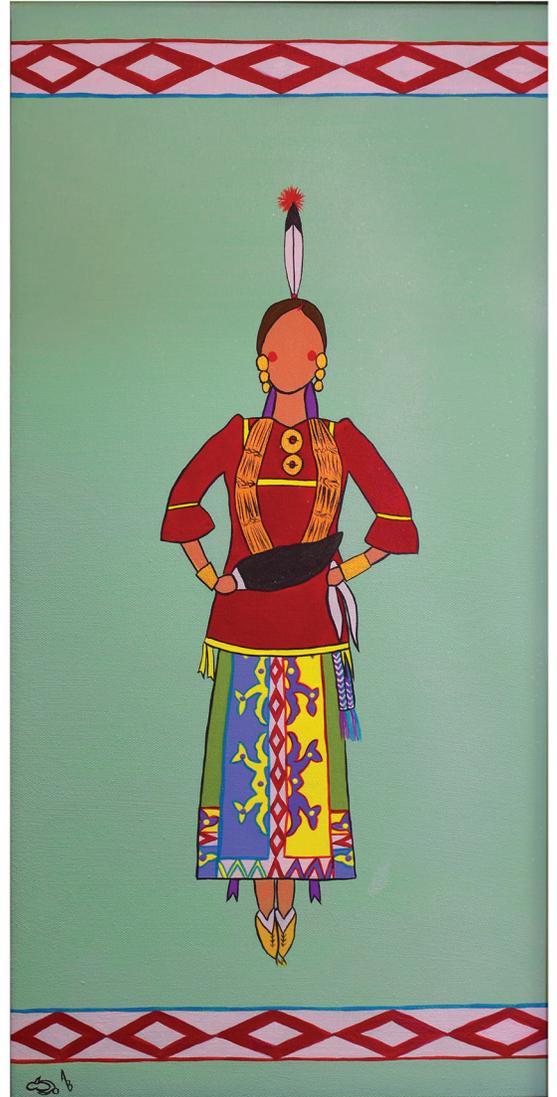




104th Annual  
**GALLUP**  
Inter-Tribal Indian  
**CEREMONIAL**

2026  
Sponsorship  
Levels & Benefits



"Sauk Applique Dancer"  
Audrey Brokeshoulder

Red Rock Park | Church Rock, New Mexico  
July 31 - August 9, 2026  
[gallupceremonial.com](http://gallupceremonial.com)

# Gallup Inter-Tribal Indian Ceremonial

## Sponsorship Levels & Benefits

Hello,

Since 1922, the Gallup Inter-Tribal Indian Ceremonial has proudly honored the culture, heritage, and artistic traditions of Native Nations. Our volunteer board and coordinators remain deeply committed to keeping Ceremonial authentic, culturally grounded, and true to its original purpose. This dedication to honoring our legacy continues to be the foundation of our success.

From its earliest days, Ceremonial has been a celebration of art, culture, and inter-tribal expression. Signature events such as the juried art show, traditional night dance performances, parades, royalty pageants, rodeos, pow wow, and Navajo Social song & dance continue to shine as cornerstones of our event. As we reinvest in these beloved attractions, we also introduce new experiences that elevate Indigenous artists and performers while strengthening the visibility and reach of our event. This ongoing growth expands the Ceremonial's impact—and increases the value offered to our sponsors.

Each year, we see measurable increases across all areas of Ceremonial. Rising participation in competitions has led to steadily climbing attendance, with visitors traveling from across the country and around the world. These trends provide our sponsors with exceptional exposure to a diverse and highly engaged audience. The visibility, brand alignment, and community goodwill generated through Ceremonial sponsorship translate into meaningful return on investment year after year.

We invite you to explore the sponsorship opportunities and benefits in this packet. Each level is designed to maximize brand visibility, community engagement, and promotional reach. If you do not see an exact fit for your organization, we would be pleased to collaborate with you to develop a customized package that fully supports your marketing and outreach goals.

