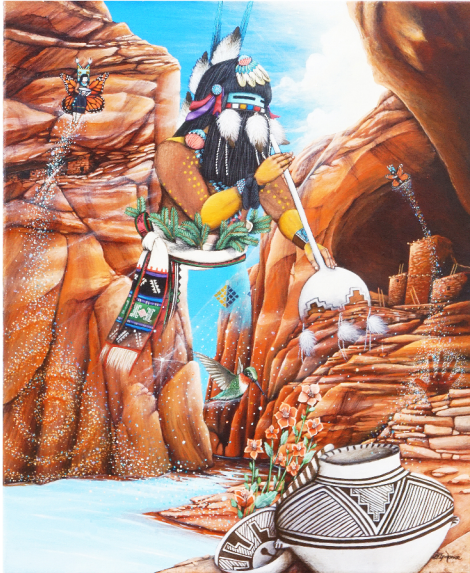


# GALLUP INTER-TRIBAL INDIAN CEREMONIAL

Sponsorship Levels & Benefits



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**102<sup>ND</sup> ANNUAL**  
**GALLUP INTER-TRIBAL INDIAN CEREMONIAL**  
**August 2 - 11, 2024**  
**Red Rock Park | Gallup, New Mexico**

# GALLUP INTER-TRIBAL INDIAN CEREMONIAL

## Sponsorship Levels & Benefits

Hello,

On behalf of the The Gallup Inter-Tribal Indian Ceremonial Association, we are excited to announce our planning for the 102nd annual event is in full swing. Over the past century, the Ceremonial has been a must-see event for visitors from around the World. But at its core, Ceremonial is an homage to our local community. This really is a beloved family tradition and has been for generations.

With attractions like our renowned art show, opening night wine gala, traditional dance performances, night and morning parades, queen pageant, Navajo song & dance, contest pow-wow, junior rodeo, open rodeo & old school days rodeo, there is certainly something for everyone. Over the past couple of years we have seen new records in our attendance, rodeo entries & payout, art show entries & payout, and number of dancers & performers. The resurgence of this illustrious event has been nothing short of amazing.

Every year we hope to add a couple new events, this year is no different. One thing we are committed to this year is to refine our event enjoyment for the participants, sponsors, and spectators. Our yearly growth is sometimes challenging but thanks to dedicated community supporters, we are able to keep up to make Ceremonial the best that it can be.

Please take a look at our sponsorship opportunities and benefits. Should you not see anything to your liking, we would love to work with you to custom build a package to fill your advertising needs. In return for your generous contribution, the Sponsor wristbands will get admission onto the grounds at Red Rock Park. The VIP badges will get all-access admission to all of our events. The Gallup Inter-Tribal Indian Ceremonial Association, inc. is a 501(c)3. Our entire team of board members and event coordinators is composed of local community volunteers. We only want the best for this event, for our community, and our culture.

Thank you for your time, consideration, and support. We look forward to working with you.

Thank you,



Kyle Tom  
President

gallupceremonialnm@gmail.com | (505) 862-1514

Rita Silago

Office Manager

gallupceremonialoffice@gmail.com | (505) 863-3896

# GALLUP INTER-TRIBAL INDIAN CEREMONIAL

## 2023 Event Highlights

### ATTRACTIONS (EVENTS)

As stated, we host a variety of events over our 10-day span. With a few exceptions, all events are included in the \$10 Park admission for adults and are free for kids under 12. We take pride in being one of the area's few events that are wallet-friendly for the entire family.

#### Gallup Inter-Tribal Indian Ceremonial Events

- Art Exhibit Hall
- Pow Wow
- Opening Night Wine Gala
- Miss Inter-Tribal Indian Ceremonial
- Traditional Night Performances
- Little Miss Ceremonial Pageant
- Amphitheater Performances
- Open Rodeo & Old School Days
- Souvenir Booths
- Night Parade
- Open Junior Rodeo
- Saturday Morning Parade
- Iron Cowgirl Challenge
- Navajo Song & Dance
- 5k Fun Walk and Fun Run
- Gourd Dance
- Inter-Tribal Skate Jam
- Vendor Marketplace

### ATTENDANCE

Ceremonial has enjoyed an attendance base primarily composed of locals within 100 miles. In the past few years we welcomed an increase of guests from across New Mexico, and the United States. We have noticed a rise in our International visitors from countries like France, Germany, Italy, and Great Britain.

