



SPONSORSHIP MATRIX

CFRC - The Community Foundation of Rutherford County

2nd Annual CFRC Rodeo

March 1 & 2, 2024



	Sponsorship Type:	Value:	Sponsor Logo Once Sold:	*Arena Banner(s):	Live Event Mentions:	Promo Tickets:	VIP Parking Passes (Paved Area):	Display Booth/Give Aways:	Program Ad:	Marketing & Media Presence:	Tickets to: Cuisine & Corks
\$15,000	Presenting Sponsor	\$15,000		4	✓	40 Gen. Adm. + 14 VIP	7	✓	Full Page	✓	8
	Event Host Sponsor	\$10,000		2	✓	30 Gen. Adm. + 10 VIP	5	✓	Full Page	✓	6
\$10,000	Venue Host Sponsor	\$10,000		2	✓	30 Gen. Adm. + 10 VIP	5	✓	Full Page	✓	6
	Gold Buckle Sponsor	\$10,000		2	✓	30 Gen. Adm. + 10 VIP	5	✓	Full Page	✓	6
	Jumbotron Sponsor	\$10,000		2	✓	30 Gen. Adm. + 10 VIP	5	✓	Full Page	✓	6
\$5,000	Bull Riding Sponsor	\$5,000		2	✓	20 Gen. Adm. + 8 VIP	3	✓	3/4 Page	✓	2
	VIP Room Sponsor	\$5,000		2	✓	20 Gen. Adm. + 8 VIP	3	✓	3/4 Page	✓	2
\$3,000	Chute Gate Sponsor 1 (6 Total Available)	\$3,000		2	✓	15 Gen. Adm. + 6 VIP	2		1/2 Page		2
	Chute Gate Sponsor 2	\$3,000		2	✓	15 Gen. Adm. + 8 VIP Sat.	2		1/2 Page		2
	Chute Gate Sponsor 3	\$3,000		2	✓	15 Gen. Adm. + 4 VIP Friday	2		1/2 Page		2
	Chute Gate Sponsor 4	\$3,000		2	✓	15 Gen. Adm. + 6 VIP	2		1/2 Page		2
	Chute Gate Sponsor 5	\$3,000		2	✓	15 Gen. Adm. + 6 VIP	2		1/2 Page		2
	Chute Gate Sponsor 6	\$3,000		2	✓	15 Gen. Adm. + 6 VIP	2		1/2 Page		2
\$2,750	Return Gate Sponsor	\$2,750		2	✓	12 Gen. Adm. + 4 VIP	1		1/2 Page		2
\$2,500	VIP Parking Sponsor (Paved Area)	\$2,500		2	✓	12 Gen. Adm. + 4 VIP	1		1/4 Page		2
	Chuckwagon Race Sponsor	\$2,500		2	✓	12 Gen. Adm. + 4 VIP	1		1/4 Page		2

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\$2,000	Chuckwagon Sponsor 1 (6 Total Available)	\$2,000		1 *On Sponsored Chuckwagon	✓	10 Gen. Adm. + 4 VIP	1		1/4 Page		2
	Chuckwagon Sponsor 2	\$2,000		1 *On Sponsored Chuckwagon	✓	10 Gen. Adm. + 4 VIP	1		1/4 Page		2
	Chuckwagon Sponsor 3	\$2,000		1 *On Sponsored Chuckwagon	✓	10 Gen. Adm. + 4 VIP	1		1/4 Page		2
	Chuckwagon Sponsor 4	\$2,000		1 *On Sponsored Chuckwagon	✓	10 Gen. Adm. + 4 VIP	1		1/4 Page		2
	Chuckwagon Sponsor 5	\$2,000 \$3,000		1 *On Sponsored Chuckwagon	✓	10 Gen. Adm. + 4 VIP	1		1/4 Page		2
	Chuckwagon Sponsor 6	\$2,000		1 *On Sponsored Chuckwagon	✓	10 Gen. Adm. + 4 VIP	1		1/4 Page		2
\$1,750	Rodeo Clown Sponsor 1	\$1,750		2	✓	8 Gen. Adm. + 3 VIP	1		1/4 Page		2
	Rodeo Clown Sponsor 2	\$1,750		2	✓	8 Gen. Adm. + 3 VIP	1		1/4 Page		2
	Rodeo Event Sponsor	\$1,750		2	✓	8 Gen. Adm. + 3 VIP	1		1/4 Page		2
	Steer Wrestling Sponsor	\$1,750		2	✓	8 Gen. Adm. + 3 VIP	1		1/4 Page		2
\$1,500	Bronze Star Sponsor	\$1,500		2		6 Gen. Adm. + 2 VIP	1		1/4 Page		2
	Barrel Racing Sponsor	\$1,500		2		6 Gen. Adm. + 2 VIP	1		1/4 Page		2
	Parking Sponsor (General Parking)	\$1,500		2		6 Gen. Adm. + 2 VIP	1		1/4 Page		2
	Parking Lot Lighting Sponsor (General Parking)	\$1,500		2		6 Gen. Adm. + 2 VIP	1		1/4 Page		2
	VIP Room Bourbon Sponsor	\$1,500		2		6 Gen. Adm. + 2 VIP	1		1/4 Page		2
\$750	Banner(s) 4' x 6' (Multiple Available)	\$750		1		4 Gen. Adm.					2
	Banner(s) 4' x 6' (Multiple Available)	\$750		1		4 Gen. Adm.					2
\$500	Banner(s) 2' x 6' (Multiple Available)	\$500		1		2 Gen. Adm.					2
	Banner(s) 2' x 6' (Multiple Available)	\$500		1		2 Gen. Adm.					2