



2022 RODEO SPONSOR & EVENT INFORMATION

Tooele Bit n' Spur is a 501(c)3 Non-Profit Organization



Sponsorship Agreement

SPONSORSHIP LEVELS

(Number of sponsors accepted for each level is specified below)

JULY 3RD and JULY 4TH RODEO SPONSORSHIPS

July 3 rd & 4 th Rodeo Corporate Sponsor	\$10,000	(1 sponsor)
Corporate Platinum Sponsor	\$5,000	(2 sponsors)
Corporate Diamond Sponsor	\$4,000	(1 sponsor)
Exclusive Fireworks Sponsor	\$2,500	(1 sponsor)
Exclusive Grand Marshal Sponsor	\$2,500	(1 sponsor)
Royalty Sponsor	\$1,500+	(2 sponsors)
Rodeo Partner	\$1,000+	(3 sponsors)
Wild Cow Milking (Intermission Event)	\$ 900	(Sold Out)
Grand Entry Sponsor	\$ 750	(2 sponsors)
Chute Sponsor	\$ 750	(Sold Out)
Rodeo Event Sponsor	\$ 500	(Sold Out)

JULY 2ND YOUTH RODEO SPONSORSHIPS

Youth Rodeo Corporate Sponsor	\$3,500	(1 sponsor)
Mini Bulls Sponsor	\$2,000	(1 sponsor)
Mutton Bustin' Championship Youth Rodeo	\$1,500	(1 sponsor)
Youth Rodeo Event (buckle) Sponsor	\$ 400	(6 sponsors)
Youth Rodeo Special Needs Event Sponsor	\$ 400	(4 sponsors)
Rodeo Arena Banner	\$ 400	(4 sponsors)

JULY 1ST JACKPOT TEAM ROPING SPONSORSHIPS

Winning Team Buckle Sponsor	\$1,000	
Fast-Go Buckle Sponsor	\$ 400	
Fast-Go Buckle All Female Team	\$ 400	
Fast-Go Buckle Under 18 Team	\$ 400	



Sponsorship Agreement

Sponsor agrees to pay the Bit n' Spur 4th of July Rodeo the following designated sponsorship fees in exchange for the benefits specifically listed in the Sponsor Benefit packages. If the Sponsor desires, they can lock in a multi-year package for up to a three-year term. Sponsorship levels, amounts and benefits are subject to change unless a term contract is signed and in place.

TERM OF CONTRACT DESIRED: ___ 1 YEAR ___ 2 YEARS ___ 3 YEARS

SPONSOR NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PRIMARY PHONE: _____ FAX: _____

EMAIL: _____

The undersigned is hereby authorized to represent and obligate this Sponsor or Business for the Sponsorship level that has been selected, and agrees to make the payments as follows:

20% deposit upon signing of this contract with the balance to be paid in full on or before April 30, 2022.

Date: _____ 2022

Signature: _____

Print Name: _____



RODEO CORPORATE SPONSOR

BIT 'N SPUR RODEO CORPORATE SPONSOR BENEFITS

\$10,000+

- Corporate names as official sponsor of Rodeo “[Business Name] presents the 76th Annual Bit N’ Spur Rodeo”
- Company name and logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising. TV and/or radio advertising.
 - 2022 includes 2 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Tooele County Visitor’s Guide
 - Company name and logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **ADVERTISING:**
 - **NEW! DIGITAL MONITORS:** Company Logo and ad displayed on digital monitors located inside Vendor Market area during sponsor appreciation announcements, and other applicable announcements. Video provided by Sponsor or contact Sam Sadler, eLleven Productions to schedule filming session.
 - **SPONSOR FLAG and ARENA BANNER:** Company flag presented by rider during Grand Entry (both performances) Display 4’x8’ Arena Banner on High-Rise banner frames inside arena. Banner and Flag provided by Sponsor.
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during grand entry and sponsor appreciation announcements.
 - **COMMUNITY SUPPORT RECOGNITION:** Affiliation with Tooele Bit n’ Spur Rodeo memorialized on various websites and social media, i.e., InUtah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
- **TICKETS:** 25 rodeo tickets. Includes July 1st - July 4th performances.
- **PROMOTION PRODUCTS:** Option to provide ‘give-a-ways’ to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.

