

SPONSORSHIP RESERVATIONS  
NOW BEING ACCEPTED  
FOR THE **100<sup>th</sup>**  
CELEBRATION  
APRIL 2014

# Clovis Rodeo SPONSORSHIP

PARTNER OPPORTUNITIES

Join us for the  
**100th Annual Rodeo**  
**APRIL 24-27, 2014**



**TOM STEARNS VIP PAVILION**



**PBR BULL RIDING**



**A COMMUNITY  
TRADITION**

**CLOVISRODEO.COM**  
**559.299.8838**

LOTS OF FANS



SPECIAL EVENT SPONSOR



3X6 BANNER TOP OF THE LINE



3X5 FLAG ARENA & PARADE PRESENTATIONS



THURSDAY & FRIDAY NIGHT CONCERTS



**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.**

**Join the Clovis Rodeo as a partner for the centennial celebration of an American Cowboy Tradition.**

### 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 which opens 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 Jackpot Team Roping, a Golf Tournament, Rodeo Queen Competition and the nation's largest one day Blood Drive.

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, not-for-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. 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 sports on television or listening on the radio. They like action, can afford the ticket price and support those who support their rodeo. The **average age of our fan is 36-55** with an **average income of \$45,000+**. It's a mixture of both men and women. The **affordable ticket prices**, free parking and family friendly entertainment **brought more than 40,000 visitors** through the rodeo's gates for its four-day run in 2012. The rodeo arena grandstand and surrounding fan zone holds a **capacity crowd of 7,500 to more than 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. Despite the economy the Clovis Rodeo has continued to grow their attendance and the City of Clovis estimates the **rodeo generates well in excess of \$7 million in economic impact** for the local and regional economy over just the four-day run of the rodeo itself.

### 100th Annual Rodeo

The line-up for the 100th Clovis Rodeo will begin on Thursday, April 24 with the return of the PBR Bull Riding Touring Pro-Division and some of the ranked bulls and toughest up-and-coming cowboys in professional bull riding followed by a rockin' good concert.

The Friday night rodeo action is also followed by a concert for rodeo fans in the arena. Two days of hoof-pounding rodeo action continue through the weekend, along with the popular Clovis Rodeo parade on Saturday, April 26.

Ticket prices range from \$20 to \$30 and are made available to fans by visiting the on-site ticket office, calling the ticket office at 559-299-5203 or going to [www.clovisrodeo.com](http://www.clovisrodeo.com) to make a purchase online. The rodeo grounds are located off of Clovis Avenue between Bullard and Shaw in the heart of downtown Clovis. Parking at the rodeo grounds is free of charge.

### 100 Years of Tradition – the way rodeo was, is and always will be

In 2014 those lucky partners will be able to share in celebrating an American Cowboy Tradition in Clovis. Options are now available for rodeo partners to secure their position as a Centennial Clovis Rodeo Sponsor. It began with a gala in September of 2013 continuing with a series of events and advertising opportunities for sponsors celebrating the rodeo's road to 100 years of American Cowboy Tradition. Priority for sponsorships, seating opportunities and participation at all events will be given to those Centennial Sponsors in 2014.

### Clovis Rodeo Association

The all-volunteer, not-for-profit Clovis Rodeo Association (CRA) has 800 members. **More than \$150,000 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, Marjorie E. Radin Breast Care Center at Clovis Community Medical Center, Central California Blood Center and Majoree Mason Center of Clovis



TAKE ADVANTAGE OF SAVING DISCOUNTS  
OFFERED WHEN MAKING A THREE YEAR  
SPONSORSHIP COMMITMENT  
THAT INCLUDES YOUR  
SEAT AT THE **100<sup>th</sup>**  
CELEBRATION  
APRIL 2014

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

	VIP In-door Seating Tickets	Arena Tickets	Sunday Post Rodeo Event Dinner Tickets	Parking Pass	3'x5' flag* presented at parade & special rodeo performance	2x4 banner* on grounds	2x8 chute gate signage	2x8 in arena signage	3x6 banner above arena	Electronic Scoreboard Advertisement Video*	Electronic Scoreboard Logo*	Arena Flag Presentation	Program Ad	Programs Provided	Parade Entry	Parade Route Announcements and complimentary parade entry	2x8 Parade Division Banner	Name on Parade Golf Cart [used by rodeo volunteers]	Rodeo Trademark Usage for One-year	Rodeo Association Event & Newsletter Mentions	3 Year Investment Commitment (paid in 3 year installments)	1 Year Investment
<b>Tom Stearns Pavilion</b>	4x 15		15	5	●	●	●		●	●	●	BW Full	16	●	●			●	●		\$5,000/yr	
<b>Champion Day</b>	1x 8	16	8	4	●	●	●		●	●	●	BW Full	16	●	●			●	●		\$8,000/yr	\$8,500
<b>Major Chute</b>		16	8	4	●	●	●			●	●	BW 1/2	8	●	●			●	●		\$3,300/yr	\$3,500
<b>Major Arena</b>		16	8	4	●	●	●			●	●	BW 1/2	8	●	●			●	●		\$3,300/yr	\$3,500
<b>Rodeo Event</b>		8	4	2	●	●				●	●	BW 1/4	4	●	●			●	●		\$2,500/yr	\$3,000
<b>Top of the Line</b>		4	2	1				●				BW 1/4	2	●	●			●	●			\$1,000
<b>Parade Division</b>		4	2	1									2	●	●	●		●				\$1,000
<b>Golf Cart</b>																		●	●			\$750
<b>Special Event</b>	<i>Add on a special event sponsorship and join us in celebrating a full month of Clovis' rodeo heritage at the Ranch Rodeo, Jackpot Team Roping, Gold Card Team Roping, Queen Competition and Special Kid's Rodeo.</i>																					

