

2026 HIGH DESERT RODEO SPONSORSHIP PACKAGE

PRESENTED BY



Double F Cattle Co.



Chrysler / Jeep / Dodge / Ram



RAM TRUCK CENTER
VICTORVILLE MOTORS



SATURDAY, SEPTEMBER 19TH—6PM &

SUNDAY, SEPTEMBER 20TH—5PM

SAN BERNARDINO COUNTY FAIR GROUNDS

14800 7TH ST., VICTORVILLE CA. 92395





HIGH DESERT RODEO 2026

SPONSORSHIP & ADVERTISING

OPPORTUNITIES

Dear Prospective sponsor,

We are excited to introduce the first-ever High Desert Rodeo and invite you to join us as a valued sponsor in bringing one of the greatest sports on dirt to the High Desert. We are preparing for an unforgettable event that celebrates the spirit of our Western heritage. From thrilling timed events such as roping and barrel racing to the ultimate adrenaline rush of bull riding, the High Desert Rodeo promises to deliver excitement, tradition, and community pride.

Of course, we cannot do this alone. We need the support of sponsors like you to help make this event a success. By throwing your hat in as a sponsor of the High Desert Rodeo, you will not only align your brand with an iconic American tradition, but you will also help us give back to the High Desert community.

As a sponsor, you will enjoy a wide range of benefits, including brand exposure throughout the event, VIP Elite access, and the opportunity to connect directly with rodeo fans, families, and enthusiasts from across the region.

So pull your hat down tight and get your boots on for this wild and wonderful ride. Whether you are a local business looking to make an impact in your community or a national brand seeking to expand your reach, our High Desert Rodeo sponsorship packages can be tailored to fit your needs.

Do not miss this incredible opportunity to showcase your business to rodeo fans and enthusiasts while showing your support for the greatest sport on dirt.

We would be honored to have you partner with us in making the High Desert Rodeo a memorable and successful event for all.

Let's Rodeo!

High Desert Rodeo Committee



RAM TRUCK CENTER
VICTORVILLE MOTORS

2026 HIGH DESERT RODEO SPONSORSHIP LEVELS

Platinum Sponsor \$10,000

Gold Horseshoe Sponsor \$7,500

Silver Horseshoe Sponsor \$5,000

Bronze Horseshoe Sponsor \$3,000

VIP Area Food Sponsor \$2,500

Rodeo Equipment Sponsor \$2,000

Stampede Sponsor \$1,500

Rodeo Buckle Sponsor \$500

Rodeo Event Sponsor \$500

Cowboy Boot Sponsor \$250

HIGH DESERT RODEO

2026 HIGH DESERT RODEO SPONSORSHIP LEVELS

PLATINUM SPONSOR \$10,000

- ♦ 30 VIP Elite admission tickets for Saturday and Sunday, which includes dinner and beverages.
*(Additional sponsor VIP Elite admission tickets can be purchased for \$75 each)
- ♦ 15 VIP Parking passes for each day of the rodeo
- ♦ 20 general admission tickets for Saturday and Sunday of the rodeo
- ♦ Your banner on the entrance gate, a chute gate, inside the VIP area, and the bleachers (10- 3'x6' banners to be provided by sponsor)
- ♦ Your sponsor flag presented during each rodeo performance (4'x 6' double sided flag to be produced by the rodeo and high resolution digital artwork to be provided by the sponsor)
- ♦ Your (4' x 6')double sided flag prominently placed in the Hesperia Days parade entry
- ♦ A double page color ad in the Rodeo program or back page cover of Rodeo program.
- ♦ Announcements made for your sponsorship during the rodeo
- ♦ Your sponsor logo and link to your website on the SBCFAIR.com website
- ♦ Commemorative High Desert Rodeo Buckle
- ♦ Event booth space