Seven of our ten days saw events with charged admission either to Red Rock Park, the Queen's Luncheon at Fire Rock Casino, or the Little Miss & Miss Ceremonial Pageants at the El Morro Theater.

- Kick-off rodeo: \$20 per vehicle
- Miss Ceremonial Queen Luncheon: \$20 per person
- Opening Night Wine Gala: \$25 advanced, \$30 at the door
- Little Miss Ceremonial: \$5 per person
- Miss Inter-Tribal Indian Ceremonial Queen Pageant: \$10 per person
- All events at Red Rock Park (8/5, 8/9 - 8/13): \$10 Adults (kids under 12 free), \$5 parking

**Total park attendance: 34,120**

### METRICS

Our 2023 advertising campaign saw a mix of paid promotion on Gallup-area radio (KGAK, Millennium Media), and print media (Gallup Sun, Gallup Journey, Gallup Independent, Navajo Times). We also posted event schedule prints at local businesses, as well as distributed free copies of the Ceremonial Magazine around the community and at our event.

Our social media reach was all done organically in the form of event flyers, teaser posts, sponsor highlights, and live event postings.

**From January 1, 2023 to December 31, 2023 we saw a reach of:**

- 296,551 on our main Facebook account - 16.9K followers
- 158,618 on our Ceremonial Rodeo Facebook account - 6.3k followers
- 10,843 on our Ceremonial Instagram - 1.7k followers

**From January 1, 2023 to December 31, 2023 our website ([gallupceremonial.com](http://gallupceremonial.com)) saw:**  
78,109 visitors - 63,798 visits took place from June 1, 2023 - August 31, 2023

## **SQUASH BLOSSOM \$20,000**

- (10) 3' x 6' Banners around Red Rock Park
- (1) 4' x 8' Banner along entry way to Red Rock Park
- Night Performance and Rodeo highlight promo
- (2) Full page ads in Ceremonial Magazine
- (1) Rodeo grand entry flag
- Logo on event flyers
- MC announcements at all venues in Red Rock Park
- Post on Ceremonial social media
- Weblink from Ceremonial website
- Entry to both parades (must be in traditional attire)



**25 VIP badges with access to hospitality room and refreshments**

**Assortment of pins, posters, magazines, and t-shirts**

**Reserved table at opening night gala**

**10' x 10' Promotional booth at Red Rock Park**

## **CONCHO BELT \$15,000**

- (8) 3'x6' Banners around Red Rock Park
- (1) 4' x 8' Banner along entry way to Red Rock Park
- (1) Full page ad in Ceremonial Magazine
- Logo on event flyers
- MC announcements at all venues in Red Rock Park
- Post on Ceremonial social media
- Weblink from Ceremonial website
- Entry to both parades (must be in traditional attire)



**20 VIP badges with access to hospitality room and refreshments**

**10' x 10' promotional booth at Red Rock Park**

## **RUG \$10,000**

- (6) 3'x6' Banners around Red Rock Park
- (1) 4' x 8' Banner along entry way to Red Rock Park
- (1) Full page ad in Ceremonial Magazine
- Logo on event flyers
- MC announcements at all venues in Red Rock Park
- Post on Ceremonial social media
- Weblink from Ceremonial website



**15 VIP badges with access to hospitality room and refreshments**

**10' x 10' Promotional booth at Red Rock Park**

## **KACHINA \$5,000**

- (4) 3'x6' Banners around Red Rock Park
- (1) 4' x 8' Banner along entry way to Red Rock Park
- (1) Full page ad in Ceremonial Magazine
- Logo on event flyers
- MC announcements at all venues in Red Rock Park
- Post on Ceremonial social media
- Weblink from Ceremonial website



