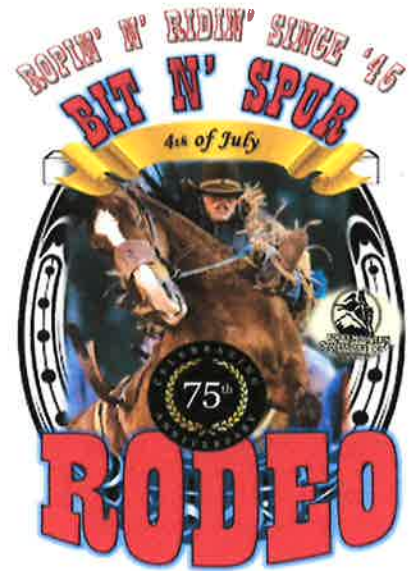


2021 RODEO SPONSOR & EVENT INFORMATION

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

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 price and benefit 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



SPONSORSHIP LEVEL

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

July 3 rd & 4 th Rodeo Corporate Sponsor	\$10,000	(1 sponsor) (Sold Out)
Triple Diamond Corporate Sponsor	\$5,000	(1 sponsor)
Youth Rodeo Sponsor (July 2, 2021)	\$3,500	(1 sponsor) (Sold Out)
Diamond Sponsor (Rodeo Breakfast incl'd)	\$3,000	(2 sponsors)
Mini Bulls Sponsor (Youth Rodeo)	\$2,500	(1 sponsor)
Fireworks Sponsor	\$2,500	(2 sponsors)
Exclusive Grand Marshal Sponsor	\$2,500	(1 sponsor)
Concert Sponsor (Exit 99 Band)	\$2,000	(1 sponsor)
Rodeo Contestant Breakfast Sponsor	\$1,500	(3 sponsors)
Exclusive Royalty Sponsor	\$1,500+	(1 sponsor)
Rodeo Partner	\$1,000+	(3 sponsors)
Mutton Bustin' Championship Event	\$1,000	(1 sponsor)
Grand Entry Sponsor	\$ 750	(1 sponsor)
Chute Sponsor	\$ 750	(Sold Out)
Rodeo Event Sponsor	\$ 550	(Sold Out)
Rodeo Arena Banner	\$ 400	(5 sponsors)

TERM OF CONTRACT DESIRED: 1 YEAR 2 YEARS 3 YEARS

SPONSOR NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PRIMARY PHONE: _____ FAX: _____

EMAIL: _____

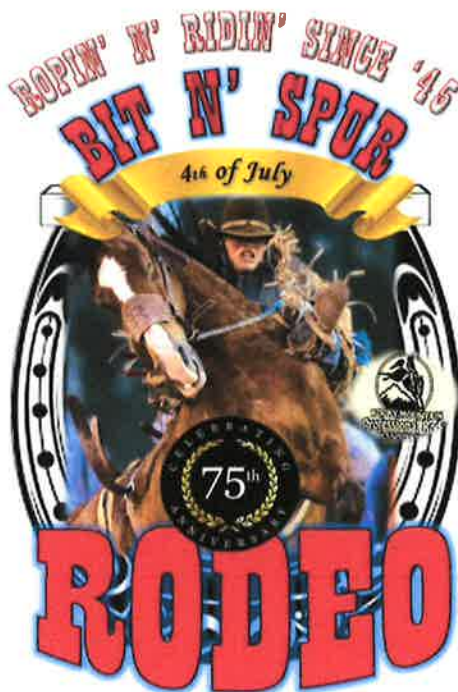
The undersigned is hereby authorized to represent and obligate this Sponsor or Business for the Sponsorship level that has been selected, and agrees to make the payments as follows:

20% deposit upon signing of this contract with the balance to be paid in full on or before April 30, 2020.

