Sponsorship Packet

2027

The Russian River Rodeo Association is proud of our western heritage and our history of producing rodeos for the past 59 years! We have a dedicated group of volunteers that work hard to preserve our rodeo and small town way of life. For the past six years, our rodeo has been presented to a sold-out crowd of over 2500 spectators each day. The 60th Annual Russian River Rodeo will be held on June 26 & 27th, 2027 and we invite you to attend !

As a non-profit 501-C4, Russian River Rodeo counts on our local sponsors, friends and family to help us produce this fun, family-oriented weekend event. We offer sponsorship opportunities for all levels, from corporate sponsors, individual sponsors or private donations.

Please consider becoming a sponsor today!

2027 Russian River Rodeo Sponsorship Opportunities

TITLE SPONSOR (1) $5,000.00

The **OFFICIAL** Sponsor of the 60th Annual Russian River Rodeo!

An EXCLUSIVE Package to get you and your family in front of the action ALL weekend long! Bring your RV, and park right next to the arena, and become part of the rodeo crew! This package includes meals and beverages for four(4) adults and two(2) children. This also includes some of our exclusive 2027 rodeo merchandise for you to wear all weekend long! We will provide you with your own viewing area, this also includes FULL access to BOTH VIP viewing areas, a Booth at our Vendor area to promote to business, your flag flying in the arena after EACH event, as well as a banner hung up for thousands of spectators to view each day! Your business name on the side of our contestant hats we give out! This package also includes social media advertising, as well as YOUR logo on our website, your logo on our flyer, as well as announced on our ad for the radio for example- "The Russian River Rodeo is presented in part by *Your Business Name*! If you have any promotional material you would like us to hand out to contestants or throw into the crowd during the tractor drag, please let us know! This exclusive package is limited to ONE(1) Sponsor only. So book early before its too late! Please contact Madera for more information.

Friend of Rodeo Sponsor (2) $3,000.00

Come spend the weekend with us, and bring your RV ALL weekend long! This package includes all access to BOTH VIP viewing areas(balcony & lounge), flag in the arena, banner in the arena for thousands of Spectators to view all weekend long! This limited package also includes four(4) adult and two(2) children meal and beverage tickets, as well a vendor booth space available to promote your business even more! This also includes social media advertising as well as your logo on our website, and rodeo flyer! If you have any promotional materials you would like us to hand out to contestants or throw into the crowd during the tractor drags, please let us know! Includes some of our exclusive 2027 rodeo merchandise for you to wear all weekend long! This is limited to TWO (2) sponsors, so book early! Please contact Madera for more information.

Corporate Sponsor (12) $2,000.00

This package includes 4 VIP tickets, access to BOTH of our VIP viewing areas(balcony & lounge), meal tickets, flag flying in arena on horseback, announcements during the rodeo, banner in arena, Social media advertising, as well as your name/company logo on our website! If you have any promotional T-shirts that our sweethearts and Queen can "toss" during our tractor drags during the performances. This package also includes a vendor booth space to promote your business even MORE! This includes some of our exclusive 2026 Merchandise for you to wear! And VIP parking on Grounds!

Bucking Chute Sponsor (8) $1,500.00 – **SOLD OUT**

This package includes Two (2) VIP tickets to the balcony VIP viewing area, and Two (2) tickets to our lower lounge VIP area, meal tickets, banner on the chute gate, Social media advertising, as well as your name on our website! Parking Pass on grounds! Your Banner will hang up ALL summer long for all of our events, including our largest contestant based barrel racing event Racing 4 Rhonda! Past sponsors have priority and there is a waitlist.

Rodeo Event Sponsor (12) $1,000

This package includes TWO (2) VIP tickets to our Lower Lounge VIP viewing area next to our Bucking chutes for either Saturday Performance **or** Sunday Performance, for an up close view to the rodeo action! Drinks and appetizers will be provided in VIP area, and a parking pass! A banner in arena for thousands of spectators to view each day! Social Media advertising, as well as your business name on our website!

Rodeo Queen Sponsor (2) $1,000

This sponsorship opportunity directly funds the 2027 Russian River Rodeo Queen to support her in representing us at other rodeo events throughout California. This will include TWO (2) tickets to our Lower Lounge VIP area, as well as Name on the Queen Jacket, banner in the arena, and announced during the performances, and social media.

Billboard Banner Sponsor (12) $500.00

This Package includes Two (2) Rodeo General Admission tickets, a banner in the arena for thousands of Spectators to view each day, as well as Social media advertising!

Buckle Sponsor (13) $250.00 –

This Package includes Two (2) General admission rodeo tickets, a banner in the VENDOR AREA for thousands of spectators to view each day! We will also announce your name as the buckle sponsor during the rodeo performance.

Rodeo Event and Buckle Sponsors may designate an event to sponsor

Bareback Bronc Riding	Saddle Bronc Riding
Ranch Bronc Riding	Steer Wrestling
Tie-Down Roping	Team Roping
Barrel Racing	Local Barrel Racing (2)
Breakaway Roping	Bull Riding
Rodeo Sweetheart	Russian River Rodeo Queen

Sponsorship commitments will be taken on a first-come-first-serve basis, so please send in the attached form as soon as possible.

We hope you consider Sponsoring this great event, and becoming part of our team! We take great pride in this fundraiser to help give back all year to our community, youth organizations and so much more! Russian River Rodeo Association is a non-profit 501(C) and your donation is tax-deductible (Tax ID 68-0486875) We also invite ALL our sponsors to our appreciation dinner held in September, a dinner hosted by the Russian River Rodeo Association to say “Thank You!”

All Sponsorship Money must be RECEIVED BY MAY 1ST to ensure your sponsorship in 2027!

Sponsorship Committee Chairpersons

Madera Gentry- (707)889-7345 ***maderajmiles@gmail.com***

Barb Walker- (707)321-2102 ***walkerapples@gmail.com***

2027 RUSSIAN RIVER RODEO

SPONSORSHIP OPPORTUNITIES

Please complete this form submit with your check

☐	**TITLE SPONSOR (1)** **"ALL ACCESS" SPONSOR**	**$5,000.00**
☐	**FRIEND OF THE RODEO PASS** **"ALL ACCESS" SPONSOR**	**$3,000.00**
☐	**CORPORATE SPONSOR**	**$2,000.00**
☐	**BUCKING CHUTE SPONSOR**	**$1,500.00 SOLD OUT!**
☐	**RODEO EVENT SPONSOR** **Event: _____***	**$1,000.00**
☐	**BILLBOARD BANNER SPONSOR**	**$500.00**
☐	**BUCKLE SPONSOR** **Event: _____***	**$250.00**
☐	**PRIVATE DONATION SPONSOR**	**$_____**

*Event and Buckle Sponsor designations must be coordinated with Sponsor Committee.

All sponsorship monies must be received *by May 1ST* to guarantee advertising opportunity.

Company _____

Contact Person _____

Address _____

_____

Phone Number _____ Email: _____

Designate Day for Tickets: ____ Saturday x #___ of Tickets ____ Sunday x #___ of Tickets

Please detach and Mail in THIS PAGE WITH YOUR CHECK.

PLEASE MAIL CHECK TO : Russian River Rodeo Association
PO Box 103 , Duncans Mills, CA 95430

QUESTIONS? Please contact Madera Gentry (707)889-7345 *maderajmiles@gmail.com*
Barb Walker (707)321-2102 *walkerapples@gmail.com*

Thank you in advance for your support of our local rodeo!