

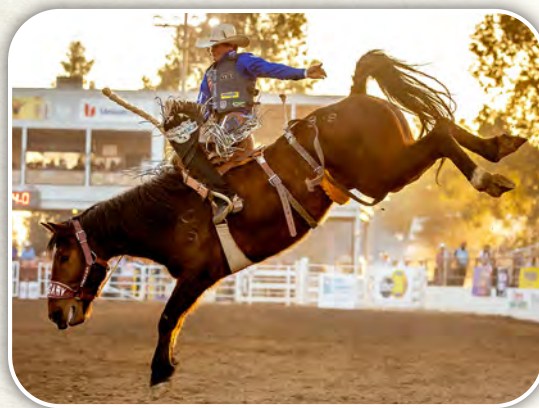


# 109TH CLOVIS RODEO

**APRIL 26 -30, 2023**  
**CLOVISRODEO.COM**

2x NFR Qualifier Lefty Holman (Visalia, CA)  
Photo by Stu Hagen Photography





# YOU'RE INVITED TO PARTNER UP WITH US FOR THE 109TH CLOVIS RODEO APRIL 26-30, 2023

The 5-day action packed event is always held the last (full) weekend of April. It is the culmination of activities throughout the year that focus on giving back more than \$350,000 to the community and celebrating the region's local ranching legacy. Events include the Kids, Cowboys and Clays Tournament, Fresno Fair Livestock Auction support, High School Rodeo Foundation, College Rodeo, Cowgirl Up luncheon, Ranch Rodeo, Jackpot Team Roping, Golf Tournament, Rodeo Queen Competition and Blood Drive(s).

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. Televised and live-streamed the rodeo reaches an audience throughout the world via its Pluto Ride Pass, Wrangler Network and Cowboy Channel (RFD-TV) presence. A fan database of more than 30,000 customers and using the most current digital marketing tools compliments the outstanding action, and gives the Clovis Rodeo the edge needed to have capacity crowds at all performances.

## THE CLOVIS RODEO FAN

The exceptional professional rodeo action combined with fan favorite events such as break-away roping, mutton busting and live concerts with some of the music industry's rising stars attracts fans from all ages. Over 43 percent of rodeo fans will visit the event more than once during its five-day run. The Rodeo fan is similar to the NASCAR fan in that when they aren't at a rodeo, they are watching it on television and/or live-stream or keeping up on the latest through their favorite radio show. They like action and can afford the ticket price. The average age of our fans is 36-55 and they have an income bracket of \$55,000 or more. The affordable ticket prices, free parking and family friendly entertainment brings out the fans. 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 a 75-mile radius, but a number of attendees will travel to the community for this event from throughout the Central Valley, California and the Western United States.

Fans consider the Clovis Rodeo an annual event on their calendar. They recognize the rodeo's partners and tell us they like to support our sponsors. The Clovis Rodeo has grown their attendance consecutively over the past decade. The City of Clovis estimates the rodeo generates well in excess of \$15 million in economic impact for the local economy during the official rodeo-week.

## 109TH CLOVIS RODEO

Fans have the opportunity now to purchase their rodeo tickets online, year-round. Ticket prices range from \$20.00 to \$35.00. There is no additional charge for concerts.

The PBR Bull Riding Touring-Pro Division will hit the dirt in Clovis to open the rodeo on Wednesday, April 26 followed by four days of full throttle Professional PRCA rodeo action. Concert acts include LOCASH, Nate Smith and Michael Ray.

The Clovis Rodeo Association begins its month-long celebration leading up to the 109th rodeo with their Jackpot Roping event on Saturday, April 1 followed by a Ranch Rodeo competition on Saturday, April 8. The annual Rodeo Queen competition will be held Saturday, April 22. The Clovis Rodeo Blood Drive is now a 2-day event and will take place Monday, April 24 and Tuesday, April 25.

# 50,000 FANS



# CLOVIS RODEO SPONSORSHIP OPPORTUNITIES

	VIP Pavilion Seating per Day	VIP Patio Access	Arena Tickets	Exclusive Sponsor Receptions	Parking Pass	3' x 5' Flag*	2' x 4' Banner* on Grounds	2' x 8' Chute* Gate Signage	2' x 8' Arena* Signage	3' x 6' Banner* Above Arena	Rodeo Entry Video Sign*	Electronic Scoreboard Video	Electronic Scoreboard Logo	Arena Flag Presentation	Soacial Media / EBlast	Digital Program Ad	Parade Entry	Parade Route Announcement	Rodeo Trademark Usage One Year	Three Year Commitment per Year (*5 Year)	One Year Commitment
<b>Centennial Suites</b>	5 x 20	Y		20	7	Y	Y		Y		Y	Y	Y	Y	Y	Full	Y	Y	Y	\$12,500*	N/A
<b>Tom Stearns Pavillion</b>	5 x 15	Y		15	5	Y	Y		Y		Y	Y	Y	Y	Y	Full	Y	Y	Y	\$7,500*	N/A
<b>Champion Day</b>	1 x 8	Y	16	8	4	Y	Y		Y		Y	Y	Y	Y	Y	Full	Y	Y	Y	\$10,000	\$11,000
<b>Major Chute</b>			16	8	4	Y	Y	Y			Y		Y	Y	Y	1/2	Y	Y	Y	\$4,700	\$5,000
<b>Major Arena</b>			16	8	4	Y	Y				Y		Y	Y	Y	1/2	Y	Y	Y	\$4,700	\$5,000
<b>Rodeo Event</b>			8	4	2	Y	Y				Y		Y	Y	Y	1/2	Y	Y	Y	\$3,800	\$4,300
<b>Top of the Line</b>			4	2	1					Y	Y		Y			1/4	Y	Y	Y	\$1,500	\$1,800