Dated this _____ day of _____ 2021

Print Name: _____

Signature: _____



CORPORATE SPONSOR

TRIPLE DIAMOND

BIT 'N SPUR RODEO TRIPLE DIAMOND SPONSOR BENEFITS \$5,000 - \$10,000

- Company Logo included on advertising media; newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising, TV and/or radio advertising.
 - 2021 includes 4 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Tooele County Visitor's Guide
 - Company logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **NEW! Digital Monitor screens: 60-90 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**
 - **SPONSOR BANNER:** One 6'x24' Corporate Sponsor Banner displayed outside Grandstand, banner provided by Bit n' Spur.
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Grand Entry and sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by 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.
- **TICKETS:** 20 rodeo tickets (Includes Reserved Premium seating for 20).
- **PROMOTIONS:** 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:** 20' x 10' vendor space in the Vendor Market area to meet customers and sell your products and services. 4'x8' Corporate Sponsor Banner displayed on high-rise banner frames (above the arena). Banner provided by sponsor.

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



CORPORATE SPONSOR



DIAMOND

BIT 'N SPUR RODEO DIAMOND SPONSOR BENEFITS **\$3,000 - \$4,000**

- Company Logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising. TV and/or radio advertising.
 - 2021 includes 4 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Tooele County Visitor's Guide
 - Company logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **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**
 - **SPONSOR BANNER:** One 6'x24' Corporate Sponsor Banner displayed outside Grandstand, banner provided by Bit n' Spur.
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during Grand Entry and sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by 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.
- **TICKETS:** 15 rodeo tickets (Includes Reserved Premium seating for 15).
- **PROMOTIONS:** 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:** 20' x 10' vendor space in the Vendor Market area to meet customers and sell your products and services.

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



MINI-BULLS SPONSOR

BIT 'N SPUR MINI-BULLS SPONSOR BENEFITS **\$2,500**

The Mini-Bulls is an event held during the Youth Rodeo on July 2nd and the Championship round during the July 3rd Rodeo Performance. Benefits listed below pertain to the Youth Rodeo and the July 3rd and July 4th Rodeo.

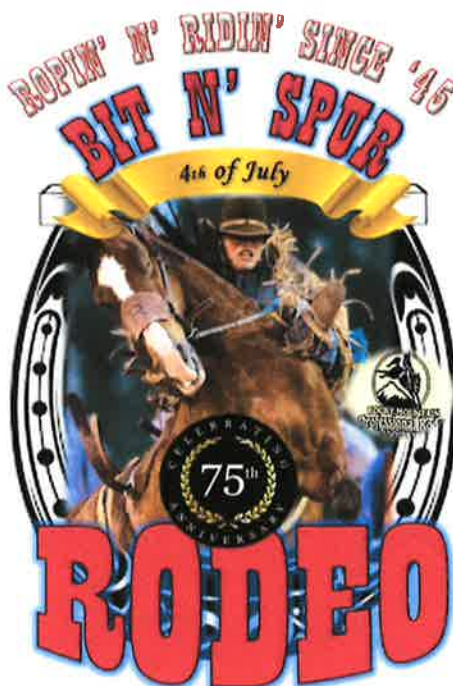
- Company Logo included on advertising media; example - newspapers, periodicals, magazines, and flyer inserts, posters/playbills, Facebook, Twitter and TooeleBitnSpur.com website (with hyperlink).
 - 2021 includes 3 - 4 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Tooele County Visitor's Guide
 - Company logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **NEW! Digital Monitor screens: 30 second video:** Commercial played on digital monitors during Mini-Bulls event and after Youth Rodeo performance. Video provided by Sponsor or contact Sam Sadler, eleven Group to schedule filming session. sam@ellevengroup.com Phone: 940-435-9011
- **Commercial Announcements:** your business announced during sponsor appreciation announcements (Youth Rodeo) and during July 3rd Rodeo performance and Grand Entry.
 - **CHAMPIONSHIP BELT BUCKLES:** Three [3] 1st place buckles (3 age groups) with Company name/logo on back side of buckle.
 - **ARENA BANNER:** 4'x 8' Corporate Sponsor Banner displayed inside Rodeo arena. Banner provided by sponsor.
 - Optional Corporate Flag with announcement during Rodeo Grand Entry, both main performances. Flag provided by sponsor.
 - **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:** 8 rodeo tickets for Youth Rodeo including July 3rd or July 4th Rodeo performance.
- **PROMOTIONAL:** Option to provide 'give-a-ways' to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.
- **NEW! VENDER BOOTH SPACE:** 20' x 10' vendor space in the Vendor area to meet your customers and sell your products and services.

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

www.TooeleBitnSpur.com

CELEBRATE 75 YEARS!