2026 HIGH DESERT RODEO SPONSORSHIP LEVELS

GOLD HORSESHOE \$7,500

- ♦ 15 VIP Elite admission tickets which includes dinner and beverages
- ♦ *(Additional sponsor VIP Elite admission tickets can be purchased for \$75 each)
- ♦ 5 VIP Parking passes for each day of the rodeo
- ♦ 15 general admission tickets for both Saturday and Sunday of the rodeo
- ♦ Your banner on a Chute Gate, at the rodeo entrance and inside the VIP area (4-3'x6' banners to be provided by sponsor)
- ♦ Your flag presented during each rodeo performance (3'x5' double sided flag to be produced by the rodeo and high resolution digital artwork to be provided by the sponsor)
- ♦ Your (3' x 5') double sided flag prominently placed in the Hesperia Days parade entry
- ♦ A full page color ad in the rodeo program
- ♦ Announcements made for your sponsorship during the rodeo
- ♦ Your sponsor logo and link to your website on the SBCFAIR.com website
- ♦ Commemorative High Desert Rodeo plaque
- ♦ Event booth space

2025 HIGH DESERT RODEO SPONSORSHIP LEVELS

\$5,000.00 SILVER HORSESHOE

- ♦ VIP Sponsor Box for 10 admission tickets, for Saturday and Sunday, which includes dinner and beverages
*(Additional sponsor VIP admission tickets, not in sponsor box, can be purchased for \$50 each)
- ♦ 3 VIP Parking passes for each day of the rodeo
- ♦ 6 general admission tickets for both Saturday and Sunday of the rodeo
- ♦ Your banner on a Chute Gate and the front entrance
(3-3'x6' banners to be provided by sponsor)
- ♦ Your flag presented during each rodeo performance (3'x5' double sided flag to be produced by the rodeo and high resolution digital artwork to be provided by the sponsor)
- ♦ Your (3' x 5') double sided flag prominently placed in the Hesperia Days parade entry.
- ♦ A 1/2 page color ad in the rodeo program
- ♦ Announcements made for your sponsorship during the rodeo
- ♦ Your sponsor logo and link to your website on the SBCFAIR.com website
- ♦ Commemorative High Desert Rodeo Plaque
- ♦ Event booth space

2026 HIGH DESERT RODEO SPONSORSHIP LEVELS

\$3,000.00 BRONZE HORSESHOE

- ♦ 4-VIP Sponsor Box admission tickets, in an 8 seat VIP Box, on Saturday and Sunday which includes dinner and beverages
*(4 Additional sponsor VIP Sponsor Box admission tickets can be purchased for \$50 each)
- ♦ 2 Parking pass for each day of the rodeo
- ♦ 4 general admission tickets for both Saturday and Sunday of the rodeo
- ♦ Your banner in the arena and on the rodeo grounds (2-3' x 6' banners to be provided by sponsor)
- ♦ Your flag presented during the beginning and end of each rodeo performance (3'x5' double sided flag to be produced by the rodeo and high resolution digital artwork to be provided by the sponsor)
- ♦ A 1/2 page color ad in the Rodeo program
- ♦ Announcements made for your sponsorship during the rodeo
- ♦ Your sponsor logo and link to your website on the SBCFAIR.com website
- ♦ Commemorative High Desert Rodeo plaque

2026 HIGH DESERT RODEO SPONSORSHIP LEVELS

\$2,500 VIP AREA FOOD SPONSOR

- ♦ 2 VIP Sponsor Box admission tickets, in an 8 seat VIP Box, on Saturday and Sunday which includes dinner and beverages
*(6 Additional sponsor VIP Sponsor Box admission tickets can be purchased for \$50 each)
- ♦ 1 Parking pass for each day of the rodeo
- ♦ 2 General admission tickets for Saturday and Sunday of the rodeo
- ♦ Your banner in the rodeo arena and VIP area (2-3'x6' banners to be provided by sponsor)
- ♦ Your flag presented at the beginning and end of each rodeo performance (3'x5' double sided flag to be produced by the rodeo and high resolution digital artwork to be provided by the sponsor)
- ♦ A 1/4 page color ad in the rodeo program
- ♦ Event booth space