Your generous contribution directly supports our mission while also offering tangible sponsor benefits. Sponsor wristbands provide admission to the grounds at Red Rock Park, and VIP badges offer all-access entry to Ceremonial events plus refreshments and private access to our VIP hospitality room —excellent opportunities for client engagement, employee appreciation, or community outreach.

The Gallup Inter-Tribal Indian Ceremonial Association, Inc. is a 501(c)(3) nonprofit organization. Our board members and event coordinators are all local volunteers who serve with one goal in mind: to uplift this event, our community, and our culture. Your support strengthens that mission while generating strong, measurable promotional value for your organization.

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

Thank you,



Kyle Tom

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

# 103rd Gallup Inter-Tribal Indian Ceremonial

Event Recap - August 2025

## A Century of Culture, Community, and Impact

Ceremonial continues to grow in relevance, visibility, and economic impact – making it a powerful platform for sponsors seeking meaningful connections with diverse audiences and culturally rich programming.

## Audience Reach & Attendance Impact: Growing, Diverse Attendance Base

Ceremonial draws a strong foundation of local and regional visitors within 90 miles. In recent years, attendance has expanded dramatically across New Mexico, the U.S., and internationally. Of 1,380 attendees surveyed\*, we welcomed **visitors from 24 States and 8 Countries** – with notable visitors from France, Germany, Italy, Sri Lanka, and Great Britain. This blend of local loyalty and global interest creates unique visibility for sponsor brands.

## 2025 Attendance Snapshot

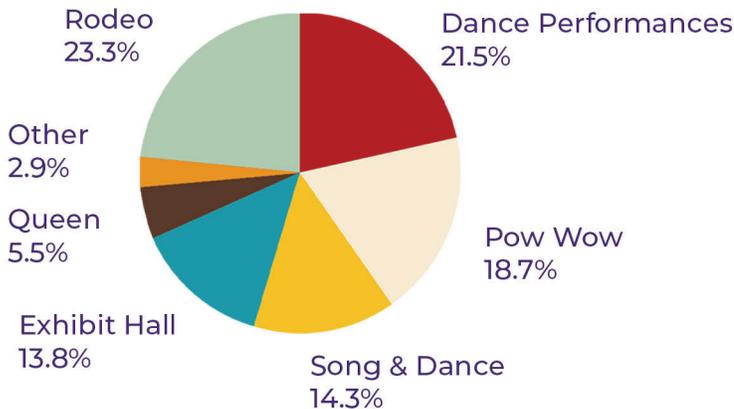
Total Paid Park Attendance: 7,277 across key program days

Seven Days of Revenue-Generating Events, including Opening Night, Royalty Luncheons, and Red Rock Park general admission days featuring all major attractions.

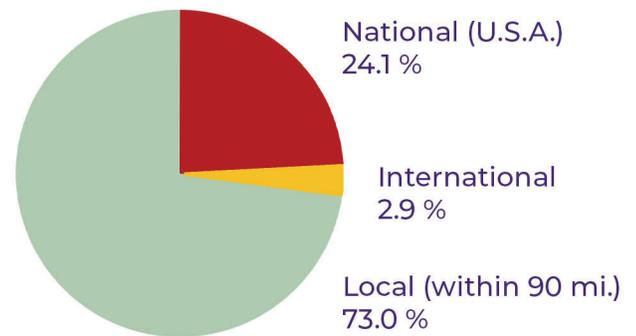
Family-Friendly Pricing: \$15 adult all-access admission; **free admission for kids under 12**, and free parking – supporting strong family participation and community engagement

## Responses from 2025 Eventbrite Ticket Buyers (1,380 tickets\*)

### Attraction of Interest



### Attendee Residence



## Marketing Reach & Visibility Opportunities

Sponsors benefit from a multi-channel promotional strategy that delivers high-frequency brand exposure before and during the event.