Follow us on  Facebook  Twitter



4TH of JULY FIREWORKS SPONSOR

BIT 'N SPUR RODEO FIREWORKS SPONSOR BENEFITS

\$2,500

- Company Logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising. TV and/or radio advertising.
 - 2021 includes 4 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Tooele County Visitor's Guide
 - Company logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **NEW! DIGITAL MONITOR SCREENS: 60 second video:** Commercial played on digital monitors before and after 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 Grand Entry and sponsor appreciation announcements.
 - **RODEO ARENA SPONSOR BANNER:** 4'x8' Corporate Sponsor Banner displayed inside Rodeo arena. Banner provided by sponsor.
 - **RODEO CORPORATE FLAG:** (optional) with announcement during Rodeo Grand Entry, both performances. Flag provided by sponsor.
 - **COMMUNITY ADVOCATE:** Affiliation as 4th of July Fireworks Sponsor with Logo included on FaceBook, other websites; i.e.; Utah.com, InUtah.org, KSL.com, Standard Examiner, FoxNews.com, TooeleToday.com, deseretpeakcomplex.com, AmericanTowns.com, RodeoZ.com, RodeoUSA.com
- **TICKETS:** 10 rodeo tickets.
- **PROMOTIONS:** 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:** 20' x 10' vendor space on the Vendor Market area to meet customers and sell your products and services.
- First right of refusal for the 2022 4th of July Fireworks Sponsorship.

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



GRAND MARSHAL SPONSOR

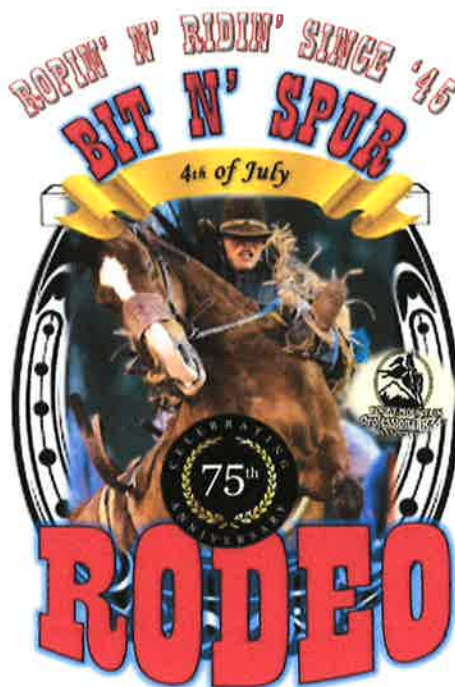
BIT 'N SPUR RODEO GRAND MARSHAL BENEFITS

\$2,500

2021 Grand Marshals will include previous year's Grand Marshals, to recognize and honor their commitment to Tooele's Western Heritage and the Sport of Rodeo as part of our 75 Year Celebration.

- Company Logo included on advertising media; example - newspapers, periodicals, magazines, flyer inserts, posters/playbills, social media/websites, mobile advertising. TV and/or radio advertising.
 - 2021 includes 4 full page ads in The Rodeo News Magazine May – June
 - HomeTown Values, Tooele County Visitor's Guide
 - Company logo with hyperlink included on TooeleBitnSpur.com website for 365 days
- **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 Grand Entry and sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by Sponsor.
 - **PARADE and GRAND ENTRY:** Corporate Sponsor Banner, provided by Bit n' Spur, affixed on Parade wagon/vehicle during Tooele City 4th of July Parade and during Rodeo Grand Entry performances.
 - 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:** 12 rodeo tickets (Includes Reserved Premium seating for 12).
- **PROMOTIONS:** 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:** 20' x 10' vendor space in the Vendor Market area to meet customers and sell your products and services.

