**2025 Hugo Rodeo Committee Sponsorship Packet**

PRCA Event Location: *Todd Whatley/Lige Hammock Covered Arena;* Hugo, Ok

Event Date: May 29- 31, 2025

**Title/Gold Sponsors: $5,000+**

* Naming rights to event (i.e. Jay Hodge Dodge Hugo PRCA Rodeo)
* Pre-Show Business Flag run
* Full Screen scoreboard ad flashes
* 60 sec Pre-Event commercial; provided by sponsor at least 15 days prior to rodeo
* Name recognition within HRA Marketing: Social Media, Website, Radio, Logo on Printed media
* Announcer recognition during the 2 hour performance
* Other promotional marketing at sponsor’s business location prior to event- *a variety of options available but must be requested by sponsor at least 60 days prior to event so arrangements can be made*
* 8 people each night admission for Premium Seating above the bucking chutes
* 25 Advance Admission Tickets
* Membership Card for 6 people each night (12 people total) to the VIP/hospitality area
* Vendor Space Wednesday-Saturday- *must request at least 60 days prior to rodeo to allow for spacing*
* Five (5) Banner placing inside arena- *committee provided*; allowance of four (4) banners outside arena- *business provided*
* 1st Right of Refusal to obtain partnerships

**Custom Sponsor Package**- **Contractual** **Production (Stock, Entertainment, Sound, Announcer, Photography): $1,500- $4,500** The following items will vary depending on budget. Your HRA rep will work with you to design your custom package:

* Business Flag Run- *$3,000 and up*
* Scoreboard Ad Flash- *¼ page $1,500-$2000, ½ page $2,500- $3,500, full page $4,000+*
* HRA Marketing: Social Media, Website, Logo placement
* Announcer recognition during performance
* Advanced Tickets- *5-20 depending on budget*
* VIP/hospitality admission- *2 people each night $1,500-$3,000, 4 people each night $3,500+*
* Banner and banner placement *(inside arena banner $3,000+, outside arena open to all budgets)*

**Custom Sponsor Package- Noncontractual Production (Royalty/Pivot Team/Timers/Committee/Hospitality) $250-$1,000**

The following items will vary depending on budget:

* HRA Marketing: Website
* Announcer recognition during 2 hour performance
* Advanced tickets
* Banner and banner placement *(no inside arena banners in this price point)*

**First Right of Refusal Sponsors:** Packages listed below are sponsors from previous year that have 1st right to keep same sponsorship for this year. If a sponsor refuses, only then would it be available to a new sponsor. If you/business is interested in any of the following for the future let your HRA sponsorship rep know.

**SOLD OUT: Event Sponsor: $3,000+ (Only 10 Event sponsors available)**

*Bareback, Steer Wrestling, Saddle Bronc, Team Roping- Header and Heeler, Tie-down Roping, Bull Riding- 2 sections , Barrel Racing, Breakaway Roping*

* Business Flag run before sponsored event
* Full Screen scoreboard ad flashes
* 30 sec Pre-Event commercial; *provided by sponsor at least 15 days prior to rodeo*
* Name recognition within HRA Marketing: Social Media, Website, Radio-if time allows
* Announcer recognition during the 2 hour performance
* Other promotional marketing at sponsor’s business location prior to event- *a variety of options available but must be requested by sponsor at least 60 days prior to event so arrangements can be made*
* 15 Advance Admission Tickets
* Membership Card for 2 people each night (4 people total) to the VIP/hospitality area
* Two (2) Banner placing inside arena- *committee provided*; allowance of four (4) banners outside arena- *business provided*
* 1st Right of Refusal to obtain partnerships

**SOLD OUT: Center Alley Gate: $2,500 (Only 1 available)**

* Sign on alley gate
* ½ page Scoreboard ad flashes
* Announcer recognition during 2 hour performance
* Logo placement on HRA Website and Social Media
* 10 Advanced Admission tickets
* Membership Card for 2 people each night (4 people total) to the VIP/hospitality area

**SOLD OUT: Chute Gate: $1,500 (Only 6 available)**

* Signage on chute gate
* ¼ Scoreboard ad flashes
* Announcer recognition during 2 hour performance
* Logo placement on HRA Website and Social Media
* 5 Advanced Admission Tickets
* Membership Card for 2 people each night (4 people total) to the VIP/hospitality area

**SOLD OUT: Barrel Man: $1,000 (Only 1 available)**

* Meet and greet with barrel man at your place of business; *must request 30 days prior to rodeo*
* Signage at event- outside arena (sponsor provided)
* ¼ page Scoreboard ad flashes
* Announcer recognition during 2 hour performance
* 10 Advanced Admission Tickets
* Membership Card for 2 people each night (4 people total) to the VIP/hospitality area featuring food, drinks and live video feed of performance

**SOLD OUT: Bullfighter’s: $500 (Only 2 available)**

* Signage at event-outside arena (provided by sponsor)
* Announcer recognition during 2 hour performance
* Scoreboard ad flashes
* 6 Advanced Admission Tickets
* Membership Card for 2 people each night (4 people total) to the VIP/hospitality area featuring food, drinks and live video feed of performance

**SOLD OUT: Pick-up Men: $500 (Only 2 available)**

* Signage at event (provided by sponsor)
* Announcer recognition during 2 hour performance
* Scoreboard ad flashes
* 6 Advanced Admission Tickets
* Membership Card for 2 people each night (4 people total) to the VIP/hospitality area featuring food, drinks and live video feed of performance

**Payment Plans can be arranged for sponsors $1,000 and up.**