## Organic Social Media Reach (January - December 2025)

- Main Facebook: 1.4M views (18.3K followers)
- Ceremonial Rodeo Facebook: 1.3M views (7.3K followers)
- Instagram: 126.5K views (2.2K followers)

Total Organic Visibility:

Over 2.8M views across Ceremonial social platforms in 2025 – **all without paid boosts.**

## Website Traffic - [www.GallupCeremonial.com](http://www.GallupCeremonial.com)

Total Visitors: 79,687 (January - December 2025) | Summer Event Window (June–Aug): 62,186 visits

High-internet traffic flows directly to event details: schedules, contest entry information, ticketing information and sponsor logos and links.

## Paid Media Exposure

Ceremonial advertising appears across top Southwest media outlets including:

### Radio:

- KGAK - Navajo Format Station (Gallup Area - AM/FM, Streaming)
- Millennium Media - 4 Format Stations (Gallup, Zuni, Grants - AM/FM)
- iHeart Media - 3 Format Stations (Gallup, Zuni, Chinle, Farmington, Durango - FM, Streaming)
- Native Broadcast Enterprise - 2 Format Stations (Window Rock, Gallup, Chinle, Albuquerque - AM/FM, Streaming)

### Digital Media:

- iHeart Media - Digital & Print Impressions: 89,527 (iHeart Media Display 58,150 and Streaming 31,387)

### Print Media:

- Gallup Independent, Gallup Sun, Gallup Journey, Navajo Times, Leading the Way Magazine, Altitude (In-flight magazine), Gallup Visitors Guide

Additional visibility through printed schedules, event flyers, and in-store postings

## 10 Days of High-Impact Cultural Programming

Sponsors gain exposure across more than two dozen culturally rich, family-driven, and high-traffic events.

### Signature Attractions Include:

Juried Art Show “Exhibit Hall”	Navajo Social Song & Dance
Exhibit Hall Opening Night	Inter-Tribal Skate Jam
Miss & Little Miss Ceremonial Pageants	Pow Wow & Gourd Dance
Traditional Night Dance Performances	5K Fun Walk & Run
Amphitheater Performances	Royalty Luncheons
Iron Cowgirl Challenge	Vendor Marketplace
Open, Junior, and Old School Day Rodeo	Souvenir Booths
Night & Saturday Morning Parades	Ceremonial Iron: Tribal Gathering Deadlift Competition

Each attraction provides unique branding opportunities — from arena signage to driveway banners, MC mentions, program inclusion, social media highlights, and sponsored awards or contests.

## Why Sponsors Choose Ceremonial - A Century of Trust & Cultural Integrity

- We honor Native tradition with authenticity and care — values increasingly important to brands seeking socially responsible partnerships.
- Large-Scale Community Impact
- Ceremonial drives regional tourism, boosts local business activity, supports Native artists and performers, and brings together families from across the Southwest and the world.
- High Engagement, High Visibility
- With 10 days of programming, multiple venues, thousands of visitors, and hundreds of thousands of digital impressions, sponsors receive lasting exposure that far exceeds typical one-day event partnerships.

Your Brand, Our Legacy — Let's Partner in 2026



## Premier Corporate Sponsor Levels

	Squash Blossom \$20,000	Concho Belt \$15,000	Rug \$10,000	Kachina \$5,000
• 3' x 6' Banners around Red Rock Park	10	8	6	4
• 4' x 8' Banner along Red Rock Park driveway	1	1	1	1
• Advertisement in Ceremonial Magazine	2 Full	1 Full	1 Full	1 Full
• Company logo on event flyers	Yes	Yes	Yes	Yes
• Announcements at all venues	Yes	Yes	Yes	Yes
• Post on Ceremonial Social Media	Yes	Yes	Yes	Yes
• Weblink from Ceremonial website	Yes	Yes	Yes	Yes
• Entry for both parades (traditional attire)	Yes	Yes	Yes	Yes
• Open Rodeo grand entry flag	Yes	Yes	Yes	-
• Night Performance and rodeo promo	Yes	Yes	-	-
• Rodeo performance sponsorship	Yes	-	-	-
• VIP badges with hospitality room & refreshments	25	20	15	10
• Assortment of souvenir merchandise	Yes	Yes	-	-
• Reserved table at Exhibit Hall Opening Night	Yes	Yes	-	-
• 10' x 10' Promotional booth at Red Rock Park	1	1	1	1



