

98th Annual
Gallup Inter-Tribal Indian
CEREMONIAL



SPONSORSHIP LEVELS AND BENEFITS

August 2 - 11, 2019

Red Rock Park, Gallup, New Mexico

GALLUP *Real* TRUE



Gallup Inter-Tribal Indian Ceremonial is
NEW MEX:GO *True*



Gallup Inter-Tribal Indian CEREMONIAL



Since 1922

Dear Sponsors,

As the longest-running, continuous event in the Great State of New Mexico, The Gallup Inter-Tribal Indian Ceremonial is only getting stronger as we approach our 100th annual event. Fresh off of our 97th Annual Ceremonial, we are eagerly starting the planning process for our 98th Annual Ceremonial this coming August 2-11, 2019.

More and more of our community members are making their way back to our event either in participation or spectating. We are continuing our process of reinvigorating our existing staple events while reintroducing old favorites. The numbers are continuing upward from participation, to payouts, to spectator attendance. Hence is the need for more and more sponsor dollars leading up to our 100th.

Please browse through our sponsorship packet as we are in process to seek more financial partners for our 98th Gallup Inter-Tribal Indian Ceremonial which will take place August 2-11, 2019.

Please keep in mind, however, that our board is looking ahead to the Centennial Ceremonial which will take place in 2021. In 2017 we introduced a new concept to raise funds in anticipation of the 100th Ceremonial, known as the Ceremonial Centennial Club. Projected cost of our 100th annual production is around \$1M. Included is information on joining the Centennial Club.

If you do not find a sponsorship level you feel comfortable with, we will be more than happy to build one to your liking. The generous support of your organization, along with others, have helped us to host 97 years of this great event. We thank you so much for your time and support for the 98th and beyond. We look forward to a great partnership for years to come.

Sincerely,



Dudley Byerley, Board President
(505) 870-2535 dudleybyerley@yahoo.com

Rita Silago, Office Manager
(505) 870-8765 ceremonial@qwestoffice.net

Michele Morris, Marketing Director
(505) 713-5926 mich2morris@gmail.com

Kyle Tom, Social Media Director
(505) 862-1514 tomkyle07@aol.com

Gallup Inter-Tribal Indian CEREMONIAL

Since 1922

Sponsorship Levels and Benefits

Centennial Club

\$335 per year for 2019, 2020, and 2021 to raise at least \$100,000 for the Centennial Celebration Arts Market. Donation is tax deductible.

Membership Benefits:

- Company name on street banner
- Company name on event t-shirt
- 10 Passes to the 100th Gallup Ceremonial
- A Chance to win cash drawings (\$1,000 | \$2,500 | \$5,000) at 100th Ceremonial
- A store-front club badge to welcome customers



Ceremonial Magazine

\$300

Business card ad

\$600

Quarter page ad

\$1,000

Half page ad

\$1,500

Full page ad



Event Sponsorship \$5,000

(Select Event Below)

[Junior Rodeo | Song & Dance | Old School Days Rodeo Events | Miss Ceremonial Queen Pageant | Pow-Wow | Parades | Wine Tasting]

- (4) 3'x6' Banners located around Red Rock Park
- Logo on awards & event flyer
- Title sponsorship of selected event
- MC announcements at all venues in Red Rock Park
- Logo on Facebook
- Full page ad in Ceremonial Magazine
- Event Snapchat filter
- Centennial Club Membership

12 VIP Badges with Hospitality Refreshments
Promotional/Information Booth at Red Rock Park



Hospitality \$2,000

- (1) 3'x6' Banner in Main Arena
- (1) 3'x6' Banner in venue of choosing Rodeo & chosen venue mentions
- 1/2 Page ad in Ceremonial Magazine
- Ceremonial Facebook Page

5 VIP Badges with Hospitality Refreshments
Promotional/Information Booth at Red Rock Park

Dance Group \$5,000

- (1) 3'x6' Banner in Arena
- (1) 3'x6' Banner in Parades
- Night Performance Announcement in Tribe's Introduction
- Full Page Ad In Ceremonial Magazine
- Ceremonial Facebook Page
- MC Announcements At All Venues In Red Rock Park
- Centennial Club Membership

