



Request for Sponsorship

Identity Culpeper, 501c-3 non-profit, will be hosting Culpeper's First Professional Rodeo at Culpeper Agriculture Enterprises Inc. on 9/3/2022. We've invited True Grit Rodeo Company to provide all the rodeo action.

Net proceeds from the event will go to Identity Culpeper's Kelly Street Boxing Club and mentoring program for fatherless boys. Kelly Street Boxing Club trains and mentors' boys a year ages 7-17 in boxing instruction and life skills training. The program is offered primarily to boys from single family households.

We are requesting your company become a sponsor for this 1st Annual Rodeo. Our advertising reach for the rodeo will be a 100-mile radius on social media/radio and 60 miles for printed materials. We are anticipating a rodeo attendance of 2000-2500 people. Below are the corporate sponsorship levels for your consideration.

Corporate Sponsorships

Pony Express \$600

- 2 General admission tickets
- Company banner outside the arena
- Free exhibitor's booth space
- Company announced during rodeo

Bull Sponsor \$1000

- 2 VIP seating tickets and commemorative belt buckles
- Company banner outside the arena
- Company logo on social media ads
- Company logo on posters
- Company announced during rodeo

Cowboy Sponsor \$2500

- 4 VIP seating tickets and commemorative belt buckles
- Company banner in the arena (First 3 sponsors will have sign placed on a cowboy gate)
- Logo on social media ads
- Company logo on posters
- Company announced during rodeo

Gold Buckle Sponsor \$5000

- 8 VIP seating tickets and commemorative belt buckles
- Get up close with the rodeo cowboys with access to the cowboy lounge
- Company sign in the arena (First 4 sponsors will have sign placed on a bucking shoot)
- Mentions in radio ads
- Company logo on social media ads
- Company logo on posters
- Company announced during rodeo



Individual & Non-Profit Sponsorships

\$250- Mustang Sponsor

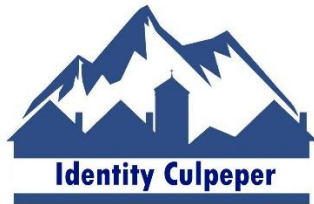
- 2 General admission tickets
- 2 Commemorative belt buckles
- Free exhibitor's booth space

\$350- Quarter Horse Sponsor

- 4 General admission tickets
- 4 Commemorative belt buckles
- Free exhibitor's booth space
- Organization announced during rodeo

\$500- Bronco Sponsor

- 2 VIP admission tickets
- 2 Commemorative belt buckles
- Organization announced during rodeo
- Free exhibitor's booth space
- Recognized on social media ads



Thank you for your consideration. To become a sponsor, please see the sponsorship form (Page 3). If you have any further questions please call Jon Russell CEO of Identity Culpeper directly at 202-557-8490.



1st Annual Culpeper Professional Rodeo Sponsorship Form

Company/ Organization/ Individual Name: _____

Contact Person & Title: _____ Phone: _____

Address: _____

Email: _____

Website: _____

Corporate Sponsorship Levels (Please check sponsor level)

Pony Express (\$600)

Bull Sponsorship (\$1000)

Cowboy Sponsorship (\$2500)

Gold Buckle Sponsorship (\$5000)

(OPTIONAL EARLY BIRD) Please accept a 50% installment of my _____ sponsorship upon receipt of this form. Remaining balance of my sponsorship will be paid by May 1, 2022. Balances not paid in full by the due date will be turned into the next lowest compatible sponsorship level.

Non-Profit and Individual Sponsors (Please check sponsor level)

\$250 Mustang Sponsor

\$350 Quarter Horse Sponsor

\$500 Bronco Sponsor

Credit Card Information

Name: _____

Credit Card #: _____ CVV#: _____

Expiration Date: _____ Zip Code: _____

Or make checks payable to Identity Culpeper 405 Sperryville Pike Culpeper, VA 22701

*All sponsorship donations are non-refundable

**The rodeo will be held rain or shine (In the case of long-lasting thunderstorms, rodeo to be held next day)

***Please provide a high-resolution image of your company logo for promotional materials by emailing

jon@identityculpeper.com