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RODEO PLATINUM SPONSOR

BIT 'N SPUR RODEO PLATINUM SPONSOR BENEFITS

\$5,000

- Corporate names as official sponsor of Rodeo “[Business Name] presents the 76th Annual Bit N’ Spur Rodeo”
- Company name and logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising. TV and/or radio advertising.
 - 2022 includes 2 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Tooele County Visitor’s Guide
 - Company name and logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **ADVERTISING:**
 - **NEW! DIGITAL MONITORS:** Company Logo and ad displayed on digital monitors located inside Vendor Market area during sponsor appreciation announcements, and other applicable announcements. Video provided by Sponsor or contact Sam Sadler, eLleven Productions to schedule filming session.
 - **SPONSOR FLAG and ARENA BANNER:** Company flag presented by rider during Grand Entry (both performances) Display 4’x8’ Arena Banner on High-Rise banner frames inside arena. Banner and Flag provided by Sponsor.
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during grand entry and sponsor appreciation announcements.
 - **COMMUNITY SUPPORT RECOGNITION:** Affiliation with Tooele Bit n’ Spur Rodeo memorialized on various websites and social media, i.e., InUtah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
- **TICKETS:** 25 rodeo tickets. Includes July 1st - July 4th performances.
- **PROMOTION PRODUCTS:** Option to provide ‘give-a-ways’ to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.

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YOUTH CORPORATE SPONSOR

BIT 'N SPUR YOUTH RODEO CORPORATE SPONSOR

\$3,500

- Company name/logo included on all Youth Rodeo advertising including social media advertising, webpage, website. (Facebook, Twitter, etc.) [CORPORATE NAME] presents the 2nd Annual Bit N' Spur Youth Rodeo
 - 2022 includes 2 Full-page ads in The Rodeo News Magazine May – June 2022
 - HomeTown Values, Deseret News, Tooele County Visitors Guide
- **NEW! Digital Monitor screens: up to 90 second video:** Commercial played on digital monitors during rodeo performances. Video provided by Sponsor or contact Sam Sadler, e11even Group to schedule filming session. sam@ellevengroup.com Phone: 940-435-9011
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Youth Rodeo on July 2nd, July 3rd and July 4th Rodeo sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by Sponsor.
 - **COMMUNITY PARTNER:** Rodeo affiliation as Youth Rodeo Event Sponsor with Logo included with other websites; examples; Utah.com, Inutah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
 - Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
- **TICKETS:** 20 rodeo tickets for July 2nd Youth Rodeo performances, 6 tickets for July 3rd 7 July 4th Rodeo performances.
- Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
- **CHAMPIONSHIP BELT BUCKLE** with Company logo to First Place Event winners each age group/event
- **PROMOTIONS:** Option to provide "give-a-ways" to be shot into crowd during breaks in performances. Promotional product provided by sponsor.

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RODEO GRAND MARSHAL SPONSOR

BIT 'N SPUR RODEO GRAND MARSHAL SPONSOR BENEFITS **\$2,500+**

- Company name and logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising. TV and/or radio advertising.
 - 2022 includes 2 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Tooele County Visitor's Guide
 - Company name and logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **ADVERTISING:**
 - **NEW! DIGITAL MONITORS:** Company Logo and ad displayed on digital monitors located inside Vendor Market area during sponsor appreciation announcements, and other applicable announcements. Video provided by Sponsor or contact Sam Sadler, eLleven Productions to schedule filming session.
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during grand entry and sponsor appreciation announcements.
 - **SPONSOR HIGH-RISE ARENA BANNER:** Display 4'x8' Arena Banner on High-Rise banner frames inside arena. Banner provided by Sponsor.
 - **PARADE AND GRAND ENTRY:** Corporate Sponsor Banner, provided by Bit N' Spur, attached on Parade wagon/vehicle during Tooele City's 4th of July Parade and during both Rodeo Grand Entry performances.
 - **COMMUNITY SUPPORT RECOGNITION:** Affiliation with Tooele Bit n' Spur Rodeo memorialized on various websites and social media, i.e., InUtah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
- **TICKETS:** 12 rodeo tickets.
- **VENDOR BOOTH SPACE:** 12 x 12 vendor space in Vendor Market Area to meet customers and sell/market products and services.
- **PROMOTION PRODUCTS:** Option to provide 'give-a-ways' to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.