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



EXIT 99 CONCERT SPONSOR

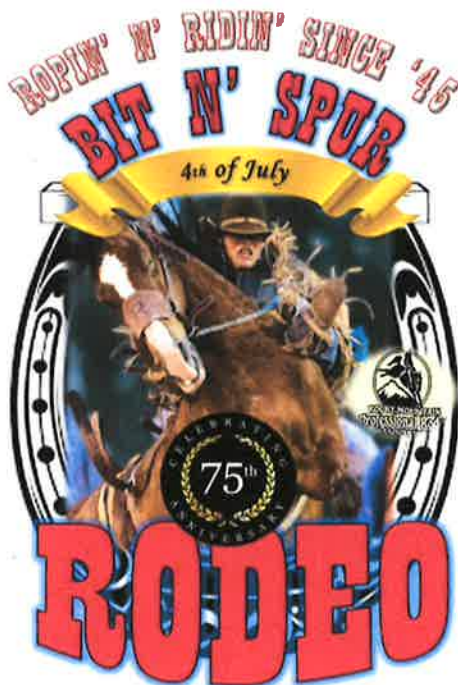
As part of our 75 Year Celebration, a popular local band, Exit 99, will perform a collection of traditional and new Country and Western songs. <https://www.youtube.com/watch?v=3TJGwFxnGPU> Concert to be held on July 2nd following the Youth Rodeo.

BIT 'N SPUR RODEO EXIT 99 CONCERT SPONSOR BENEFITS

\$2,000

- 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: 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 and sponsor appreciation announcements during July 3rd & July 4th Rodeo performances.
 - **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner during Youth and Main Rodeo performances. Banner provided by Sponsor.
 - **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 to Youth Rodeo, 6 tickets to July 3 or 4th Rodeo.
- **PROMOTIONS:** 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:** 20' x 10' vendor space in the Vendor Market area to meet customers and sell your products and services.

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



CONTESTANT BREAKFAST SPONSOR

As part of our 75 Year Celebration, one of our popular food vendors will fix breakfast burrito's and drinks for the cowboys and cowgirls participating in the Slack performance on July 3rd, 9:00 am.

BIT 'N SPUR RODEO CONTESTANT BREAKFAST 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 rodeo slack performance and during the July 3rd and July 4th performances.
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during sponsor appreciation announcements during July 3rd Slack and Main Rodeo Performances.
 - **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner during Main Rodeo Performances. Banner provided by Sponsor.
 - **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 July 3 or 4th Rodeo.
- **PROMOTIONS:** 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:** 20' x 10' vendor space in the Vendor Market area to meet customers and sell your products and services.

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



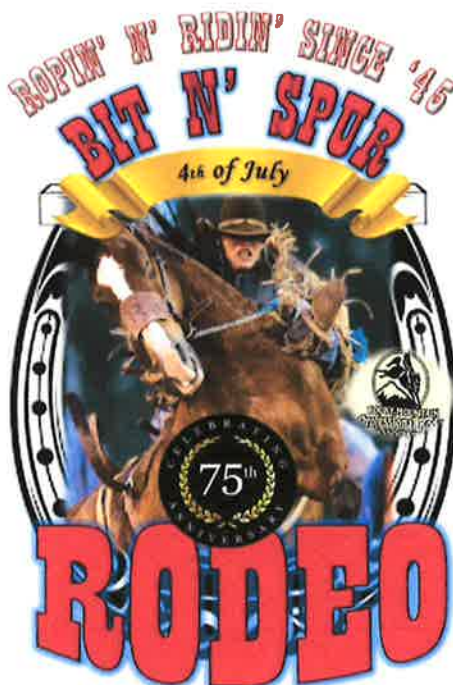
RODEO ROYALTY SPONSOR

Rodeo Princesses/Rodeo Jr. Princesses

BIT 'N SPUR RODEO DIAMOND SPONSOR BENEFITS **\$1,500 - \$2,000**

- **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 Grand Entry and sponsor appreciation announcements.
 - **RODEO ARENA BANNER:** Display 4'x8' Arena Banner. Banner provided by Sponsor.
 - **PRINCESS CONTEST BANNER:** Same 4'x8' Corporate 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 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.
 - 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:** 8 rodeo tickets
- **PROMOTIONS:** Option to provide 'give-a-ways' to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.
- First right of refusal for the 2022 Rodeo Royalty Sponsorship.

