



## SPONSORSHIP MATRIX

### 5th Annual CFRC Rodeo

### March 5–6, 2027



|          | Sponsorship Type:                           | Value:             | Logo of Sponsor: | Logo on Website:<br>cfrcrodeo.com | Promotional Tickets: |            |             |              | VIP Parking Passes<br>(Paved Area): | Program Ad: | Marketing & Media Presence: | Live Event Mentions: | Logo Rotation on Jumbotron: | Display Booth/Give Aways: | Cuisine & Corks<br># of Tickets: |
|----------|---------------------------------------------|--------------------|------------------|-----------------------------------|----------------------|------------|-------------|--------------|-------------------------------------|-------------|-----------------------------|----------------------|-----------------------------|---------------------------|----------------------------------|
|          |                                             |                    |                  |                                   | Friday GA            | Friday VIP | Saturday GA | Saturday VIP |                                     |             |                             |                      |                             |                           |                                  |
| \$20,000 | Presenting Sponsor                          | \$20,000           |                  | ✓                                 | 25                   | 10         | 25          | 10           | 8                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 8                                |
| \$15,000 | Official Night Sponsor<br>(Friday Night)    | \$15,000           |                  | ✓                                 | 22                   | 8          | 22          | 8            | 7                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 8                                |
|          | Official Night Sponsor<br>(Saturday)        | \$15,000           |                  | ✓                                 | 22                   | 8          | 22          | 8            | 7                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 8                                |
| \$12,500 | Rope & Ride Sponsor                         | \$12,500           |                  | ✓                                 | 20                   | 6          | 20          | 6            | 6                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 6                                |
|          | Jumbotron Sponsor                           | \$12,500           |                  | ✓                                 | 20                   | 6          | 20          | 6            | 6                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 6                                |
| \$10,000 | VIP Room Culinary Sponsor                   | \$10,000           |                  | ✓                                 | 18                   | 6          | 18          | 6            | 5                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 6                                |
|          | Venue Host Sponsor                          | \$10,000           |                  | ✓                                 | 18                   | 6          | 18          | 6            | 5                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 6                                |
|          | Event Host Sponsor                          | \$10,000           |                  | ✓                                 | 18                   | 6          | 18          | 6            | 5                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 6                                |
|          | Official Tractor of CFRC Sponsor            | \$10,000           |                  | ✓                                 | 18                   | 6          | 18          | 6            | 5                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 6                                |
|          | Gold Buckle Sponsor                         | \$10,000           |                  | ✓                                 | 18                   | 6          | 18          | 6            | 5                                   | Full Page   | ✓                           | ✓                    | ✓                           | ✓                         | 6                                |
| \$7,500  | Calf Roping Sponsor                         | \$7,500 / \$10,000 |                  | ✓                                 | 16                   | 6          | 16          | 6            | 4                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           | ✓                         | 4                                |
|          | Bull Riding Sponsor                         | \$7,500            |                  | ✓                                 | 16                   | 6          | 16          | 6            | 4                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           | ✓                         | 4                                |
|          | Crack-the-Whip Sponsor                      | \$7,500            |                  | ✓                                 | 16                   | 6          | 16          | 6            | 4                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           | ✓                         | 4                                |
|          | Special Needs Event Sponsor                 | \$0                |                  | ✓                                 |                      |            |             |              |                                     | 3/4 Page    | ✓                           | ✓                    | ✓                           | ✓                         | 4                                |
| \$5,000  | VIP Room Sponsor                            | \$5,000            |                  | ✓                                 | 14                   | 4          | 14          | 4            | 3                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           | ✓                         | 2                                |
|          | Silver Spur Sponsor                         | \$5,000            |                  | ✓                                 | 14                   | 4          | 14          | 4            | 3                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           | ✓                         | 2                                |
|          | Official Banking Partner of CFRC Sponsor    | \$5,000            |                  | ✓                                 | 14                   | 4          | 14          | 4            | 3                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           | ✓                         | 2                                |
|          | VIP Parking Sponsor<br>(Paved Area)         | \$5,000            |                  | ✓                                 | 14                   | 4          | 14          | 4            | 3                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           | ✓                         | 2                                |
| \$3,750  | Western Wear Sponsor                        | \$3,750            |                  | ✓                                 | 12                   | 4          | 12          | 4            | 3                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           |                           | 2                                |
|          | Cowboy Up Sponsor                           | \$3,750            |                  | ✓                                 | 12                   | 4          | 12          | 4            | 3                                   | 3/4 Page    | ✓                           | ✓                    | ✓                           |                           | 2                                |
| \$3,000  | Chute Gate Sponsor 1<br>(6 Total Available) | \$3,000            |                  | ✓                                 | 12                   | 4          | 12          | 4            | 2                                   | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                                |
|          | Chute Gate Sponsor 2                        | \$3,000            |                  | ✓                                 | 12                   | 4          | 12          | 4            | 2                                   | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                                |
|          | Chute Gate Sponsor 3                        | \$3,000            |                  | ✓                                 | 12                   | 4          | 12          | 4            | 2                                   | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                                |
|          | Chute Gate Sponsor 4                        | \$3,000            |                  | ✓                                 | 12                   | 4          | 12          | 4            | 2                                   | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                                |
|          | Chute Gate Sponsor 5                        | \$3,000            |                  | ✓                                 | 12                   | 4          | 12          | 4            | 2                                   | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                                |