(est. 300 people served each night)

Two available:

(1) Saturday and (1) Sunday

HIGH DESERT RODEO

2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

\$2,000 RODEO EQUIPMENT SPONSOR

- ♦ 2 VIP admission tickets which include dinner and beverages.
*(Limited number of additional sponsor VIP admission tickets can be purchased for \$50 each)
- ♦ 1 Parking pass for each day of the rodeo
- ♦ 2 General admission tickets for Saturday and Sunday of the rodeo
- ♦ Your banner on the rodeo grounds (2-3'x6' banners to be provided by sponsor)
- ♦ A 1/4 page color ad in the rodeo program
- ♦ Event booth space
i.e.; lights, tractor, water truck, ticket booth, tent, etc.

\$1,500 STAMPEDE SPONSOR

- ♦ 2 VIP admission tickets which include dinner and 1 Parking pass for each day of the rodeo
- ♦ 2 General admission tickets for both Saturday and Sunday of the rodeo
- ♦ Your banner on the rodeo grounds (3'x6' banner to be provided by sponsor)
- ♦ An 1/8 page color ad in the rodeo program
- ♦ Announcements made for your sponsorship during the rodeo

2026 HIGH DESERT RODEO SPONSORSHIP LEVELS

\$500 BUCKLE OR EVENT SPONSOR (limited number available)

- ♦ 2 VIP admission tickets which includes dinner and beverages
*(Additional sponsor VIP admission tickets can be purchased for \$50 each)
- ♦ 2 General admission tickets for both Saturday and Sunday of the rodeo
- ♦ Your banner in the arena (3'x6' banners to be provided by sponsor)
- ♦ Your flag presented during the event that the sponsored buckle is for during the rodeo performance (3'x5' double sided flag to be produced by the rodeo and high resolution digital artwork to be provided by the sponsor)
- ♦ A 1/4 page color ad in the Rodeo program
- ♦ Announcements made for your sponsorship during the rodeo

BUCKLES

(2) Mutton Busting

(1) Bronc Riding

(1) Breakaway Roping

(1) Jr. Breakaway Roping

(1) Team Roping Heading

(1) Team Roping Heeling

(1) Tie Down Roping

(1) Chute Dogging

(1) Barrel Racing

(1) Jr. Barrel Racing

(1) Bull Riding

(1) All Around Cowboy

(1) All Around Cowgirl

SPONSORSHIP AGREEMENT

Platinum Sponsor \$10,000: _____

Gold Horseshoe \$7,500 : _____

Silver Horseshoe \$5,000 : _____

Bronze Horseshoe \$3,000 : _____

Rodeo Equipment Sponsor \$2,000 : _____

Stampede Sponsor \$1,500 : _____

Buckle or Event Sponsor \$500 : _____

(2) Mutton Busting , (1) Bronc Riding, (1) Breakaway Roping,
(1) Jr. Breakaway Roping, (2) Team Roping ,(1) Tie Down Roping,
(1) Chute Dogging, (1) Barrel Racing, (1) Jr. Barrel Racing,
(1) Bull Riding, (1) All Around Cowboy and (1) All Around Cowgirl.

VIP Area Food Sponsor :\$2,500 (only two available)

Saturday: _____

Sunday: _____

HIGH DESERT RODEO

SPONSORSHIP AGREEMENT

Sponsor Name: _____

Contact Name (if different): _____

Address: _____

City: _____

Zip: _____ Phone: _____

E-mail: _____

Please make all donations Double F Cattle.

For any questions, please call or text Shannon Finch at (760) 559-1401 or email hidesertrodeo@gmail.com

HIGH DESERT RODEO

RODEO PROGRAM ADVERTISING

Double Page Spread 17" x 11.125" or 16.75" x 10.875" or 7" x 9.5" per page.....	\$350.00
Full page 8.5" X 11"	\$200.00
Half page 7.5" X4.88"	\$175.00
1/4 page 3.63" X 4.88"	\$150.00