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



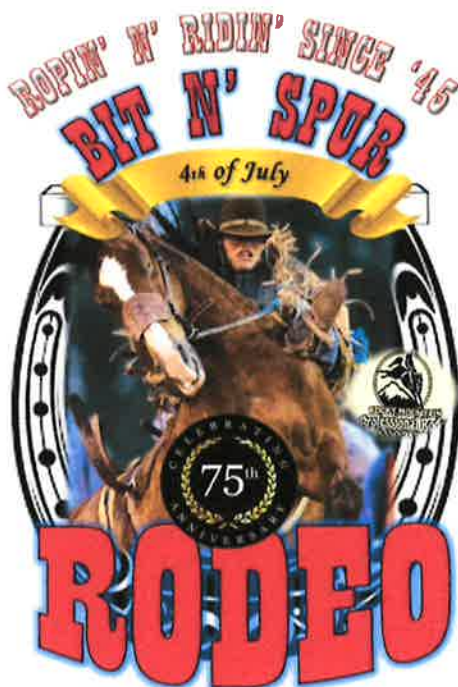
RODEO PARTNER SPONSOR

BIT 'N SPUR RODEO PARTNER SPONSOR BENEFITS

\$1,000

- 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 rodeo slack performance and during the July 3rd and July 4th performances.
- **ADVERTISING**
 - **COMMERCIAL ANNOUNCEMENTS:** your business announced during sponsor appreciation announcements during July 3rd and July 4th Rodeo Performances.
 - **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner during Main Rodeo Performances. Banner provided by Sponsor.
 - **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 July 3 or 4th Rodeo.
- **PROMOTIONS:** Option to provide 'give-a-ways' to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.

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



MUTTON BUSTIN' CHAMPIONSHIP SPONSOR

BIT 'N SPUR YOUTH RODEO EVENT SPONSOR BENEFITS

\$1,000

- 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 Youth Rodeo, includes July 3rd and July 4th Rodeo Performances.
 - **RODEO ARENA BANNER:** Display 4'x 8' Arena Banner during Youth Rodeo and Main Rodeo Performances. Banner provided by Sponsor.
 - **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.
- **CHAMPIONSHIP BELT BUCKLES:** 1 – 3 places with Company Logo inscribed on back side of buckle.
- **PROMOTIONS:** Option to provide 'give-a-ways' to be thrown into the crowd during breaks in performances. Promotional product provided by sponsor.

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

TOOELE BIT N' SPUR RODEO & RIDING CLUB FACTS

Organization Name: 2021 Bit n' Spur 4th of July Rodeo Committee

Contact Name: Rodeo Chairman - Jim Harrell at 801-560-0909
Rodeo Co-Chair - Cindy Elton at 435-830-5722

Email: jmh7311@gmail.com (Jim) or cindyelton@gmail.com (Cindy)

Website: www.TooeleBitnSpur.com

Mailing Address: PO Box 607 Tooele, Utah 84075

DESCRIPTION OF THE ORGANIZATION'S MISSION AND HISTORY

The Tooele Bit n' Spur Club (TBS) was formed in 1945 and is a 501(c)3 non-profit organization dedicated to the promotion and preservation of equestrian activities for families and individuals, regardless of whether they own horses or not. Many of our members have a long history of or are currently involved in ranching and/or agriculture and the western lifestyle.

Our members share the belief that horsemanship promotes and develops not only an appreciation of horses and riding, but in a broader sense, dedication, leadership, commitment, and sportsmanship.

2021 will be the 75th year the Bit n' Spur Riding Club has produced this two day, 4th of July Rodeo; the highlight of Tooele County's Independence Day celebration. The emphasis of our 4th of July Rodeo is to honor our military branches and the many heroes who have protected our freedoms and our lives. We also recognize our local emergency first-response hero's; fire fighters, paramedics, law enforcement and those fighting the COVID-19 pandemic.

A Leader in Community Involvement

- The TBS Club, in conjunction with the City of Tooele, has lead the coordination of Tooele's 4th of July Parade for the last 20 years. Volunteer Club members are responsible for taking parade applications, entry line up, and coordinating the judging of over 400 parade entries.
- The TBS Club contributes to Tooele County communities such as sponsoring High School and Junior High School Rodeo, a local 4-H Horse Program, Breezin' Barrel Racing, and the Rush Valley Riders Rodeo. Donations are made yearly in December to local charitable organizations; The Transcript Bulletin Christmas Family Fund, Tooele County's Community Outreach Resource Center, Tooele County Food Bank and the Adult Aging Services Mobility Services. In 2009, Club members arranged and coordinated the building of a roping arena; the "Wish" made by a terminally ill 12 year-old boy. TBS Club members ordered materials, arranged equipment and erected the entire arena; fulfilling this highly publicized Make-A-Wish Project.
- The TBS Club offers fund raising opportunities to FFA students and 4-H Horse Clubs in the form of providing concessions during hosted youth/adult competitions and during the Rodeo.
- The TBS Club is affiliated with the Utah State Western Riding Clubs of America (USWRCA), with over 2,500 members. Visit the website at www.uswrca.com.

