



2026 RODEO SPONSOR & EVENT INFORMATION

Tooele Bit n' Spur Riding & Rodeo Association, LLC
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	
Corporate Platinum Sponsor	\$5,000	2	
Entertainment Sponsor	\$5,000	3	
Corporate Double Diamond Sponsor	\$4,000	2	
Corporate Diamond Sponsor	\$2,000+	2	
Fireworks Sponsor	\$2,500	2	
Exclusive Grand Marshal Sponsor	\$2,000+	2	
Royalty Sponsor	\$1,500+	1	
Rodeo Partner	\$1,000+	1	
Mutton Bustin'	\$1,000	4	
Chute Sponsor	\$1,500	6	
Grand Entry Sponsor	\$750	1	
Rodeo Event Sponsor	\$750	15	



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:

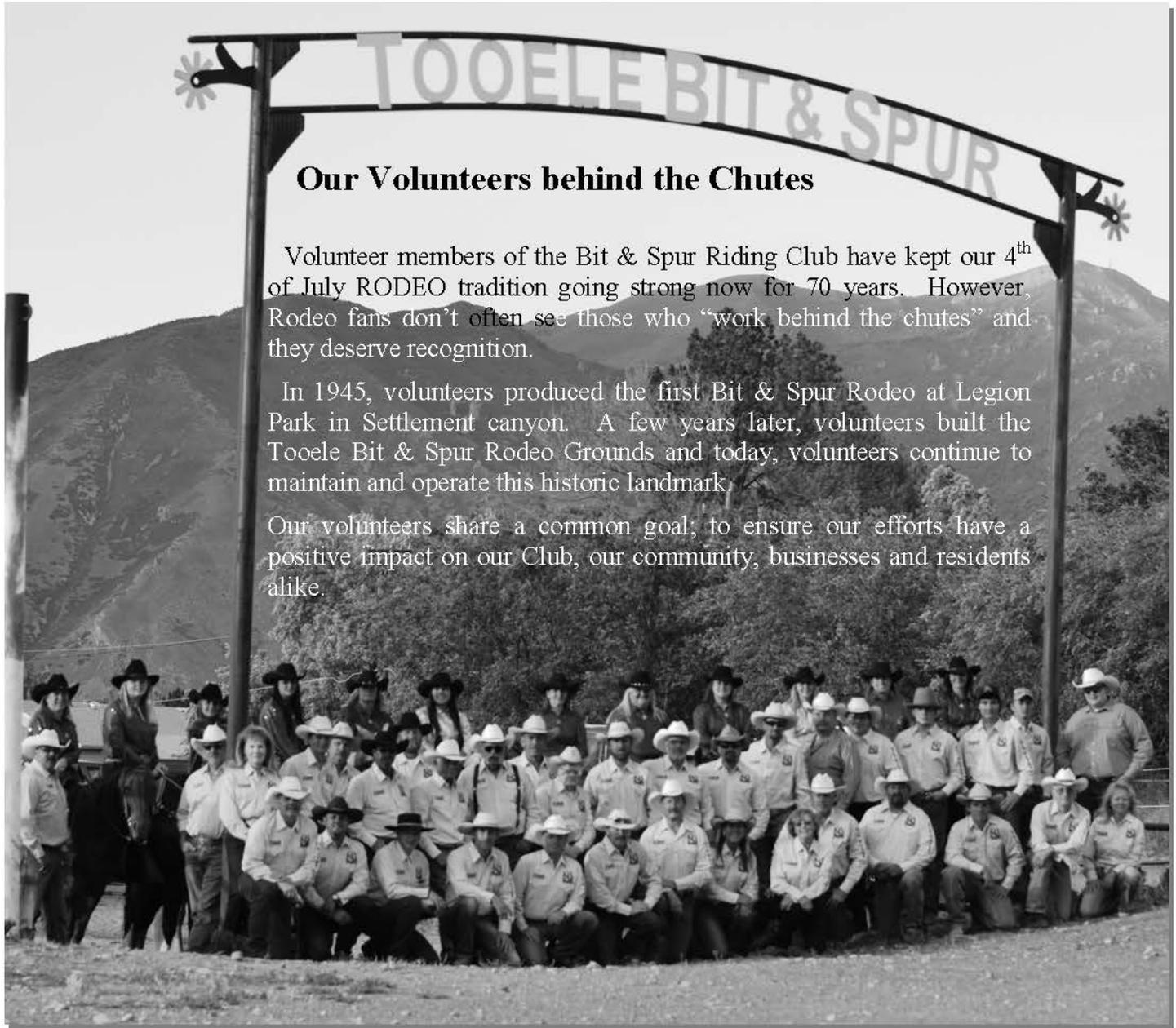
20% deposit upon signing of this contract with the balance to be paid in full on or before April 30, 2026.

Date: _____ 2026

Signature: _____

Print Name: _____

Description of the population served and where they are located.



Our Volunteers behind the Chutes

Volunteer members of the Bit & Spur Riding Club have kept our 4th of July RODEO tradition going strong now for 70 years. However, Rodeo fans don't often see those who "work behind the chutes" and they deserve recognition.

In 1945, volunteers produced the first Bit & Spur Rodeo at Legion Park in Settlement canyon. A few years later, volunteers built the Tooele Bit & Spur Rodeo Grounds and today, volunteers continue to maintain and operate this historic landmark.

