives in attendance during Rodeo and other weekend activities
- Four (4) official 2018 Hot Rodeo Belt Buckles
- An official plaque commemorating the sponsorship of the 2018 Hot Rodeo
- Continued announcement of Title Sponsor status at all events during Rodeo week
- Flyer / coupon in all contestant, hospitality and entertainer gift bags
- Logo prominently displayed on all printed materials, event advertising and website*
- Complimentary Full-page advertisement in the rodeo program booklet*
- Multiple promotional banners prominently displayed at all venues during rodeo week (arena, festival, dance, etc.)
- Four (4) VIP Weekend Event Passes for the Rodeo and weekend events
- Four (4) standard Weekend Event Passes for Rodeo and weekend events
- Premium vendor space in the Festival area if requested (vendor space is self-staffed by sponsor)
- Sponsorship status listed in Rodeo Program*
- Exclusive use of sponsor's products and services (within contractual limitations) at rodeo venues and events
- Additional sponsor participation / benefits as negotiated

*Note: Artwork deadline for program, poster and other printed material April 7, 2018





2018 Hot Rodeo Festival Sponsor

Contribution Value of \$10,000 or more

The Festival and vendor pavilion is centered in a large area adjacent to the arena and holds vendors, food and drink, music, dancing and other social and fun entertainment. With your commitment as Festival Sponsor, the Festival Area will be branded with your company name and logo. Festival Sponsorship is a great way to be visible and reach out to the local community and visitors during the event weekend.

Benefits

- Festival area named after sponsor (Example: "SPONSOR NAME" Festival Pavilion")
- Automobile "float" during Grand Entry parade
- Introduction of representatives in attendance during Rodeo and other weekend activities
- Two (2) official 2018 Hot Rodeo Belt Buckles
- An official plaque commemorating the sponsorship of the 2018 Hot Rodeo
- Continued announcement of Festival Sponsor status at all events during Rodeo week
- Flyer / coupon in all contestant, hospitality and entertainer gift bags
- Logo prominently displayed on all printed materials, event advertising and website*
- Complimentary Full-page advertisement in the rodeo program booklet*
- Multiple promotional banners at all venues during rodeo week (arena, festival, dance, etc.)
- Four (4) VIP Weekend Event Passes for the Rodeo and weekend events
- Four (4) standard Weekend Event Passes for Rodeo and weekend events
- Premium vendor space in the Festival area if requested (vendor space is self-staffed by sponsor)
- Sponsorship status listed in Rodeo Program*
- Exclusive use of sponsor's products and services (within contractual limitations) at rodeo venues and events
- Additional sponsor participation / benefits as negotiated

*Note: Artwork deadline for program, poster and other printed material April 7, 2018





2018 Hot Rodeo

Premier Sponsor

Contribution Value of \$7,500 or more

Benefits

- One (1) official 2018 Hot Rodeo Belt Buckle
- An official plaque commemorating the sponsorship of the 2018 Hot Rodeo
- Continued announcement as Premier Sponsor status at all events during Rodeo week
- Flyer / coupon in all contestant, hospitality and entertainer gift bags
- Logo prominently displayed on all printed materials, event advertising and website*
- Complimentary Full-page advertisement in the rodeo program booklet*
- Multiple promotional banners prominently displayed at all venues during rodeo week (arena, festival, dance, etc.)
- Four (4) VIP Weekend Event Passes for the Rodeo and weekend events
- Four (4) standard Weekend Event Passes for Rodeo and weekend events
- Sponsorship status listed in Rodeo Program*
- Premium vendor space in the Festival area if requested (vendor space is self-staffed by sponsor)
- Additional sponsor participation / benefits as negotiated

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2018 Hot Rodeo Platinum Sponsor

Contribution Value of \$5,000 or more

Benefits

- Continued announcement as Platinum Level Sponsor status at all events during Rodeo week
- Flyer / coupon in all contestant, hospitality and entertainer gift bags
- Logo prominently displayed on all printed materials, event advertising and website*
- Complimentary Full-page advertisement in the rodeo program booklet*
- Promotional banners at all venues during rodeo week (arena, festival, dance, etc.)
- Four (4) VIP Weekend Event Passes for the Rodeo and weekend events
- Four (4) standard Weekend Event Passes for Rodeo and weekend events
- Sponsorship status listed in Rodeo Program*
- Premium vendor space in the Festival area if requested (vendor space is self-staffed by sponsor)
- Additional sponsor participation / benefits as negotiated

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2018 Hot Rodeo Gold Sponsor

Contribution Value of \$2,500 or more

Benefits

- Access to the VIP Area during Rodeo Performances
- Periodic announcement of Gold Level Sponsor status at all events during Rodeo week
- Flyer / coupon in all contestant, hospitality and entertainer gift bags
- Logo included on all printed materials, event advertising and website*
- Complimentary Full-page advertisement in the rodeo program booklet*
- Promotional banner in Arena and Festival areas
- Two (2) VIP Weekend Event Passes for the Rodeo and weekend events
- Two (2) standard Weekend Event Passes for Rodeo and weekend events
- Sponsorship status listed in Rodeo Program*
- Vendor space in the Festival area if requested (vendor space is self-staffed by sponsor)