The 4th of July Rodeo is a multi-community, county-wide production and is a tradition for thousands of Tooele County residents. The Bit n' Spur Club is proud of its role in ensuring the sport of rodeo continues and the opportunity is there for our many community residents to establish or carry on this patriotic tradition. It is the desire for our Club to secure long-term corporate partnerships to ensure this community tradition will continue to grow.

What Rodeo Revenue is used for:

- **Rodeo:** Pay the fees and expenses of the RMPRA Stock Contractor, rental of the Deseret Peak Complex, and pay County employees for services performed.
 - Provide an additional \$7,000 as "added money" to contestant's winnings.
- **Riding Club:** Provide a fun, safe, educational, and rewarding competitive experience for youth and adult riding club members. Youth membership continues to grow each year, validating a continuous interest in horsemanship and equine activities.
- **Charity:** Provide charitable funds/contributions for High School and Jr. High Rodeo's and for community service organizations/projects, such as Tooele's Aging Services, the Utah Food Bank and the Transcript Bulletin Family Christmas Benefit Fund.
- **Sustainability:** Provide funds to maintain the Bit n' Spur Clubhouse located at approximately 250 W. 500 North in Tooele. The Clubhouse is used for membership meetings, dances, dinners, award programs, and princess contests. Recently, the facility underwent major internal upgrades; new kitchen tile, flooring resurfacing, installation of a new dance floor, interior painting, new heating & air conditioner, hot water heater replacement and complete electrical system upgrade.
 - Provide needed upgrades, repairs, and labor for the Tooele Bit n' Spur Rodeo Grounds located at approximately 600 North and 350 West, in Tooele.
- **Additional Activities:** Host USWRCA Junior District Horse Show and other competitions; preparing the arenas and facilities. Hosting award/dinner parties, District 1 annual party (100+ members), and monthly Board meetings.
 - Organize and fund bi-weekly Team Penning events throughout the summer; leasing and caring for over 30 cows and paying for feed. Participants consist of beginners to experts, individuals and families from Tooele County. The popularity has grown to include participation from outside the County.
 - Organize and fund family oriented day and over-night trail rides for Club members.

Who will benefit:

Our website and Rodeo ticket sales have captured information pertaining to where our spectator's come from. Residents from Grantsville, Lake Point, Stansbury Park, Stockton, Rush Valley; St. John/Clover, and Tooele make up approximately 1/3 of our audience. The remaining numbers of rodeo fans come from throughout Utah including spectators from Idaho, New Mexico, Nevada, Wyoming, Arizona, and Colorado. The Rodeo is a showcase of what Tooele County has to offer and we are proud to play host to our out-of-town guests.

Many families and friends of the RMPRA contestants who attend the Rodeo contribute to Tooele's local economy by patronizing businesses and local hotels.

This Corporate invitation was specifically and carefully selected because your company has a very recognizable and prominent presence in Tooele County. Partnering with our Rodeo will not only offer additional exposure but will validate support of Tooele County communities.

Overall project goals and expected impact.

In the past, our Rodeo had, by far, the most spectacular fireworks display in all of Tooele County, as both the City and County were sharing the cost of the fireworks until 2008. Due to budget cuts, the burden has fallen upon the Bit n' Spur Club to fund an affordable, enjoyable and impressive fireworks display. With the support of our Corporate Sponsors the Bit n' Spur Rodeo Committee in nearing its goal of providing a fireworks display indicative of the energy and pride exhibited within the community as it celebrates this most patriotic of holidays.

Our volunteer members of the Bit n' Spur Club take great pride in providing the citizens of Tooele County with the excitement of this patriotic rodeo for 75 years. Moving the Rodeo venue from Tooele City to the Deseret Peak Complex transformed our rodeo into a county-wide production. With that have come added responsibilities, commitments, and dedication to our county residents and businesses.