8 VIP Badges with Hospitality Refreshments
Promotional/Information Booth at Red Rock Park



Gallup Inter-Tribal Indian CEREMONIAL

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Sponsorship Levels and Benefits

Beadwork \$300

(1) 2'x4' Banner along driveway to RRP

Bolo Tie \$500

(1) 3'x6' Banner at venue of choosing
Venue Announcements

2 All-Access Wristbands

Kachina \$5,000

(1) 3'x6' Banner in arena AND
(1) 3'x6' Banner in venue of choosing
(1) 2'x4' Banner along driveway to RRP
Ceremonial Facebook Page
MC announcements at all venues in RRP
Full page ad in Ceremonial Magazine
Centennial Club Membership

8 VIP Badges with Hospitality Refreshments
Promotional/Information Booth at Red Rock Park

Rug \$10,000

(5) 3'x6' banners around Red Rock Park
(1) 2'x4' banner along driveway to RRP
Logo on website
Ceremonial Facebook Page
MC announcements at all venues in RRP
Full page ad in Ceremonial Magazine
Radio mentions
Centennial Club Membership

12 VIP Badges with Hospitality Refreshments
Promotional/Information Booth at Red Rock Park

Gate Admission Sponsor \$10,000

(4) 4'x8' Banners around RRP
Logo on all events' posters/social media
MC announcements at all venues in RRP
Radio mentions
2 Full page ads in Ceremonial Magazine
Centennial Club Membership
Snapchat Filter covering RRP Sunday, August 12
(1) Rodeo erand entry flag
(1) Full page ad in Premium Book

12 VIP Badges with hospitality refreshments
8 Wine Tasting tickets
Promotional/information booth at Red Rock Park
Live crowd addressing & time for crowd giveaways

Concho Belt \$15,000

(8) 3'x6' Banners around Red Rock Park
(1) 2'x4' Banner along driveway to RRP
Ceremonial Facebook Page
MC announcements at all venues in RRP
Full page ad in Ceremonial Magazine
Radio mentions
Centennial Club Membership

16 VIP Badges with Hospitality Refreshments
Promotional/Information Booth at Red Rock Park

Squash Blossom \$50,000

(10) 3'x6' Banners around RRP
(8) 4'x8' Banners around RRP
-High Attendance/Foot Traffic Areas-
Naming rights of LED video board in Main Arena including
welcome message and commercials before/during/after
rodeos and night performances
Naming rights of Thursday Night bull riding event
Logo on all events' posters/social media
MC announcements at all venues in RRP
Radio mentions
2 Full page ads in Ceremonial Magazine
Centennial Club Membership
Snapchat Filter covering RRP
(1) Rodeo erand entry flag
(1) Full page ad in Premium Book

60 VIP Badges with Hospitality Refreshments
35 Parking Passes
40 Wine Tasting Tickets
Assortment of pins, posters, magazines, and premium books.
Promotional/Information Booth at Red Rock Park





Gallup Inter-Tribal Indian CEREMONIAL

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Hotel Guide \$250

Brand new listing launching in 2019 is a list of Hotel partners here in Gallup. Our website and office receives many inquiries on where to stay during The Ceremonial. List your hotel on our website and facebook page as well as reaching those that call our office.

Official Host Hotel \$2,000

Be promoted as official Host Hotel to attendees that visit our sites and call to our office.

Logo on all posters

Linked logo on website

Blast on Facebook page

Banner in rodeo arena

Banner in event of choosing

Rodeo Host Hotel \$750

Be promoted as official Host Hotel to attendees and rodeo competitors that visit our sites and call to our office.

Logo on rodeo poster

Linked logo on website

Blast on facebook page

Banner in rodeo arena

Pow-Wow Host Hotel \$750

Be promoted as official Host Hotel to attendees and Pow Wow competitors that visit our sites and call to our office.

Logo on pow-wow poster

Linked logo on website

Blast on facebook page

Banner in pow wow arena



Sponsorship Levels and Benefits

Rodeo Sponsorships

Fan-favorite event gaining popularity year-by-year. Attendance for rodeo alone around 12,000 spectators of all ages. 2019 expected to surpass attendance figures, especially on Old School Days Sunday which was nearly capacity in 2018.