**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 the best in sponsorship benefits.

**Champion Day Sponsor: Have your own day at the Clovis Rodeo!** It's your day at the Clovis Rodeo and your package includes a number of advertising opportunities.

**Major Chute Sponsor: Have Your Company's Name on a Chute Gate!** Every time the chute gate opens the rodeo fans will see your name on the 2x8 chute gate sign and here the announcer draw the fan's attention towards the rodeo action in front of your company sign.

**Major Arena Sponsor: Have Your Company's Name on the Arena Wall!** Rodeo fans have the opportunity to see your name on an arena sign every time a bucking horse or bull enters the Clovis Rodeo arena.

**Rodeo Event Sponsor: Be a Rodeo Event Sponsor!** Watch your sponsorship flag circle the arena and hear the announcer mention your company's support when introducing the next event.

\* Item supplied by sponsor and must meet CRA specifications.

**Top of the Line Club: Have your Company's Name at the Top!** With your sponsorship agreement you will find yourself at the top of the line in the Clovis Rodeo arena with a prominently placed sign above the seats packed with cheering rodeo fans.

**Parade Division Sponsor: Lead the Parade!** A 2x8 banner with your business name will lead a parade division during the Saturday performance celebrating another rodeo family tradition.

**Parade Awards Sponsor:** Sponsor the parade awards and the winner's plaque will have your business name engraved on it.

**Golf Cart Sponsor:** The parade committee's golf carts travel the 2 mile parade route and your business name can be prominently displayed on this cart.

**Choose a Custom Sponsorship Package:** Do you have an idea for a sponsorship you do not see listed? Or would you like to make a commitment to sponsor the **Rodeo's 100th Celebration** in 2014? Contact a Clovis Rodeo Sponsorship committee member to discuss your ideas or those special features you'd like included in your sponsorship package. We'll work with you to find something that meets your marketing needs.

SATURDAY MORNING  
CLOVIS RODEO PARADE



ARENA ELECTRONIC  
SCOREBOARD ADVERTISING



MAJOR SPONSOR  
CHUTE BANNER



MAJOR ARENA  
SPONSOR BANNER



CONCERT STAGE



## Conditions and Benefits

The Clovis Rodeo always likes to over deliver to their generous sponsors. Our rodeo partners are mentioned at least once in the 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 their advertising during the year and recognition is also provided at rodeo related events and in the association newsletter throughout the year.

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

**FLAGS:** 3x5 flag is at sponsor's expense. Rodeo will provide directions for the making of all flags. Flags must be provided to Rodeo no later than March 15, 2014.

**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 rodeo sponsors in special Clovis Rodeo media ads at [clovisrodeo.com](http://clovisrodeo.com) with links to sponsor's website.

**ELECTRONIC ADS:** Advertising on an electronic board in the arena during all performances at appropriate sponsor level. Sponsor must provide high resolution ad/logo on a disk no later than April 12, 2014.

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

**TRADEMARK:** Sponsor entitled to tastefully use the Clovis Rodeo trademark/logo *without any distortion* as qualified under usage guidelines in the year 2014.

**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 and type of pass 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 QUEEN BANQUET:** Sponsor recognition in the Clovis Rodeo Queen Banquet program if sponsor qualifying.

**RODEO NEWSLETTER:** Sponsor recognition in the Clovis Rodeo Association's newsletter at least once in 2014.

Please note first right of refusal is always given to the previous year's sponsors. **Commitment for sponsorship must be confirmed by January 15, 2014.** Arrangements can be made for payments in increments of 50 percent by February 28 and 50 percent by March 31. All sponsorship accounts must be paid in full by March 31, 2014.

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

Any unauthorized attempt to use the "Clovis Rodeo" is a clear violation of the Association's servicemark. The Clovis Rodeo is the registered owner of "Clovis Rodeo." Any unauthorized attempt by a company to use the name "CLOVIS RODEO" would be considered a direct infringement upon the Association's trademark. The mark "CLOVIS RODEO" has been registered with the State of California since 1996 and has been in use since 1914.