For the past several years, the Grandstands at the Deseret Peak Outdoor arena have reached capacity with thousands of spectators expecting a great 4th of July Rodeo. New for 2021 is a Youth Rodeo that will include a "Mini-Bull" riding competition for youth. A concert performed by a popular local band, Exit 99, will begin shortly after the Youth Rodeo. We will once again include the highly popular Mutton Bustin' Buckle Championship. Our fireworks display begins immediately after the July 4th Rodeo performance.

Why the project is important and merits support.

Without the Rodeo, Tooele County will have minimal Independence Day activities. There are parades in Tooele and Grantsville and each city has its own, separate activities.

Since our Rodeo is not affiliated with either city, it draws residents from our distant community's together, fostering social interaction and county fellowship.

Over the years, area populations have more than doubled, adding diverse interests among our new neighbors. Many have never attended a Rodeo before. Many newcomers have made Tooele Valley their home because of the western and ranching heritage that is so apparent. Our Rodeo contributes to this heritage and serves as a reminder to be grateful and recognizant of those who have fought for our liberties.

The Rodeo Committee and many Club members campaign local business for advertising contributions, many who renew their ad each year. Advertising revenue is estimated at approximately \$20,000 and is used to produce the rodeo videos, tickets, and enables us to contribute added money for rodeo contestants. Revenues from ticket sales go towards the Stock Contractor fees, which is \$11,000 for both performances including slack.

As stated earlier, Tooele City Parks and Recreation depend on the Bit n' Spur members to manage and coordinate Tooele City's parade and has for almost 20 years. The Club receives numerous accolades for their civic involvement and support of the Independence Day activities. Our Club is considered by local government, businesses and residents to be a very positive influence throughout Tooele Valley.

Description of the population served and where they are located.

Tooele Valley is known for its western roots and lifestyles. Generation upon generation have raised their families on ranching and farming. Families have solid traditions of attending and/or participating in the 4th of July Rodeo. Newcomers to our area are longing for the western atmosphere and the opportunity to start their own traditions. The 4th of July Rodeo has brought families together and fostered many friendships and social interactions.

The 4th of July Rodeo draws spectators from Grantsville, Ibapah, Lake Point, Rush Valley/St. John/Clover, Stansbury Park, Stockton, Tooele and Wendover. Rodeo fans and contestants throughout the State of Utah are also in attendance as are others from Idaho, New Mexico, Nevada, Wyoming, Arizona, and Colorado.

- Ben German, veteran Stock Contractor and Chairman of the RMPRA is highly respected in the Industry and draws contestants and their friends and families from all over the Western Region States, ensuring both high caliber and local contestant competition.
- After 74 performances, Tooele Valley residents have come to expect a great rodeo. Families have and continue to schedule their holiday weekend around the 2-day Bit n' Spur 4th of July Rodeo.
- The Rodeo Committee continues to experience increased attendance each year; speculations are partly due to the state of the economy. Many families have members who have lost their jobs or are forced to work at a lesser wage. Without our affordable rodeo, their 4th of July may pass unnoticed.
- The Rodeo Committee is putting on a show for all Tooele Valley residents, but we also set out to impress our out-of-County and out-of-State visitors with a professionally managed and enjoyable rodeo with a spectacular fireworks display.
- The Bit n' Spur Rodeo Committee has been the leader in ensuring the sport of rodeo remains strong in our county. A few years ago, the Deseret Stampede, a PRCA rodeo, was cancelled by Tooele County due to drastic budget cuts. We (the Bit n' Spur) see this cancellation as a tragedy to rodeos in Tooele Valley. Fortunately, the Bit n' Spur 4th of July Rodeo Committee, through our many volunteers, our business communities, and a successful marketing strategy has made the 4th of July Rodeo the biggest in Tooele County. We are the largest RMPRA Rodeo in the State of Utah and have achieved the title of "the highlight of Tooele County's Independence Day celebration". The revenues from producing this Rodeo have enabled us to sustain and grow our Junior Riding Club Program. Each year we experience an increase in our junior membership, proof that our local youth want to be involved with horses and riding.

