



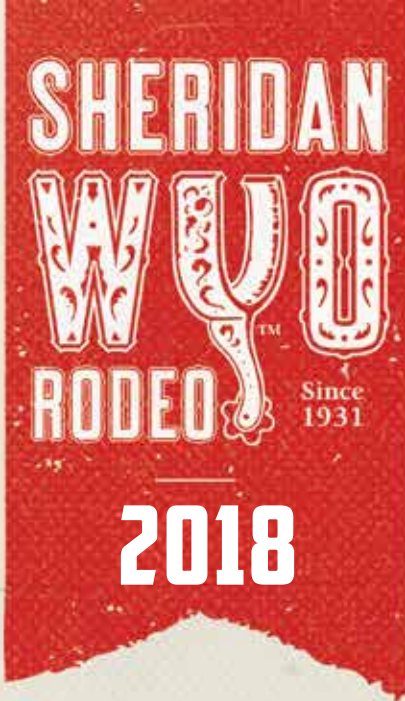
Sheridan
WYOMING
SHERIDANWYOMING.ORG

SHERIDAN
WYO
RODEO Since 1931

JULY 9-15
2018

2018 SPONSOR OPPORTUNITIES





THE SHERIDAN WYO RODEO will be celebrating its 88th year throughout Rodeo Week July 9-15! We are a major stop on the rodeo trail for the Professional Rodeo Cowboys Association (PRCA) during all four rodeo performances, July 11- 14.

Managed and organized by a group of dedicated community volunteers, the **SHERIDAN WYO RODEO** is a week-long, premium family entertainment experience that promotes the sport of rodeo, western values, community and our beautiful hometown of Sheridan, Wyoming.

THE SHERIDAN WYO RODEO CONTINUES TO GROW EACH YEAR!

22,000 GUESTS celebrated Rodeo Week in Sheridan, Wyoming in 2017, enjoying high-octane rodeo action in the arena and the friendly hospitality throughout the community.

OVER \$306,000 in prize money was paid to contestants in 2017!

The WYO Rodeo attracts top regional cowboys and cowgirls, as well as the top rodeo athletes in the world. Sankey Rodeo Company, one of the best stock contractors in all of professional rodeo, provides the incredible animal athletes for the rodeo.

The minute you enter the Sheridan County Fairgrounds you're greeted with a festival atmosphere, featuring a carnival, booths and food – with top local vendors flanking the exterior of the arena. Before we begin each of our four-night non-stop, best-in-class rodeo performances, our World Championship Indian Relay Races kick things off. The crowd goes wild for this exciting tradition that is now part of the complete Sheridan WYO Rodeo experience.

THE SHERIDAN WYO RODEO places in the **TOP 40** of **ALL PROFESSIONAL RODEOS** in the U.S. and Canada



SHERIDAN WYO RODEO

Since 1931

SHERIDAN WYO RODEO WEEK IS ALWAYS CHOCK FULL OF EXCITING EVENTS TO ENTERTAIN THE ENTIRE FAMILY! BELOW IS A SAMPLING FROM A TYPICAL "RODEO WEEK" IN SHERIDAN, WYOMING!



2018 WYO RODEO WEEK RUNS JULY 9-15

SHERIDAN WYO RODEO week always begins with a good ol' fashioned Boot Kick-Off. A community favorite and a family friendly event, it is free and open to the public, and this year, it will be held on July 10 at Kendrick Park. Throughout the week there are many other special, themed events, and rodeo performances run Wednesday through Saturday night.

On July 13, Friday morning of Rodeo Week, we host the world-famous **SHERIDAN WYO RODEO PARADE**. We kick the morning off with a Sneakers and Spurs 5K, lead in to Main Street Bed Races, and follow up with a 100-float parade that winds through our historic downtown. It's a show that about 20,000 people line the streets to see.

The Tailgate Party and polo games on Sunday wind down the week at the Big Horn Equestrian Center.

WYO RODEO WEEK activities

MONDAY, JULY 9

Rodeo Royalty Pageant & Horsemanship

TUESDAY, JULY 10

Rodeo Slack

Boot Kick Off - A community favorite & family friendly event at Kendrick Park

WEDNESDAY, JULY 11 - KID'S NIGHT!

Rodeo Slack

Carnival

First PRCA Rodeo Performance & World Championship Indian Relay Races

THURSDAY, JULY 12 - PINK NIGHT!

Rodeo Slack

Carnival

Second PRCA Rodeo Performance and World Championship Indian Relay Races

FRIDAY, JULY 13 - PATRIOT NIGHT!

Kiwanis Pancake Breakfast downtown

Sneakers & Spurs Rodeo Fun Run

Beds Along the Big Horns Race

Rodeo Slack

Main Street Parade, 2018 Theme: *Hats Off to Sheridan's First Responders!*

Kiwanis Duck Race

Carnival

Third PRCA Rodeo Performance and World Championship Indian Relay Races

Street Dance

SATURDAY, JULY 14 - OLD TIMEY COWBOY NIGHT!

Rodeo Slack

Carnival

Coronation of Sheridan WYO Rodeo Royalty
Final PRCA Rodeo Performance and World Championship Indian Relay Races

Street Dance

SUNDAY, JULY 15

Bob King Memorial Team Roping

Tailgate Party & Polo games

SPONSORSHIP

Our goal is to provide businesses and organizations with a variety of sponsorship opportunities. To attract sponsors at all levels, there are several options to fit your budget. Please note that current sponsors have first right of refusal (some exceptions may apply with national sponsors). Please contact a sponsor representative for an updated list of sponsorship openings.