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RODEO FIREWORKS SPONSOR

BIT 'N SPUR RODEO FIREWORKS SPONSOR BENEFITS

\$2,500+

- Company name and logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising. TV and/or radio advertising.
 - 2022 includes 2 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Deseret News, Tooele County Visitor's Guide
 - Company name and logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **ADVERTISING:**
 - **NEW! DIGITAL MONITORS:** Company Logo and ad displayed on digital monitors located inside Vendor Market area during sponsor appreciation announcements, and other applicable announcements. Video provided by Sponsor or contact Sam Sadler, eLleven Productions to schedule filming session.
 - **SPONSOR FLAG and ARENA BANNER:** Company flag presented by rider during Grand Entry (both performances) Display 4'x8' Arena Banner on High-Rise banner frames inside arena. Banner and Flag provided by Sponsor.
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during grand entry, at beginning of Fireworks presentation and other sponsor appreciation announcements during the Rodeo
 - **COMMUNITY SUPPORT RECOGNITION:** Affiliation with Tooele Bit n' Spur Rodeo memorialized on various websites and social media, i.e., InUtah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
- **TICKETS:** 10 rodeo tickets.
- **VENDOR BOOTH SPACE:** 12 x 12 vendor space in Vendor Market Area to meet customers and sell/market products and services.
- **PROMOTION PRODUCTS:** Option to provide 'give-a-ways' to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.

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MINI-BULLS SPONSOR

BIT 'N SPUR YOUTH RODEO MINI-BULLS SPONSOR

\$2,500

- **Event Sponsorship:** Company name/logo included on all Youth Rodeo advertising including social media advertising, webpage, website. (Facebook, Twitter, etc.)
 - 2022 includes 2 Full-page ads in The Rodeo News Magazine May – June 2022
 - HomeTown Values, Deseret News, Tooele County Visitors Guide
- **NEW! Digital Monitor screens: 60 second video:** Commercial played on digital monitors during rodeo performances. Video provided by Sponsor or contact Sam Sadler, e11even Group to schedule filming session. sam@ellevengroup.com Phone: 940-435-9011
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Youth Rodeo on July 2nd, July 3rd and July 4th Rodeo sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by Sponsor.
 - **COMMUNITY PARTNER:** Rodeo affiliation as Youth Rodeo Event Sponsor with Logo included with other websites; examples; Utah.com, Inutah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
 - Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
- **TICKETS:** 10 rodeo tickets for July 2nd Youth Rodeo performances
- Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
- **CHAMPIONSHIP BELT BUCKLE** with Company logo to First Place Mini-Bulls winner.
- **PROMOTIONS:** Option to provide "give-a-ways" to be shot into crowd during breaks in performances. Promotional product provided by sponsor.

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RODEO ROYALTY SPONSOR

Rodeo Princess & Rodeo Jr. Princesses

BIT 'N SPUR RODEO ROYALTY SPONSOR BENEFITS

\$1,500 - \$2,000

- **NEW! Digital Monitor screens: 60 second video:** Commercial played on digital monitors during rodeo performances. Video provided by Sponsor or contact Sam Sadler, eleven Group to schedule filming session. sam@ellevengroup.com Phone: 940-435-9011
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Youth Rodeo on July 2nd, July 3rd and July 4th Rodeo Grand Entry and sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by Sponsor.
 - **PRINCESS CONTEST BANNER:** Same 4'x8' Sponsor Banner displayed inside Bit n' Spur Rodeo arena during Princess Competition, held on or about May 12, 2021 and announcements during contest memorializing company name as Exclusive Sponsor.
 - **COMMUNITY ADVOCATE:** Rodeo affiliation as Corporate Sponsor with Logo included with other websites; examples; Utah.com, Inutah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
 - Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
 - Logo and mentions of Royalty Sponsorship on various social media (Facebook and Twitter)
- **TICKETS:** 6 rodeo tickets for July 3rd and July 4th Rodeo performances
- Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
- Logo and mentions of Royalty Sponsorship on various social media (Facebook and Twitter)

First right of refusal for the 2022 Rodeo Royalty Sponsorship.