However, looking at this situation from another perspective; our Rodeo is now the only major rodeo in "town" which means the Bit n' Spur Club has an even bigger obligation; to insure the sport of Rodeo continues to thrive in our County. For years, Tooele County Rodeo organizers have been very supportive of each other as we all have a common goal; to keep our traditions and western heritage alive.

- The Rodeo Committee encourages collaboration among Tooele, Salt Lake, and Utah county business and is a long time partner with the Tooele City Parks and Recreation and the Tooele City Arts Council.

The Tooele Bit n' Spur Riding Club is very proud of our leadership role in Tooele County's Independence Day festivities and as a civic-minded partner with other organizations. Our members are committed to ensuring a sustainable future for our Rodeo and western heritage by offering financial support, volunteer time and labor, and collaborations with other organizations to improve their rodeo productions, equine activities and facilities. The Tooele Bit n' Spur Riding Club members are dedicated to the youth of our communities and shall continue to ensure a sustainable future of our successful riding club and Junior/Youth Riding Program.

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

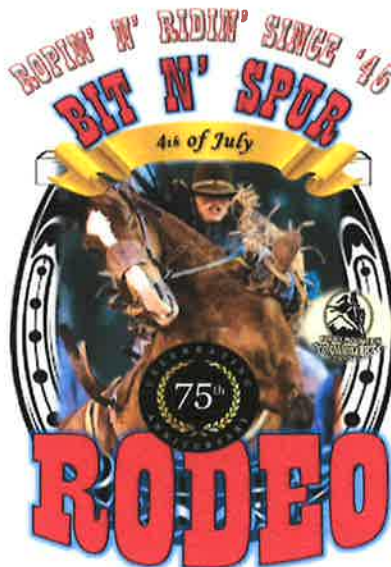
2021 Bit & Spur Rodeo

CORPORATE SPONSOR Invoice

Remit Payment to:
Bit & Spur
P.O. Box 607
Tooele, Utah 84074

Business Name: _____
Contact Name: _____
Mailing Address: _____
Line 2: _____
City: _____
State: _____ Zip Code: _____

Invoice Date: _____ 2021



Ad Type (check selection(s):	<input type="checkbox"/> Platinum/Triple Diamond Sponsor	\$5,000.00
	<input type="checkbox"/> Youth Rodeo Sponsor	\$3,500.00
	<input type="checkbox"/> Diamond Sponsor	\$3,000.00
	<input type="checkbox"/> Mini Bulls Sponsor (Youth Rodeo)	\$2,500.00
	<input type="checkbox"/> Fireworks Sponsor	\$2,500.00
	<input type="checkbox"/> Concert Sponsor	\$2,000.00
	<input type="checkbox"/> Other _____	\$ ____ .00

See attached Corporate Sponsor page, detailing advertising benefits. Please provide 1 or 2 banners maximum size 4' x 8' and Company Logo for mobile advertising.

SPECIAL ATTENTION

Send your logo and business link information to murphy.mariah@yahoo.com to add to our Rodeo Sponsors webpage. www.TooeleBitnSpur.com

Total Advertising Charge: \$ ____ .00

Amount Paid: \$ ____ .00 Check # _____
If paying by mail, please include a copy of this invoice with payment.

Bit & Spur Representative: _____ phone # _____

Video, Logo and Ad information must be provided to Bit & Spur by June 19th



TooeleBitnSpur.com
a 501(c)3 Non-Profit Organization



HomeTown Values 2018 online ad

RODEO • FIREWORKS • CONCERT

JULY 3 & 4

8:00^{PM}

DESERET PEAK COMPLEX

2930 UT-112, Grantsville, UT

Ticket & Mutton Bustin' Information:
TOOELEBITNSPUR.COM

Sponsors

MINI-CONCERT
July 4

4th of July
Fireworks!

Hotel Provided by
 Hilton Garden Inn

RMPRA Sanctioned
Stock -
Brokenheart Rodeo Co.

SAVE \$2
PLUG IN PROMO
CODE: Home73

RODEO

Bit & Spur
73
Years

2019 Season Social Media Analytics

Facebook Marketing

Total page likes (daily averages)

April 1, 2019 260

July 7, 2019 510

Facebook Totals this season (April 1-July 7)

Total Reach: 107, 239

Total clicks on content: 6,344

Total Post interactions: 9,639

Total Reach

The number of people who saw any conter