|         | Sponsorship Type:                        | Value:  | Logo of Sponsor Once Sold: | Logo on Website: <a href="http://cfcrodeo.com">cfcrodeo.com</a> | Promotional Tickets: |            |             |              | VIP Parking Passes (Paved Area): | Program Ad: | Marketing & Media Presence: | Live Event Mentions: | Logo Rotation on Jumbotron: | Display Booth/Give Aways: | Cuisine & Corks # of Tickets: |
|---------|------------------------------------------|---------|----------------------------|-----------------------------------------------------------------|----------------------|------------|-------------|--------------|----------------------------------|-------------|-----------------------------|----------------------|-----------------------------|---------------------------|-------------------------------|
|         |                                          |         |                            |                                                                 | Friday GA            | Friday VIP | Saturday GA | Saturday VIP |                                  |             |                             |                      |                             |                           |                               |
| \$3,000 | Chute Gate Sponsor 6                     | \$3,000 |                            | ✓                                                               | 12                   | 4          | 12          | 4            | 2                                | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                             |
|         | Boots & Spurs Sponsor                    | \$3,000 |                            | ✓                                                               | 12                   | 4          | 12          | 4            | 2                                | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                             |
|         | Bareback & Saddle Bronc Riding Sponsor   | \$3,000 |                            | ✓                                                               | 12                   | 4          | 12          | 4            | 2                                | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                             |
|         | Eight-Second Sponsor                     | \$3,000 |                            | ✓                                                               | 12                   | 4          | 12          | 4            | 2                                | 1/2 Page    | ✓                           | ✓                    | ✓                           |                           | 2                             |
| \$2,750 | Return Gate Sponsor                      | \$2,750 |                            | ✓                                                               | 10                   | 4          | 10          | 4            | 1                                | 1/2 Page    | ✓                           | ✓                    |                             |                           | 2                             |
| \$2,500 | VIP Room Whiskey & Rye Sponsor           | \$2,500 |                            | ✓                                                               | 8                    | 2          | 8           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Chuckwagon Race Sponsor (Friday Night)   | \$2,500 |                            | ✓                                                               | 8                    | 2          | 8           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Chuckwagon Race Sponsor (Saturday Night) | \$2,500 |                            | ✓                                                               | 8                    | 2          | 8           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
| \$2,000 | Chuckwagon Sponsor 1 (6 Total Available) | \$2,000 |                            | ✓                                                               | 6                    | 2          | 6           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Chuckwagon Sponsor 2                     | \$2,000 |                            | ✓                                                               | 6                    | 2          | 6           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Chuckwagon Sponsor 3                     | \$2,000 |                            | ✓                                                               | 6                    | 2          | 6           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Chuckwagon Sponsor 4                     | \$2,000 |                            | ✓                                                               | 6                    | 2          | 6           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Chuckwagon Sponsor 5                     | \$2,000 |                            | ✓                                                               | 6                    | 2          | 6           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Chuckwagon Sponsor 6                     | \$2,000 |                            | ✓                                                               | 6                    | 2          | 6           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Chuckwagon Sponsor 7                     | \$2,000 |                            | ✓                                                               | 6                    | 2          | 6           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
| \$1,750 | Rodeo Clown (Friday)                     | \$1,750 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Rodeo Clown (Saturday)                   | \$1,750 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Breakaway Roping Sponsor                 | \$1,750 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Rodeo Event Sponsor                      | \$1,750 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Steer Wrestling Sponsor                  | \$1,750 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Team Roping Sponsor                      | \$1,750 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Rodeo Wrangler Sponsor                   | \$1,750 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
|         | Trail Boss Sponsor                       | \$1,750 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           | ✓                    |                             |                           | 2                             |
| \$1,500 | VIP Room Homestyle Bakery Sponsor        | \$1,500 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           |                      |                             |                           | 2                             |
|         | Barrel Racing Sponsor                    | \$1,500 |                            | ✓                                                               | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           |                      |                             |                           | 2                             |
|         | Parking Sponsor (General Parking)        | \$1,500 |                            |                                                                 | 4                    | 2          | 4           | 2            | 1                                | 1/4 Page    | ✓                           |                      |                             |                           | 2                             |