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RODEO PARTNER SPONSOR

BIT 'N SPUR RODEO PARTNER SPONSOR BENEFITS

\$1,000 - \$1,500

- Company Logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, social media/websites.
 - Company logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **NEW! Digital Monitor screens:** Company logo and advertisement displayed on digital monitors during Youth Rodeo performance and during the July 3rd and July 4th Rodeo performances.
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during sponsor appreciation announcements during the Youth Rodeo (July 2nd), Main Rodeo performances on July 3rd and July 4th.
 - **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner during Youth Rodeo and Main Rodeo Performances. Banner provided by Sponsor (July 2 – 4).
 - **COMMUNITY PARTNER:** Rodeo affiliation as Corporate Sponsor with Logo included with other websites; examples; Utah.com, Inutah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
- **TICKETS:** 6 rodeo tickets for Youth Rodeo and July 3 or 4th Rodeo.
- **PROMOTION PRODUCTS:** Option to provide 'give-a-ways' to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.
- **NEW! Vendor Booth Space:** 12' x 12' vendor space in the Vendor Market area to meet customers and sell/market your products and services or solicit job applicants

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MUTTON BUSTIN' SPONSOR

BIT 'N SPUR YOUTH RODEO MUTTON BUSTIN' SPONSOR

\$1,000

- **Event Sponsorship:** Company name/logo included on all Youth Rodeo advertising including social media advertising, webpage, website. (Facebook, Twitter, etc.)
- **NEW! Digital Monitor screens: 30 second video:** Commercial played on digital monitors during rodeo performances. Video provided by Sponsor or contact Sam Sadler, eleven Group to schedule filming session. sam@ellevengroup.com Phone: 940-435-9011
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Youth Rodeo on July 2nd, July 3rd and July 4th Rodeo sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by Sponsor.
 - **COMMUNITY PARTNER:** Rodeo affiliation as Youth Rodeo Event Sponsor with Logo included with other websites; examples; Utah.com, Inutah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
 - Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
 - Logo and mentions of Royalty Sponsorship on various social media (Facebook and Twitter)
- **TICKETS:** 6 rodeo tickets for July 2nd Youth Rodeo performances
- Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
- **CHAMPIONSHIP BELT BUCKLE** with Company logo to First Place Mutton Bustin' winner.
- **PROMOTIONS:** Option to provide "give-a-ways" to be shot into crowd during breaks in performances. Promotional product provided by sponsor.

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YOUTH RODEO EVENT SPONSOR

BIT 'N SPUR YOUTH RODEO EVENT SPONSOR **\$400**

- **NEW! Digital Monitor screens: up to 60 second video:** Commercial played on digital monitors during rodeo performances. Video provided by Sponsor or contact Sam Sadler, e11even Group to schedule filming session. sam@ellevengroup.com Phone: 940-435-9011
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Youth Rodeo on July 2nd, July 3rd and July 4th Rodeo sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by Sponsor.
 - **COMMUNITY PARTNER:** Rodeo affiliation as Youth Rodeo Event Sponsor with Logo included with other websites; examples; Utah.com, Inutah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
 - **Company Logo** with hyperlink included on TooeleBitnSpur.com website for 365 days.
- **TICKETS:** 6 rodeo tickets for July 2nd Youth Rodeo performances
- **PROMOTIONS:** Option to provide "give-a-ways" to be shot into crowd during breaks in performances. Promotional product provided by sponsor.

Age Groups

7 & Under
8 - 11
12 - 15

EVENTS

Barrel Racing	Break Away
Pole Bending	Mutton Bustin' (N/A)
Team Roping	Mini-Bulls (N/A)
Goat Tying	

6 & Under Events:

Stick Horse Barrel Racing
Goat Ribbon Pull
Dummy Roping

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YOUTH RODEO SPECIAL NEEDS EVENT SPONSOR

BIT 'N SPUR YOUTH RODEO SPECIAL NEEDS EVENT SPONSOR **\$400**

- **NEW! Digital Monitor screens: up to 60 second video:** Commercial played on digital monitors during rodeo performances. Video provided by Sponsor or contact Sam Sadler, e11even Group to schedule filming session. sam@ellevengroup.com Phone: 940-435-9011
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Youth Rodeo on July 2nd, July 3rd and July 4th Rodeo sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by Sponsor.
 - **COMMUNITY PARTNER:** Rodeo affiliation as Youth Rodeo Event Sponsor with Logo included with other websites; examples; Utah.com, Inutah.org, KSL.com, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
 - **Company Logo** with hyperlink included on TooeleBitnSpur.com website for 365 days.
- **TICKETS:** 6 rodeo tickets for July 2nd Youth Rodeo performances
- **PROMOTIONS:** Option to provide "give-a-ways" to be shot into crowd during breaks in performances. Promotional product provided by sponsor.

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