## Attraction Sponsorship \$5,000

Select Attraction: Pow Wow | Open Junior Rodeo | Exhibit Hall Opening Night | Navajo Social Song & Dance

- Title sponsorship of selected attraction
- (4) 3' x 6' Banners around Red Rock Park
- (1) 4' x 8' Banner along Red Rock Park driveway
- Logo on contestant number (if applicable)
- Company logo on selected attraction flyer
- (1) Full page advertisement in Ceremonial Magazine
- Company logo on all event flyers
- Announcements at all venues
- Post on Ceremonial Social Media
- Weblink from Ceremonial website
- (1) Open Rodeo grand entry flag
- 10 VIP badges with hospitality room & refreshments
- 10' x 10' Promotional booth at Red Rock Park



## Hospitality Sponsor Level \$2,000

The Hospitality Sponsorship level has consistently been a sponsor favorite since its introduction in our early partnership offerings—and for good reason. This level offers outstanding return on investment. It's an ideal opportunity for businesses looking to build relationships, and be recognized as a welcoming, community-focused partner.

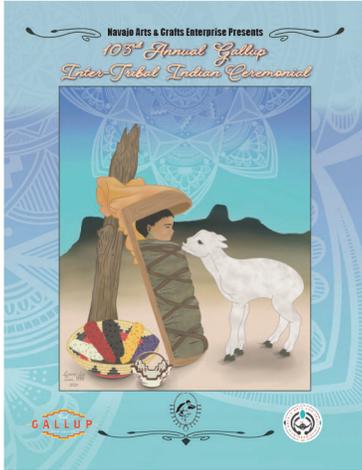
- (2) 3' x 6' Banners around Red Rock Park
- 4' x 8' Banner along Red Rock Park driveway
- Half page advertisement in Ceremonial Magazine
- Company logo on event flyers
- Announcements at all venues
- Post on Ceremonial Social Media
- Weblink from Ceremonial website
- 5 VIP badges with hospitality room & 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 grand marshal, living treasure, poster artist, and much much more. 15,000 copies of our 72 page magazine are distributed within the Gallup area, as well as at our event. The Ceremonial Magazine will place your content directly in the hands of consumers from near and far.

Full Page \$1,500 | Half Page \$1,000 | Quarter Page \$600 | Business Card \$300



## Juried Art Show "Exhibit Hall"

The renowned Exhibit Hall is the very backbone of Ceremonial as it dates back to the founding of our event. 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 including youth. The Ceremonial Exhibit Hall annually sees over 1,300 pieces entered and pays out over \$40,000 in prize money to local artists.

## Exhibit Hall Sponsor Levels

	Best of Show (1 Available) \$2,500	Best in Class (10 Available) \$500	Best in Category (50 Available) \$500
• Title sponsor of Best of Show award	Yes	-	-
• Title sponsor of Best in Class award	-	Yes	-
• Logo acknowledgement in display with winning piece	Yes	Yes	-
• Name acknowledgement in display by winning piece	Yes	-	Yes
• Sponsor listing in Exhibit Hall	Yes	Yes	Yes
• MC mentions periodically in Exhibit Hall	Yes	Yes	Yes
• Award presentation photo opportunity (in main arena)	Yes	Yes	-
• VIP badges with hospitality room & refreshments	4	-	-
• All-access sponsor wristband	-	2	1



## Miss & Little Miss Gallup Inter-Tribal Indian Ceremonial

The Miss Gallup Inter-Tribal Indian Ceremonial Crown, dating back to the 1950s, is one of the most prestigious and highly coveted titles around. A representation of grace, leadership, and cultural pride. Joined by the Little Miss Ceremonial title in 2021, the four-day competition showcases the intelligence, talent, and tradition of our young ambassadors through public speaking, traditional food preparation, tribal knowledge, and Ceremonial history. The experience culminates in a grand coronation held just prior to our Traditional Night Performance—one of the most celebrated moments of the entire week.