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|---------|---------------------------------------------------|---------|------------------|-----------------------------------|----------------------|------------|-------------|--------------|-------------------------------------|-------------|-----------------------------|----------------------|-----------------------------|---------------------------|----------------------------------|
|         |                                                   |         |                  |                                   | Friday GA            | Friday VIP | Saturday GA | Saturday VIP |                                     |             |                             |                      |                             |                           |                                  |
| \$1,500 | Parking Lot Lighting Sponsor<br>(General Parking) | \$1,500 |                  |                                   | 4                    | 2          | 4           | 2            | 1                                   | 1/4 Page    | ✓                           |                      |                             |                           | 2                                |
|         | Bronze Star Sponsor                               | \$1,500 |                  |                                   | 4                    | 2          | 4           | 2            | 1                                   | 1/4 Page    | ✓                           |                      |                             |                           | 2                                |
|         | VIP Room Bartending Services                      | \$1,500 |                  |                                   | 4                    | 2          | 4           | 2            | 1                                   | 1/4 Page*   | ✓                           |                      |                             |                           | 2                                |
| \$1,250 | Logo/Brand Rotating on JumboTron                  | \$1,250 |                  |                                   | 2                    | 0          | 2           | 0            | 0                                   | -           | -                           | -                    | ✓                           | -                         | 2                                |
|         | Logo/Brand Rotating on JumboTron                  | \$1,250 |                  |                                   | 2                    | 0          | 2           | 0            | 0                                   | -           | -                           | -                    | ✓                           | -                         | 2                                |
|         | Logo/Brand Rotating on JumboTron                  | \$1,250 |                  |                                   | 2                    | 0          | 2           | 0            | 0                                   | -           | -                           | -                    | ✓                           | -                         | 2                                |
|         | Logo/Brand Rotating on JumboTron                  | \$1,250 |                  |                                   | 2                    | 0          | 2           | 0            | 0                                   | -           | -                           | -                    | ✓                           | -                         | 2                                |
| \$1,000 | Spaonsor / Donation                               | \$1,000 |                  |                                   | 2                    | 0          | 2           | 0            | 0                                   | -           | -                           | -                    | ✓                           | -                         | 2                                |
| \$1,000 | VIP Room Music Sponsor                            | \$1,000 |                  |                                   | 0                    | 2          | 0           | 2            | 0                                   | -           | -                           | -                    | -                           | -                         | 2                                |
| \$1,000 | VIP Kids Zone Presenting Sponsor                  | \$1,000 |                  |                                   | 0                    | 2          | 0           | 2            | 0                                   | -           | -                           | -                    | -                           | -                         | 2                                |
| \$500   | VIP Kids Zone Sponsor 1                           | \$500   |                  |                                   | 0                    | 2          | 0           | 2            | 0                                   | -           | -                           | -                    | -                           | -                         | -                                |
|         | VIP Kids Zone Sponsor 2                           | \$500   |                  |                                   | 0                    | 2          | 0           | 2            | 0                                   | -           | -                           | -                    | -                           | -                         | -                                |
|         | VIP Kids Zone Sponsor 3                           | \$500   |                  |                                   | 0                    | 2          | 0           | 2            | 0                                   | -           | -                           | -                    | -                           | -                         | -                                |
|         | VIP Kids Zone Sponsor 4                           | \$500   |                  |                                   | 0                    | 2          | 0           | 2            | 0                                   | -           | -                           | -                    | -                           | -                         | -                                |
|         | VIP Kids Zone Sponsor 5                           | \$500   |                  |                                   | 0                    | 2          | 0           | 2            | 0                                   | -           | -                           | -                    | -                           | -                         | -                                |
|         | VIP Kids Zone Sponsor 6                           | \$500   |                  |                                   | 0                    | 2          | 0           | 2            | 0                                   | -           | -                           | -                    | -                           | -                         | -                                |