

103rd annual

Gallup Inter-Tribal Indian Ceremonial

Event Sponsorship Levels & Benefits



August 1 - 10, 2025

Red Rock Park | Gallup, New Mexico

Gallup Inter-Tribal Indian Ceremonial

Sponsorship Levels & Benefits

Hello,

Since 1922, the Gallup Inter-Tribal Indian Ceremonial has continued to honor Native American culture and heritage. Our current volunteer board and coordinators take pride in keeping Ceremonial as authentic and culturally-appropriate as possible. Our commitment to honoring the legacy of Ceremonial has proven to be the key to its current success.

From its inception Ceremonial has been celebrated through performance songs and dances; competitions such as the juried art show, queen pageant, rodeo, pow wow, and Navajo song & dance to name a few. Along with reinvesting in the classic attractions, we have added new and exciting attractions along the way. Our growth has been wonderful.

Year by year we feel the growth in all facets of producing this great event. Our participation numbers have risen steadily in the competition events leading to a rise in attendance as well. The joy this event brings to locals and guests from around the world is very special to be a part of. We are committed to raising the level of guest satisfaction as we continue to grow.

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
Executive Director,
Gallup Inter-Tribal Indian Ceremonial
gallupceremonialnm@gmail.com | (505) 862-1514

Gallup Inter-Tribal Indian Ceremonial

2024 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 Red Rock 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 Attractions

- Art Exhibit Hall (Juried Art Show)
- Pow Wow
- Exhibit Hall Opening Night Gala
- Miss Inter-Tribal Indian Ceremonial and Little Miss Ceremonial Pageants
- Traditional Night Dance Performances
- Amphitheater Performances
- Open Rodeo & Old School Days
- Souvenir Booths
- World Famous 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 always 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 considerable rise in our International visitors from countries like France, Germany, Italy, Japan 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 Luncheon downtown.

- Little Miss Ceremonial: \$20 per person
- Miss Ceremonial Queen Luncheon: \$25 per person
- Opening Night Wine Gala: \$25 advanced, \$30 at the door
- All events at Red Rock Park (8/3, 8/6 - 8/11): \$10 Adults (kids under 12 free), \$5 parking

Total park attendance: 8,412

Metrics

Our 2024 advertising campaign saw a mix of paid promotion on Gallup-area radio as well as their sister stations in other markets (**KGAK, Millennium Media, iHeart Media** [Gallup, Chinle & Farmington], and **Native Broadcast Enterprise** [Window Rock, Gallup, Chinle, Albuquerque]) Digital ads via iHeart Media (targeted to Page, Flagstaff, Albuquerque, Santa Fe, Durango) Print media: (**Gallup Journey, Gallup Independent, Navajo Times**).

In 2024 we distributed nearly 15,000 free copies of the Ceremonial Magazine around the community and at our event.

We also posted event schedule prints and event flyers at local businesses.

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, 2024 to December 31, 2024 we saw a reach of:

- 253,300 on our main Facebook account - 17.8K followers
- 188,900 on our Ceremonial Rodeo Facebook account - 7k followers
- 22,000 on our Ceremonial Instagram - 2k followers

From January 1, 2024 to December 31, 2024 our website (gallupceremonial.com) saw:

78,651 visitors - 60,636 visits took place from June 1, 2024 - August 31, 2024

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-

[Open Junior Rodeo | Exhibit Hall Opening Night Gala | Pow Wow | Royalty Pageants | 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**

- (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
- Weblink from Ceremonial website

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

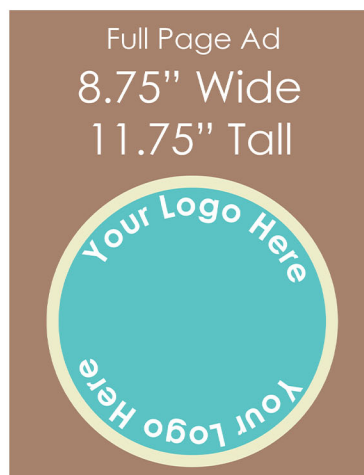
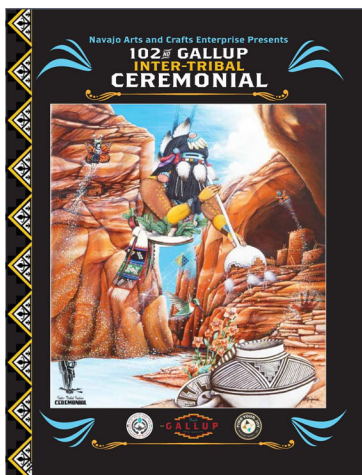


Exhibit Hall

The renowned Exhibit Hall is the very backbone of Ceremonial as it dates back to the founding of Ceremonial. 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. The Ceremonial Exhibit Hall annually sees over 1,200 pieces entered.

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

Royalty Pageants

The competition for our highly coveted Miss Gallup Inter-Tribal Indian Ceremonial Crown which dates back to the early 1950s and the 2021 creation of the Little Miss Ceremonial title.

Gold Sponsor \$1,000 (2 Available)

- Title sponsor for both pageants
- Logo acknowledgement on all programs
- Logo acknowledgement on all flyers
- Post on royalty social media
- MC mentions throughout pageant events

2 VIP badges with access to hospitality room and refreshments

Silver Sponsor \$500 (3 Available)

- Title sponsor of Pageant Category
- Logo acknowledgement on all programs
- Post on royalty social media
- MC mentions throughout pageant events

2 Sponsor wristbands

Contestants Sponsor \$300 (5 Available)

- Business Cards passed out within contestant bags
- Sponsor listing in pageant programs
- Acknowledgement on royalty social media
- MC mentions throughout pageant events

1 Sponsor wristband

Bronze Sponsor \$250 (10+ Available)

- Sponsor listing in pageant programs
- Acknowledgement on royalty social media
- MC mentions periodically in pageant events

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 2024 we had 768 entries over a four-day span and payed out over \$108,000. Attendance for the open rodeo alone draws spectators of all ages. Our open rodeo finale and Old School Days Rodeo annually sees near capacity attendance. Additionally, we host the Iron Cowgirl Challenge, Open Junior Rodeo, and jackpot ropings.

Rodeo Event \$2,500 (9 Available)

- (2) 3' x 6' Banners in main arena
- (1) Rodeo flag for grand entry, before chosen event & victory lap for champion
- Title sponsor of chosen rodeo event
- (1) Quarter page ad in Ceremonial Magazine
- 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 1 - 10, 2025 | Gallup, New Mexico

103rd Annual 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*****
bryanny@gallupjourney.com | (505) 722-3399
Magazine print deadline is June 30, 2025

Logos for web, social, banners, flyers, etc... may be sent to:
gallupceremonialnm@gmail.com

Customer Signature: _____

Seller Initials: _____ Date: _____

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