Our volunteers share a common goal; to ensure our efforts have a positive impact on our Club, our community, businesses and residents alike.

Bit & Spur Rodeo Committee Members/Volunteers, back row- Grand Entry riders



2026 4TH OF JULY CORPORATE SPONSOR

RODEO CORPORATE SPONSOR

BIT 'N SPUR RODEO CORPORATE SPONSOR BENEFITS **\$10,000+**

- Corporate names as official sponsor of Rodeo “[Business Name] presents the 80th 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.
 - 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.
 - **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 25 rodeo tickets. Includes July 3rd & July 4th performances, as well as June 27th Kids performance.
- **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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RODEO PLATINUM SPONSOR

BIT 'N SPUR RODEO CORPORATE SPONSOR BENEFITS **\$5,000+**

- 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.
 - 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.
 - **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 25 rodeo tickets. Includes July 3rd & July 4th performances, as well as June 27th Kids performance.
- **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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RODEO ENTERTAINMENT SPONSOR

BIT 'N SPUR RODEO CORPORATE SPONSOR BENEFITS \$5,000+

- 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.
 - 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.
 - **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 25 rodeo tickets. Includes July 3rd & July 4th performances, as well as June 27th Kids performance.
- **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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2026 CORPORATE DOUBLE DIAMOND SPONSOR

RODEO DOUBLE DIAMOND SPONSOR

BIT 'N SPUR RODEO CORPORATE DOUBLE DIAMOND BENEFITS **\$4,000+**

- 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.
 - 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.
 - **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 16 rodeo tickets. Includes July 3rd & July 4th performances, as well as June 27th Kids performance.
- **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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RODEO DIAMOND SPONSOR

BIT 'N SPUR RODEO CORPORATE DIAMOND BENEFITS \$2,000+

- 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.
 - 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:** Display 4'x8' Arena Banner on High-Rise banner frames inside arena. Banner 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.
 - **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 10 rodeo tickets. Includes July 3rd & July 4th performances, as well as June 27th Kids performance.
- **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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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.
 - 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.
 - **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 10 rodeo tickets. Includes July 3rd & July 4th performances, as well as June 27th Kids performance.
- **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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EXCLUSIVE SPONSOR
GRAND MARSHAL

BIT 'N SPUR RODEO GRAND MARSHAL SPONSOR BENEFITS \$2,000

- Company Logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising. TV and/or radio advertising.
 - Tooele County Visitor’s Guide, etc.
 - Company 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, Eleven Productions to schedule filming session.
 - **PARADE AND GRAND ENTRY:** **Corporate Sponsor Banner** provided by Bit N’ Spur, affixed on Parade wagon/vehicle during Tooele City’s 4th of July Parade and during Rodeo Grand Entry performances, July 3rd and July 4th.
 - **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.
- **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 8 rodeo tickets. Includes July 3rd & July 4th performances.

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ROYALTY SPONSOR

BIT 'N SPUR RODEO ROYALTY SPONSOR BENEFITS **\$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: 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 Grand Entry and your flag carried during the performance.
- **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner at Main Rodeo Performances. Banner provided by Sponsor.
- **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 8 rodeo tickets for 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.
- **PARADE BANNER:** Banner displayed on the 4th of July parade float.
- **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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RODEO PARTNER SPONSOR

BIT 'N SPUR RODEO PARTNER SPONSOR BENEFITS \$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 Intermission event and various breaks during both Rodeo performances.
- **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner during Youth Rodeo and Main Rodeo Performances. Banner provided by Sponsor (July 3-4).
- **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.
- **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 6 rodeo tickets for 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.

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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 June 27, during 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 3rd or 4th performance.
- Company Logo with hyperlink included on TooeleBitnSpur.com website for 365 days.
- **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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CHUTE SPONSOR

BIT 'N SPUR RODEO CHUTE SPONSOR BENEFITS **\$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 July 3rd and July 4th Rodeo performances.
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Intermission event and various breaks during both Rodeo performances.
 - **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner during Youth Rodeo and Main Rodeo Performances. Banner provided by Sponsor (July 3-4).
 - **COMMUNITY PARTNER:** Rodeo affiliation as Corporate Sponsor with Logo included with other websites; examples; Utah.com, Inutah.org, KSL.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com, others.
 - **ONLINE TICKETING:** your business logo will be displayed through our online ticket purchasing.
- **TICKETS:** 6 rodeo tickets for 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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GRAND ENTRY SPONSOR

BIT 'N SPUR RODEO PARTNER SPONSOR BENEFITS **\$750**

- 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: 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 Grand Entry and your flag carried during the performance.
- **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner at Main Rodeo Performances. Banner provided by Sponsor.
- **TICKETS:** 6 rodeo tickets for 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.

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RODEO EVENT SPONSOR

BIT 'N SPUR RODEO EVENT SPONSOR BENEFITS

\$750

- 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.
 - Company logo displayed on a banner at all Bit N Spur events throughout the current year.
- **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 event Rodeo performances
- **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner during Main Rodeo Performances. Banner provided by Sponsor. Also displayed throughout the year at different Bit N Spur events.
- **TICKETS:** 6 rodeo tickets for 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.

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