OFFICIAL SPONSORS \$25,000⁺

THE SHERIDAN WYO RODEO
generates
approximately **\$5.7 MILLION**
in local economic impact annually!

- >> Official Sponsor designation
- >> Special arrangements
- >> Special introductions
- >> Flag for rodeo and related events
- >> 12 rodeo tickets for each performance
- >> Company logo on all literature (including website)
- >> Full page, full color ad in Rodeo Program
- >> Jumbotron (big screen) advertising
- >> Announcer recognition
- >> Parade float location priority as Official Sponsor
- >> 16 VIP passes for each performance
- >> Signage (inside and outside arena)
- >> Street Banner/signage
- >> Exclusive signage, limitation to "like" competition sponsorships

JUMBOTRON SPONSORS \$26,000 (2 sponsors)

**COWBOY'S CHOICE RODEO
OF THE YEAR**
Mountain States Circuit

- >> Designation of "Jumbotron Sponsor"
- >> Sponsor banners located on the sides of the Big Screen
- >> Flag for rodeo and related events
- >> 12 rodeo tickets for each performance (6 per company)
- >> Commercial video ad prior to the rodeo. (Length to be determined) *
- >> Announcement of the "Sponsor Name Instant Replay"
- >> Announcer recognition
- >> Full page ad in the Rodeo Program for each company
- >> Priority parade placement and entry fee if Sponsors wish to have their own float.
- >> 12 VIP passes for each performance (6 per company)
- >> Other sponsor logos or still pictures will be allowed during performance. All banners and flags are to be provided by the Sponsor.

PERFORMANCE SPONSORS \$6,500

- >> Special introductions
- >> Flag for rodeo and related events
- >> 8 rodeo tickets for each performance (4)
- >> Banner inside rodeo arena
- >> Company logo on website
- >> Full page ad in Sheridan Press the day sponsored
- >> Full page ad in the Rodeo Program
- >> Jumbotron (big screen) placement
- >> Listing on the Sheridan Press "thank you" ad at the completion of the rodeo.
- >> Announcer recognition
- >> 4 VIP passes for each performance
- >> All banners and flags are provided by sponsor

BOOT KICK-OFF, PARADE, WAGON, TIMED-EVENT CHUTE, SPURS & TAILGATE SPONSORS \$6,500 (limit 4)

- >> Signage at event and outside arena
- >> Special introductions
- >> Flag for rodeo and related events
- >> 8 rodeo tickets for each performance (4)
- >> Company logo on website
- >> Full page ad in the Rodeo Program
- >> Jumbotron (big screen) placement
- >> Listing on the Sheridan Press "thank you" ad at the completion of the rodeo.
- >> Announcer recognition
- >> 4 VIP passes for each performance
- >> All banners and flags are provided by sponsor

INDIAN RELAY SPONSORS \$6,500 each

- >> Arena banner
- >> Special introductions
- >> Flag for rodeo and related events
- >> 8 rodeo tickets for each performance
- >> Company logo on website
- >> Full page ad in the Rodeo Program
- >> Jumbotron (big screen) placement
- >> Sheridan Press "thank you" ad at the completion of the rodeo.
- >> Announcer recognition
- >> 4 VIP passes for each performance (4)
- >> All banners and flags are provided by sponsor

RODEO EVENT & SPECIAL DESIGNATION SPONSORS \$3,750

- >> Chutegate sign or arena banner
- >> Flag for rodeo and related events
- >> 6 rodeo tickets for each performance (4)
- >> Jumbotron (big screen) placement
- >> ½ page ad in the Rodeo Program
- >> Listing on the Sheridan Press "thank you" ad at the completion of the rodeo.
- >> Announcer recognition
- >> 2 VIP passes for each performance (4)
- >> All banners and flags are provided by sponsor

2015
WOMEN'S PRO RODEO ASSOCIATION
Large Rodeo of the Year
WINNER!

CONTRACT SPONSORS \$2,250 (limit 6)

- >> Banner in arena
- >> 4 rodeo tickets for each performance (4)
- >> ¼ page ad in the Rodeo Program
- >> Listing on the Sheridan Press "thank you" ad at the completion of the rodeo.
- >> Announcer recognition
- >> 2 VIP passes for each performance (4)
- >> All banners and flags are provided by sponsor

BANNER SPONSORS \$1,000 (limit 10)

- >> Banner in arena
- >> 2 rodeo tickets for each performance (4)
- >> Listing on the Sheridan Press "thank you" ad at the completion of the rodeo.
- >> All banners and flags are provided by sponsor



POSSE SPONSORSHIP

(limit 100)

\$300 (FIRST YEAR)

\$250 (EA. YEAR THEREAFTER)

- >> Customized window decal and wall plaque designating your business as a Posse Member and supporter of the Sheridan WYO Rodeo.
- >> Listing in the Sheridan WYO Rodeo program. The Posse flag is flown during the grand entry and sponsor recognition portion of each of four rodeo performances.

On behalf of the Sheridan WYO Rodeo, we would like to thank you for your interest in the biggest annual event in Sheridan County. Please contact me or Lonnie Wright as soon as possible for an updated list of sponsorship openings. Thanks again and we look forward to hearing from you!

Sincerely,

ZANE GARSTAD

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LONNIE WRIGHT

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WYO'd™