Arena Banner \$600

(1) 3'x6' Banner on arena wall
20,000 views in rodeo & night performances
Announcer mentions during rodeo

2 All Access 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.
Rodeo facebook page
Logo on rodeo poster

4 All-Access Wristbands

Roping Out Gate \$800

(1) 3'x6' on cattle exit gate
Premier view in rodeo & night performances
Constant mentions in performance
Rodeo facebook page
Name on rodeo poster

4 All-Access Wristbands

Chicken Pull \$1,000

(1) 3'x6' Banner in arena
Naming rights of event
Announcer mentions during performance
Rodeo facebook page
Logo on rodeo poster

2 All-Access Badges with VIP Hospitality

Announcer Stand \$2,000

(1) 4'x8' banner in front of main announcer stand
Constant mentions in performance
Premier view in rodeo & night performances
Announcer mentions during performance
Rodeo facebook page
Logo on rodeo poster

6 All-Access Badges with VIP Hospitality

Back Number \$1,000 (1 Available)

Exclusive branding to over 500 rodeo contestants.
Logo, and/or message on part of 8.5'x11" sheet
(1) 3'x6' Banner on arena wall
Announcer mentions during rodeo.
Name on rodeo poster

2 All-Access Badges with VIP Hospitality

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
Rodeo facebook page
Logo on rodeo poster

4 All-Access Wristbands

Clown Barrel \$1,000

Banner on clown barrel used during bull riding
Prime placement in center of arena when in use
Announcer mentions during performance
Rodeo facebook page
Logo on rodeo poster

4 All-Access Wristbands

Main Out Gate \$1,500

(1) 4'x8' banner on gate below main stand
Prime placement in rodeo & night performances
Announcer mentions during performance
Rodeo facebook page
Logo on rodeo poster

6 All-Access Wristbands

Event \$2,500 (9 Available)

(1) 3'x6' Banner in arena
(1) Rodeo flag before event/ victory lap for champion
Presenting sponsor of event
Announcer mentions during performance
Rodeo facebook page
Logo on rodeo poster

8 All-Access Badges with VIP Hospitality

Gallup Inter-Tribal Indian CEREMONIAL

Since 1922

Ceremonial Centennial Club

2021 marks the 100th Gallup Inter-Tribal Indian Ceremonial. We pride ourselves on everything Ceremonial has to offer, especially our Arts Exhibit Hall and Fine Art Show. The Juried Fine Art Show at Ceremonial is growing as is Ceremonial as a whole. Even though we wrapped up our 96th Annual Event we look ahead to our 100th coming up in just a few years. The concept has now come out and is known as our Ceremonial Centennial Club. Each year for the next three years businesses, organizations, families, and even individuals can join this unique club to guarantee we pay at least \$100,000 in our Fine Art Show at the Ceremonial Centennial Celebration. The concept is simple, new members pay \$333 per year for the next three years. Every year the money is deposited into a locked savings account to be used toward prize money for our 100th Annual Arts Exhibit Hall.

As a member, you will receive a store front badge to displaying your proud support. A Gallup Inter-Tribal Indian Ceremonial street banner with your name to be displayed along Historic Route 66. You will also be entered in a drawing to win \$5,000, \$2,500, or \$1,000 at the 100th Ceremonial Celebration.

To join, please fill out the information below and return to the Centennial Club display. Thank you.

Name _____ Number of Memberships _____

Contact Name _____ Phone Number _____

Payment by Card Check Cash

Address 1 _____

Address 2 _____



Gallup Inter-Tribal Indian CEREMONIAL

August 2-11, 2019

www.gallupceremonial.com

Gallup, New Mexico

2019 Advertising Contract

CONTACT INFORMATION

(please fill out all fields)

Business Name: _____

Contact Person: _____

Phone: _____ Email: _____

Address: _____

Full Page ___ Half Page ___ Quarter Page ___ Business Card ___

Centennial Club Membership ___

Sponsorship Level Name: _____

Amount: _____ Check ___ Card ___

AD INFORMATION

Content Description:

Ads May Also Be Sent Directly To Gallup Journey
daisy@GallupJourney.com 505-722-3399

Customer Signature: _____

SELLER INITIALS: _____ DATE: _____

Please Fill Out and Return to
Gallup Ceremonial Office
ceremonial@qwestoffice.net
(505) 863-3896

