



**Clovis Rodeo:
A Family Tradition**



**Major Sponsor
Chute Banner Advertising**



**3 x 5 Flag
Arena and Parade
Presentations**

Clovis Rodeo

SPONSORSHIP

Join us for the 97th Annual Rodeo
April 21-24, 2011



Tom Stearns VIP Pavilion



**3 x 6 Banner
Top-Of-The-Line**



**PBR
Bull Riding**



Special Event Sponsor

Friday Night Concert



Lots of Fans

Legend says Rodeo got its start when one rancher had a horse he said couldn't be rode and another rancher said they had a cowboy who couldn't be thrown.

We hope you'll consider joining the Clovis Rodeo as a partner in celebrating 97 years of tradition. The way rodeo was, is and always will be....

The Clovis Rodeo

In April it is all about rodeo in Clovis, California. Beginning the first weekend of the month festivities are kicked off with the Clovis Ranch Rodeo. Opening up the communities' annual celebration of their western heritage with a time for local ranchers to show their cowboy skills. Activities continue throughout the month with Ranch Rodeo, Jackpot Team Roping, Golf Tournament, Rodeo Queen Competition, Blood Drive and "Kowboy Kids" Day.

The Clovis Rodeo is always the last weekend of April and is the culmination of a month of activities celebrating the region's local ranching legacy. Once only a two-day rodeo the all-volunteer, non-profit Clovis Rodeo Association now coordinates a high impact, action filled four-day rodeo full of family friendly entertainment. Clovis is one of the top three rodeos in California and top fifteen across the nation. All proceeds from the rodeo and related events benefit local charities.

Rodeo Fans

The Clovis Rodeo attracts fans from all ages and focuses on family friendly entertainment. More than 43 percent of rodeo fans will visit the four-day event more than once. The Rodeo fan is similar to the NASCAR fan and when they aren't at a rodeo they are watching it on television or listening to it on the radio. They like action and can afford the ticket price. The average age is 36-55 and they have an average income bracket of \$45,000 or more. It's a mixture of both men and women. The affordable ticket prices, free parking and family friendly entertainment brought out more than 35,000 visitors over the rodeo's four-day run in 2010. The rodeo arena grandstand and surrounding fan zone at the rodeo grounds holds a capacity crowd of 7,500 to 12,000 depending on the performance. Fans are predominately from the local area but a number of attendees will travel to the community for this event from throughout the Central Valley, California and the Western United States.

A fan considers the Clovis Rodeo an annual event on their calendar. The Clovis Rodeo fan recognizes rodeo's partners and tells us they will support those partners who support the rodeo. Despite the economy the Clovis Rodeo has grown their attendance in the past three years. The City of Clovis estimates the rodeo generates well in excess of \$7 million in economic impact for the local economy over just the four day run of the rodeo itself.

97th Annual Rodeo

The line-up for the 97th Clovis Rodeo will begin on Thursday, April 21 with the return of the PBR Bull Riding Challenger Tour and some of the rankest bulls and toughest up and coming cowboys in professional bull riding.

The Friday night rodeo action will be followed by a concert for rodeo fans in the arena. Two days of rodeo activities will continue through the weekend, along with the popular Clovis Rodeo parade on Saturday, April 23.

Ticket prices range from \$15.00 to \$25.00 and are made available to fans by visiting the ticket office, calling the ticket office at 559-299-5203 or going to www.clovisrodeo.com to make a purchase online. The rodeo grounds are located on Clovis Avenue between Bullard and Shaw in the heart of downtown Clovis. Parking at the rodeo grounds is free of charge.

Clovis Rodeo Association

The all-volunteer, non-profit Clovis Rodeo Association (CRA) has 700 members. Approximately \$125,000 in proceeds from the Clovis Rodeo and related events coordinated by CRA members benefit local charities annually, including 4-H, FFA, Clovis Schools, Clovis Police Activities League, California High School Rodeo Foundation, Make-A-Wish Foundation, Break the Barriers, Boy Scouts of America, Clovis Community Hospital and the Central California Blood Center.

Clovis Rodeo "Partner" Opportunities

Be a partner with the Clovis Rodeo as we celebrate
97 years of tradition with our loyal fans and the entire community.