## CENTENNIAL SUITES:

Enjoy the sights and sounds of all five (5) performances of the Clovis Rodeo from your private suite directly over the bucking chutes while enjoying complimentary food and beverages. A 5-year commitment guarantees you 20 seats per day as close to the action as possible. The Centennial Suites includes instant replay monitors, VIP Patio access and all the perks of our premiere sponsorship.

## TOM STEARNS PAVILION:

VIP at its finest! Pavilion sponsors are treated to some of the best seats in the arena at the west end over the timed event action. A five-year VIP contract garners the partner the best in sponsorship benefits including complimentary food and beverages, replay monitors and VIP Patio access.

## CHAMPION DAY SPONSOR:

Have your own day at the Clovis Rodeo! It's your day and the package includes a number of advertising opportunities along with 8 VIP seats in the Stearns Pavilion with VIP Patio access on your day.

## MAJOR CHUTE SPONSOR:

Have your company's name on a Chute Gate! Every time the chute opens fans in the arena and watching the televised event from home will see your name on the 2'x8' chute sign while hearing the announcer mention it when they draw the fan's attention towards the rodeo action.

## MAJOR ARENA SPONSOR:

Have your company name on the arena wall! Rodeo fans at the event, at home watching on TV and via live stream will have the opportunity to see it on an arena sign every time a horse, bucking horse or bull enters the arena.

## RODEO EVENT SPONSOR:

Be a Rodeo Event Sponsor! Watch your sponsorship flag circle the arena and hear the announcer mention your company and acknowledge your support of this popular community event.

## TOP OF THE LINE CLUB:

Have your company name at the top! See your company sign the top of the line in the Clovis Rodeo arena; prominently placed signage above the seats packed with cheering rodeo fans. Always visible for fans from the grandstand!

## CUSTOM SPONSORSHIP PACKAGE:

Do you have an idea for a sponsorship you do not see listed? Would you like to make a commitment to sponsor the annual rodeo? Contact a Clovis Rodeo sponsorship committee member to discuss those special features you'd like included in your package. We'll work with you to find something that meets your marketing needs.

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



# \$350,000 IN DONATIONS BACK TO COMMUNITY

## CONDITIONS AND BENEFITS

The Clovis Rodeo always likes to over deliver to their generous sponsors. 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 five-day event. 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, 2023. Call Vince Genco to order.

**BANNERS:** A 2 x 4 banner is furnished by Clovis Rodeo. The banner will be on display in the Rodeo Hall during various activities throughout the year.

**PROGRAM ADS:** Ads for the Clovis Rodeo digital program are due by March 1. Ad size depends on level of sponsorship.

**MEDIA ADS:** Clovis Rodeo works hard to acknowledge rodeo sponsors on the website and whenever possible in advertising.

## ELECTRONIC

**ADS:** Advertising on the electronic sign at the entry to the rodeo grounds throughout the year, and on the electronic board in the arena for all performances at appropriate sponsor level. Sponsor must provide high resolution ad/logo no later than April 5, 2023.

**PUBLIC ADDRESS:** Public address recognition as a sponsor of the Clovis Rodeo during the Clovis Rodeo Parade and rodeo performances as appropriate for your sponsor level. Must be received by April 1, 2023.

**TRADEMARK:** Sponsor entitled to tastefully use the Clovis Rodeo trademark/logo without any distortion as qualified under usage guidelines in the year 2023.

**SPECIAL SPONSOR EVENTS:** Invitations to an exclusive sponsor reception and post-Clovis Rodeo dinner held in the Rodeo Hall following the Sunday rodeo performance.

**PARKING PASSES:** Preferred parking passes on day of attendance included in your ticket package. Number of passes and type of pass depends on level of sponsorship.

Please note first right of refusal is given to the previous year's sponsors. Commitment for sponsorship must be confirmed by January 31, 2023. 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, 2023.

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 **Vince Genco 559-269-1112 / [vgenco@pacificairlift.com](mailto:vgenco@pacificairlift.com)**.



**Clovis Rodeo Association**  
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501(c)4 non profit organization /Tax ID #941139185  
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