



SPONSORSHIP MATRIX

5th Annual CFRC Rodeo

March 5–6, 2027



	Sponsorship Type:	Value:	Logo of Sponsor:	Logo on Website: cfrcrodeo.com	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							
\$20,000	Presenting Sponsor	\$20,000		✓	25	10	25	10	8	Full Page	✓	✓	✓	✓	8
\$15,000	Official Night Sponsor (Friday Night)	\$15,000		✓	22	8	22	8	7	Full Page	✓	✓	✓	✓	8
	Official Night Sponsor (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 (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 (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: cfcrodeo.com	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

\$54,750

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					Friday GA	Friday VIP	Saturday GA	Saturday VIP							
\$1,500	Parking Lot Lighting Sponsor (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	-	-	-	-	-	-