Tom Stearns Pavilion

VIP at it's finest! Pavilion sponsors are treated to some of the best seats in the arena in a temperature-controlled pavilion at the west end. A three year VIP contract garners the partner 15 tickets for each performance; placement for a 3x5 flag featured in the parade and at special performances during the rodeo daily (flag is supplied by sponsor and must meet CRA specifications); 2x4 banner display on-grounds; full-page black and white ad in the rodeo program; one free parade entry; 15 post rodeo dinner invitations for Sunday nights after-party celebration; 5 preferred parking passes (daily); advertisement on the arena's electronic board; public address announcements; use of the rodeo trademark for one year and mentions at rodeo related events and in the association newsletter.

Investment: \$15,000 (\$5,000 per year for 3 years)

Champion Day Sponsor

Have your own day at the Clovis Rodeo! It's your day at the Clovis Rodeo and your package includes 8 tickets in the VIP Pavilion on your designated sponsor day; 16 Clovis Rodeo tickets on the days of your choice; placement for a 3x5 flag featured in the parade and at special performances during the rodeo (flag is supplied by sponsor must meet CRA specifications). Your sponsor name is also placed in the arena and referred to by the announcers throughout performances; 2x4 banner for display on-grounds; 8 post rodeo dinner invitations for Sunday night's after party celebration; 4 parking passes; advertisement on the arena's electronic board; full page black and white ad in the rodeo program; use of the rodeo trademark for one year and mentions at rodeo related events and in the association newsletter.

Annual Investment: \$7,500

Major Sponsor

Have Your Company's Name on a Chute Gate! Every time the chute gate opens the rodeo fans will be watching your sign as they anticipate the next bucking horse or bull into the arena. This package includes 16 reserved rodeo tickets; 4 parking passes; 8 rodeo programs; placement for a 3x5 flag featured in the rodeo parade (flag is supplied by sponsor that must meet CRA specifications); special flag presentation during rodeo performance; company name placed in the arena and referred to during each rodeo performance; 2x4 banner on display; arena electronic sign board advertising; ½-page black and white ad in the rodeo program; one free parade entry; and 4 post rodeo after party celebration invitations.

Annual Investment: \$3,000

Rodeo Event Sponsor

Be a Rodeo Event Sponsor! Watch your sponsorship flag circle the arena introducing the next event. This package includes 8 reserved rodeo tickets; 2 parking passes; 4 rodeo programs; placement for a 3x5 flag (supplied by sponsor that must meet CRA specifications) for performance presentation; 2x4 banner for display; ¼-page black and white ad in the rodeo program; one free parade entry; and 4 post rodeo after party celebration invitations.

Annual Investment: \$2,000

Special Events Sponsor

Celebrate our Western Heritage with the Clovis Rodeo at one of the many events held throughout April. Join the Clovis Rodeo in sponsoring one of the many community events held throughout the month leading up to the annual rodeo. Events include the Ranch Rodeo, Jackpot Team Roping, Gold Card Team Roping, Kowboy Kids Day, Blood Drive and Special Kid's Rodeo. This package includes 6 reserved rodeo tickets; 3 rodeo programs; 2 parking passes; 2x4 banner for on ground display; ¼-page black and white ad in the rodeo program; one free parade entry; and 4 post rodeo after party celebration invitations.

Annual Investment: \$1,500

Top of the Line Club

Have your Company's Name at the Top! With your two-year sponsorship agreement you will find yourself at the top of the line in the Clovis Rodeo arena. You'll be able to show off your business on a 3x6 sign in a prominently displayed location (flag is supplied by sponsor must meet CRA specifications). The package includes 4 reserved rodeo tickets; one "Top of the Line" polo shirt; ¼-page black and white ad in the rodeo program; one free parade entry; six post rodeo after party celebration tickets; 2 rodeo programs and 1 parking passes.

Annual Investment: \$1,000

Parade Division Sponsor

Lead the Parade! Have your company banner lead off a division of the Clovis Rodeo parade held prior to the Saturday performance. A 2x8 banner with your business name will lead the parade division and be mentioned no less than 6 times by each of the 12 announcers along the 2 mile parade route. A crowd of 25,000 (average) annually will hear your company's name 72 times! This package includes 4 reserved rodeo tickets; 2 rodeo programs; one parking pass; 3x8 banner for use in the parade; 2x4 banner for on ground display; and one free parade entry.