**10 VIP badges with access to hospitality room and refreshments**

**10' x 10' Promotional booth at Red Rock Park**

## ATTRACTION SPONSORSHIP \$5,000

-Select Attraction Below-

[Junior Rodeo | Opening Night Wine Gala | Pow Wow | Queen's Luncheon | Song & Dance]

- Title sponsorship of selected attraction
- (4) 3' x 6' Banners around Red Rock Park
- (1) 4' x 8' Banner along entry way to Red Rock Park
- (1) Full page ad in Ceremonial Magazine
- (1) Rodeo grand entry flag
- Logo on attraction flyers
- Logo on back number
- MC announcements at all venues in Red Rock Park
- Post on Ceremonial social media
- Weblink from Ceremonial website



10 VIP badges with access to hospitality room and refreshments

10' x 10' Promotional booth at Red Rock Park

## HOSPITALITY \$2,000

- Title sponsorship of selected attraction
- (1) 3' x 6' Banner in main arena
- (1) 3' x 6' Banner in venue of choosing
- (1) Half page ad in Ceremonial Magazine
- MC announcements at all venues in Red Rock Park
- Post on Ceremonial social media



5 VIP badges with access to hospitality room and refreshments

## CEREMONIAL SOUVENIR MAGAZINE

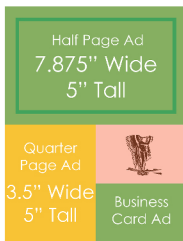
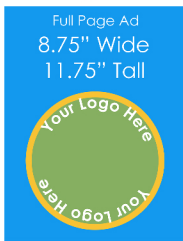
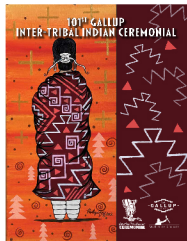
Our annual souvenir magazine has been a cherished collectors item for decades. The magazine features insightful articles covering local attractions and event history. The magazine also goes in-depth with features on our living treasure, poster artist, and much much more. Distributed within the Gallup area, as well as at the event, the magazine's estimated reach will place your content directly in the hands of an estimated 15,000 people from near and far.

**Business Card**  
**\$300**

**Quarter Page**  
**\$600**

**Half Page**  
**\$1,000**

**Full Page**  
**\$1,500**



## EXHIBIT HALL

The renowned Ceremonial Exhibit Hall is the very backbone of our event as it dates back to the founding of Ceremonial back in 1921. The Exhibit Hall is the home of our juried art show, where artists enter one of a kind pieces for prize money and the highly coveted Ceremonial trophy ribbons in a variety of classes and categories. After 101 years, the Ceremonial Exhibit Hall continues to showcase fine Native American jewelry, paintings, rugs, baskets, and more from well-known artists, and youth artists alike. Since 2014 the amount of exhibitors, buyers, and total number of pieces entered continues to grow.

### **BEST OF SHOW \$2,500 (1 AVAILABLE)**

- Title sponsor of Best of Show award
- Logo acknowledgement in display with winning piece
- Sponsor listing in Exhibit Hall
- MC mentions periodically in Exhibit Hall
- Award presentation photo opportunity (in main arena)

### **4 VIP badges with access to hospitality room and refreshments**

### **BEST IN CLASS \$500 (10 AVAILABLE)**

- Title sponsor of Best in Class award
- Logo acknowledgement in display by winning piece
- Sponsor listing in Exhibit Hall
- MC mentions periodically in Exhibit Hall
- Award presentation photo opportunity (in main arena)

### **2 Sponsor wristbands**

### **BEST IN CATEGORY \$250 (50 AVAILABLE)**

- Name acknowledgement in display by winning piece
- Sponsor listing in Exhibit Hall
- MC mentions periodically in Exhibit Hall

### **1 Sponsor wristband**



## RODEO

The rodeo dates back to the early days of Ceremonial. This fan-favorite attraction has grown to the biggest open rodeo in the Southwest. In 2023 we had nearly 900 entries over a four-day span and payed out over \$116,000. Attendance for the open rodeo alone draws 25,000 spectators of all ages. Rodeo finale and Old School Days Rodeo annually sees near capacity attendance. Additionally, we host Iron Cowgirl Challenge, Open Junior Rodeo, and jackpot ropings.