2018 Hot Rodeo Silver Sponsor *Contribution Value of \$1,000 or more*

Benefits

- Periodic announcement of Silver Level Sponsor status at all events during Rodeo week
- Flyer / coupon in all contestant, hospitality and entertainer gift bags
- Logo included on all printed materials, event advertising and website*
- Complimentary 1/2-page advertisement in the rodeo program booklet*
- Promotional banner at Rodeo grounds
- Two (2) VIP Weekend Event Passes for the Rodeo and weekend events
- Two (2) standard Weekend Event Passes for Rodeo and weekend events
- Sponsorship status listed in Rodeo Program*

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2018 Hot Rodeo Bronze Sponsor

Contribution Value of \$500 or more

Benefits

- Periodic announcement of Bronze Level Sponsor status at all events during Rodeo week
- Flyer / coupon in all contestant, hospitality and entertainer gift bags
- Complimentary 1/2-page advertisement in the rodeo program booklet*
- Two (2) VIP Weekend Event Passes for the Rodeo and weekend events
- Two (2) standard Weekend Event Passes for Rodeo and weekend events.
- Sponsorship status listed in Rodeo Program.





2018 Hot Rodeo Rodeo Banner Sponsor *Contribution Value of \$250*

Benefits

- Logo and name printed on a banner in the rodeo arena
- Announcement of Arena Banner Sponsorship during rodeo events
- Flyer/coupon in all contestant, hospitality and entertainer gift bags
- Periodic announcement of Sponsorship status during Rodeo event
- Two (2) standard Weekend Event Passes for Rodeo and weekend events

2018 Hot Rodeo Chute Gate Sponsor *(Limited Availability)* *Contribution Value of \$300*

Benefits

- Logo and name printed on a chute gate banner in the rodeo arena
- Announcement of Chute Gate Sponsorship during rodeo events
- Flyer/coupon in all contestant, hospitality and entertainer gift bags
- Two (2) standard Weekend Event Passes for Rodeo and weekend events
- Sponsorship status listed in Rodeo Program.





2018 Hot Rodeo Buckle Sponsorship

(Limited Availability)

All-Around Buckle Contribution: \$350 per buckle

Other Buckle Contribution: \$300 per buckle

The contestant with the most points for a specific event at the end of the rodeo receives a belt-buckle as a trophy for winning the event. These buckles, fashioned from gold, silver and other precious metals, are unique to each rodeo and highly coveted by contestants. The All-Around “Champion” buckles are frequently a little larger and awarded to the qualifying Cowboy and Cowgirl with the most points for all events the entire rodeo week.

The design and manufacture of award buckles is quite costly and therefore each buckle is available as a sponsorship opportunity.

Benefits (per Buckle sponsored)

- Logo or name printed on the buckle sponsor banner in the arena.
- Listing in the program as the specified Buckle Sponsor
- Announcement of your sponsorship by our rodeo announcers during the rodeo event sponsored. All-Around Buckle sponsors are announced multiple times throughout the day.
- Two standard Weekend Event Passes for rodeo and weekend events

Buckle sponsors are encouraged to attend the awards ceremony on Sunday evening to present the event winner with that buckle. We also encourage event buckle sponsors to add additional prize money we pay out to the contestants in a pooled arrangement. Non-cash gifts can also be donated for buckle winners for any given event.

Please note that buckle sponsorships are granted on a first-come / first-choice basis and must be paid in full before a sponsor will be listed as that event’s Buckle Sponsor (a buckle cannot be “reserved” for future payment). The attached Sponsorship Form contains the complete list of buckles for the 2018 Hot Rodeo. Please check the website for up-to-date information on which buckles are currently available.

If the event does not have a buckle winner the buckle will be awarded back to the sponsor.





2018 Hot Rodeo Hot Rodeo Multiple Buckle Sponsor (Event Sponsorship)

Multiple Buckle Contribution: \$275 per buckle

We are offering a special incentive for those wishing to sponsor an entire event (such as both Men's and Women's Chute Dogging buckles or both Team Roping buckles). In addition to the "per-buckle" benefits listed above for a Standard Buckle Sponsor, each Event Buckle Sponsor will also have 2'x2' banner placed along the arena in front of the spectator grand stands with the sponsor's name/logo and the name of the event being sponsored.

Since the Wild Drag event is the only event that contains three buckles, an Event Sponsor for all three Wild Drag event buckles will also receive a complimentary half-page ad in the Rodeo Program in addition to the banner listed above.

Calf Roping on foot, Bull Riding Jr Bull Riding, Chute Dogging'/(steer wrestling), Bronc Riding, Wild Drag, Goat Dressing, Steer Deco, Team Roping, Breakaway Roping, Barrels, Poles and Flag Racing are the Event Categories.

ADDITIONAL HOT RODEO 2018 SPONSORSHIP OPPORTUNITIES

- Rodeo Stock –Automatic Title Sponsor - \$10,000
- Audio for arena and festival & dance – Automatic Platinum Sponsor - \$5,000
- Medical Event Standby – Automatic Gold Sponsor - \$2,000
- Horse Stalls – Automatic Platinum Sponsor - \$5,000
- Contestant Sports Drink and Fruit – Automatic Silver Sponsor - \$1,000
- Volunteer T-Shirts – Automatic Silver Sponsor - \$1,000
- Festival and Dance Tent – Automatic Platinum Sponsor - \$5,000
- **Spectator Seating Bleacher Tent/coverage – Automatic Platinum Sponsor - \$5,000**

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