Annual Investment: \$1,000

Parade Awards Sponsor

Consider sponsoring the parade awards and the winner's plaque will have your company name engraved on it. A coveted trophy by local schools, businesses and charities it is sure to be prominently displayed. This sponsorship package also includes one free parade entry.

Annual Investment: \$400

Golf Cart Sponsor

The parade committee uses golf carts to travel the 2 mile parade route and your name can be prominently displayed on this cart as it moves through the crowd of 25,000 rodeo parade fans.

Annual Investment: \$650

Choose a Custom Sponsorship Package

Do you have an idea for a sponsorship you do not see listed? Please contact a Clovis Rodeo Sponsorship committee member to discuss your ideas or those special features you'd like to see included in your sponsorship package. We'll work with you to find something that meets your marketing needs. Giving your company and the Clovis Rodeo the best exposure. The sponsorship committee must approve custom sponsorship packages prior to the rodeo.

Conditions and Benefits

The Clovis Rodeo always likes to over deliver to their generous sponsors. Our rodeo partners are mentioned in a minimum of two of the many print ads published in the local newspaper advertising the rodeo. The rodeo announcers do a fine job of recognizing sponsors throughout the rodeo and during the parade. Partners are authorized to tastefully use the Clovis Rodeo trademark as part of the advertising during the year and recognition is also provided at rodeo related events and in the association newsletter.

TICKETS: Performance days and number of tickets are by request only and may be used for one performance or split over the three days of performances. **Sponsors must order tickets before April 1 to ensure seating in the sponsor area.**

FLAGS: 3x5 flag is furnished by sponsor. The flag will be carried in the Clovis Rodeo Parade through downtown Clovis. Event sponsor flags will also be showcased in the arena prior to the event being sponsored. Logos must be provided by sponsor no later than March 15, 2011.

BANNERS: A 2x4 banner is furnished by the sponsor. The banner will be on display during the Rodeo's various activities.

PROGRAM ADS: Ads for the Clovis Rodeo souvenir program are due by March 1. Ad size depends on level of sponsorship. Ads for the program are designed through the rodeo program publisher.

MEDIA ADS: Clovis Rodeo acknowledges all rodeo sponsors in special Clovis Rodeo media ads throughout Rodeo month.

ELECTRONIC ADS: Advertising on an electronic board in the arena during all performances. Sponsor must provide ad/logo on a disk no later than April 12, 2011.

PUBLIC ADDRESS: Public address recognition as a sponsor of the Clovis Rodeo during the Clovis Rodeo Parade and rodeo performances.

TRADEMARK: Sponsor entitled to use the Clovis Rodeo trademark/logo in the year 2011.

POST RODEO DINNER: Invitations to the post-Clovis Rodeo dinner held in the Rodeo Hall following Sunday's rodeo performance. Number of invitations depends on level of sponsorship.

PARKING PASSES: Preferred parking passes on day of attendance included in the ticket package. Number of passes depends on level of sponsorship.

RODEO PROGRAM: Clovis Rodeo Souvenir Program each day of Rodeo attendance. Number of programs and size of ad depends on level of sponsorship.

RODEO BANQUET: Sponsor recognition in the Clovis Rodeo Banquet Program.

RODEO NEWSLETTER:

Sponsor recognition in the Clovis Rodeo Association's newsletter.



Please note first right of refusal is always given to the previous year's sponsor. **Commitment for sponsorship must be confirmed by January 1, 2011.** Arrangements can be made for payments in increments of 50 percent in February, 25 percent in March and 25 percent by April 15. All sponsorship accounts must be paid in full by April 15, 2011.

To learn more about the Clovis Rodeo and how you can become a sponsor of one of the most popular events in our community please contact the sponsorship committee:

Susan Frantzich 559-269-1471

Vince Genco 559-269-1112

Bill Hedrick 559-291-7711



Clovis Rodeo Association

Post Office Box 445

Clovis, CA 93613

559-299-8838 office

559-299-5203 tickets only

PHOTOGRAPHY BY Dan Hubbell, Larry Smith,
Susan Frantzich, Theresa Sebasto and Alfreda Sebasto

503(c)4 non profit organization / Tax ID#941139185

Arena Electronic Board Advertising



Saturday Morning Clovis Rodeo Parade



Arena Signage Opportunities