### **RODEO EVENT \$2,500 (9 AVAILABLE)**

- (1) 3' x 6' Banner in main arena
- (1) Rodeo flag for grand entry, before chosen event & victory lap for champion
- Title sponsor of chosen rodeo event
- Announcer mentions during performance
- Award presentation photo opportunity
- Post on rodeo facebook page
- Logo on rodeo poster

### **5 VIP badges with access to hospitality room and refreshments**

### **ANNOUNCER STAND \$2,000 (2 AVAIL.)**

- (1) 4x8' banner in front of announcer stand
- Premier placement above arena action
- Announcer mentions during performance
- Award presentation photo opportunity
- Post on rodeo facebook page
- Logo on rodeo poster

### **4 VIP badges with access to hospitality room and refreshments**

### **MAIN OUT GATE \$1,500**

- (1) 4x8' banner on gate below main stand
- Announcer mentions during performance
- Award presentation photo opportunity
- Post on rodeo facebook page
- Logo on rodeo poster

### **6 Sponsor wristbands**



### **ROPING BOX \$1,000 (2 AVAILABLE)**

- (1) 4 x 4' banner above roping box
- Prime view in rodeo and night performances
- Mentions when boxes are utilized
- Post on rodeo facebook page
- Logo on rodeo poster

### **4 Sponsor wristbands**

### **CLOWN BARREL \$1,000**

- (2) 18" x 24" Decals placed on clown's barrel used during bull riding
- Center arena placement when used
- Announcer mentions during performance
- Post on rodeo facebook page
- Logo on rodeo poster

### **4 Sponsor wristbands**

### **BUCKING CHUTE \$1,000 (16 AVAILABLE)**

- (1) 2.5' x 7' banner on bucking chute
- Prime view in rodeo and night performances
- Mentions each time chute is utilized.
- Post on rodeo facebook page
- Logo on rodeo poster

### **4 Sponsor wristbands**

### **ARENA BANNER \$600**

- (1) 3x6' Banner in main arena
- Views in rodeo & night performances
- Announcer mentions during rodeo

### **2 Sponsor wristbands**





Gallup Inter-Tribal Indian Ceremonial Association, Inc.  
August 2 - 11, 2024 | Gallup, New Mexico

## **102<sup>ND</sup> EVENT ADVERTISING CONTRACT**

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address : \_\_\_\_\_

\_\_\_\_\_

Sponsorship Level Name: \_\_\_\_\_

Magazine Ad: Full \_\_\_\_ Half \_\_\_\_ Quarter \_\_\_\_ Business Card \_\_\_\_

Amount: \_\_\_\_\_ Check: \_\_\_\_\_ Card: \_\_\_\_\_

**\*\*\*PLEASE SEND MAGAZINE AD ARTWORK DIRECTLY TO THE GALLUP JOURNEY\*\*\*  
DAISY@GALLUPJOURNEY.COM | (505) 722-3399  
MAGAZINE PRINT DEADLINE IS JUNE 30, 2024**

**LOGOS FOR WEB, SOCIAL, BANNERS, FLYERS, ETC... MAY BE SENT TO:  
GALLUPCEREMONIALNM@GMAIL.COM**

Customer Signature: \_\_\_\_\_

Seller Initials: \_\_\_\_\_ Date: \_\_\_\_\_

Gallup Inter-Tribal Indian Ceremonial Association  
206 W. Coal Ave.  
Gallup, New Mexico 87301  
**gallupceremonialoffice@gmail.com | (505) 863-3896**