For sponsors, this program offers a powerful opportunity to align your brand with heritage, education, and the empowerment of the next generation of cultural leaders. Your support directly contributes to scholarship opportunities, cultural preservation, and the continued legacy of the Ceremonial.



### Diamond Royalty Sponsorship \$10,000 (2 Available)

Select One: Miss Gallup Inter-Tribal Indian Ceremonial Queen | Little Miss Ceremonial

- Title sponsor for Miss Gallup Inter-Tribal Indian Ceremonial Queen and Little Miss Ceremonial
- Logo acknowledgement on programs, flyers, plaques/pottery, and on sash
- One year acknowledgement during ambassadorship including social media shoutout and hashtag usage
- MC and program mentions throughout pageant events and coronation
- Media opportunities and photos throughout pageant events
- Top priority to request appearances or entertainment from both royalty throughout year of ambassadorship
- 15 VIP badges with hospitality room & refreshments
- 5 Tickets Ceremonial Royalty Luncheons



## Royalty Pageants Sponsor Levels

	Gold (2 Available) \$5,000	Silver (5 Available) \$1,000	Navajo Pearl (10 Available) \$500
• Logo & business acknowledgement on all flyers	Yes	-	-
• Logo & business acknowledgement on all programs	Yes	Yes	-
• MC mentions throughout pageant events	Yes	Yes	Yes
• Sponsor listing in pageant programs	Yes	Yes	Yes
• Title sponsor for both pageants	Yes	-	-
• Pageant event category sponsor	-	Yes	-
• Pageant contestants Sponsor	-	-	Yes
• Business Cards passed out within contestant bags	-	-	Yes
• VIP badges with hospitality room & refreshments	10	2	-
• Ceremonial Queen's Luncheon Tickets	2	-	-
• All-access sponsor wristband	-	2	2

## Open Rodeo

Our rodeo dates back to the early days of Ceremonial showcasing the generational horsemanship skills possessed by area tribes. This fan-favorite attraction has grown to the biggest rodeos in the Southwest, now open to athletes of any ethnicity. Our open rodeo finale and Old School Day Rodeo annually sees near capacity attendance. The Old School Day Rodeo is one-of-a-kind blending modern horsepower and athleticism with the finesse of yesteryear. The throwback day features oldstyle competition from the early days of Ceremonial with vintage fasion and music. It is the perfect vibe to close out Ceremonial.

### Rodeo Event **\$2,500** (9 Available)

Please select one:

[Bareback, Steer Wrestling, Breakaway Roping, Saddle Bronc, Tie Down Roping, Team Roping, Barrel Racing, Bull Riding]

- 2 - 3' x 6' Banners in main arena
  - Acknowledged title sponsorship of selected event
  - Announcer mentions during rodeo performances
  - Post on Ceremonial Rodeo Facebook page
  - Weblink from Ceremonial website
  - Company logo on rodeo flyer
  - Award presentation photo opportunity
  - Open Rodeo grand entry flag
  - Flag before chosen event and victory lap for champion
  - 1/4 page advertisement in Ceremonial Magazine
- 5 VIP badges with hospitality room & refreshments



## Open Rodeo Sponsor Levels

	Roping Box (2 Available) <b>\$1,000</b>	Bucking Chute (16 Available) <b>\$1,000</b>	Arena Banner <b>\$600</b>
• Banner in main arena	1 - 3'x 6'	1 - 2'x 7'	1 - 3'x 6'
• Announcer mentions during rodeo performances	Yes	Yes	Yes
• Announcer mentions when chute is utilized	Yes	Yes	
• Post on Ceremonial Rodeo Facebook page	Yes	Yes	
• Weblink from Ceremonial website	Yes	Yes	
• Company logo on rodeo flyer	Yes	Yes	
• VIP badges with hospitality room & refreshments	-	-	-
• All-access sponsor wristband	4	4	2





Gallup Inter-Tribal Indian Ceremonial Association, Inc.  
July 31 - August 9, 2026 | Gallup, New Mexico

## **104th 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 via email\*\*\***

**ceremonial1922@gmail.com**

**Magazine print deadline is June 1, 2026**

**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**