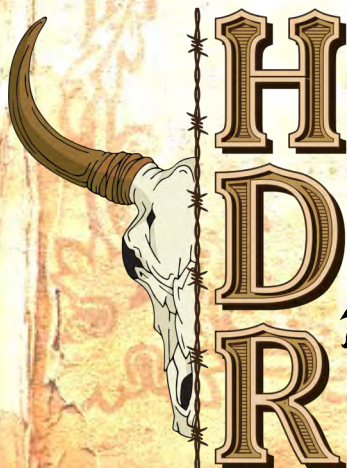


# 2026 HESPERIA DAYS RODEO SPONSORSHIP PACKAGE

## PRESENTING SPONSOR



**RAM** TRUCK CENTER  
VICTORVILLE MOTORS



SEPTEMBER 18TH, 19TH & 20TH, 2026

VAL SHEARER ARENA

INSIDE HESPERIA LAKE PARK

7500 ARROWHEAD LAKE RD., HESPERIA, CA. 92345



# HESPERIA DAYS RODEO 2026

## SPONSORSHIP & ADVERTISING OPPORTUNITIES

Hesperia Days Rodeo sponsorship time is here!

Continuing to ride into our fifth year back, the Hesperia Days Rodeo has been a sold out event since 2022. The Hesperia Days Rodeo is organized solely by volunteers and the HARD Foundation. The HARD Foundation is a 501(c)3 organization established in 1984 to work behind the scenes to ensure that all residents have access to quality recreation, facilities, parks, and programs. The HARD Foundation members actively pursue fundraising opportunities, donations, events, community outreach, scholarships and education of the District's offerings.

We appreciate your continued support and want to say "Thank You!" Our sponsors have played a major role in the success of our "reboot" of the Hesperia Days Rodeo, and without our local sponsors, this event would not be possible!

Listed on the next pages are the available sponsorship and advertising opportunities. Please fill out and return by **July 25, 2026** with your sponsorship preference. If you're interested in putting an ad in the rodeo program book, please submit your ad copy by **July 25, 2026**. We offer the option of linking your business website or email on our Hesperia Parks and Recreation website for year-round advertising. Our sponsors, community support, and Western Heritage will continue to keep this tradition alive in our amazing valley and beyond. Thank you all for your support! We look forward to putting on a great celebration for you in 2026!

Let's Rodeo!



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

Presenting Sponsor	Victorville Motors
Cowboy Cinema Sponsor	\$13,000
Platinum Horseshoe 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
Event Buckle Sponsor	\$1,300
Spur Rowell Sponsor	\$500



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## PRESENTING SPONSOR

- ◆ 35 VIP Elite admission tickets, which includes dinners and beverages \*(Additional sponsor VIP Elite admission tickets can be purchased for \$100 each)
- ◆ 15 parking passes for each day of the rodeo.
- ◆ 35 general admission tickets for Saturday and Sunday
- ◆ Your banner on the entrance gate, the center chute gate, inside the VIP area, displayed during the kick off concert 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, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1, 2026.
- ◆ 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 name, showcased on the big screen, shown before the rodeo starts. Logo and name will also be displayed starting when gates open and looping after the rodeo until gates close.
- ◆ Your sponsor logo and link to your website on the Hesperia Recreation & Park District website.
- ◆ Commemorative Hesperia Days Rodeo Buckle
- ◆ Event booth space



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## **\$13,000 COWBOY CINEMA SPONSOR**

- ♦ 30 VIP Elite admission tickets which includes dinner and beverages  
\* (Additional sponsor VIP Elite admission tickets can be purchased for \$100 each)
- ♦ 15 parking passes for each day of the rodeo
- ♦ 30 general admission tickets for Saturday and Sunday
- ♦ Your banner on the concert stage and a chute gate, front entrance, inside the VIP area and the bleachers (10- 3'x6' banners to be provided by sponsor)
- ♦ Your sponsor flag presented during each rodeo performance (3'x 5' double-sided flag, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1, 2026.
- ♦ Your (4' x 6') 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
- ♦ Sponsor logo displayed on the screen throughout the entire event, except during replays. Offers maximum exposure with a prominent logo placement.
- ♦ Your sponsor logo and link to your website on the Hesperia Recreation & Park District website
- ♦ Commemorative Hesperia Days Rodeo Buckle
- ♦ Event booth space



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## **\$10,000 PLATINUM HORSESHOE**

- ◆ 15 VIP Elite admission tickets which includes dinner and beverages \* (Additional sponsor VIP Elite admission tickets can be purchased for \$100 each)
- ◆ 10 Parking passes for each day of the rodeo
- ◆ 15 general admission tickets for both Saturday and Sunday
- ◆ Your banner on a chute gate, the rodeo entrance, displayed during the kick off concert, outside the VIP area and on the bleachers (five-3'x6' banners to be provided by sponsor)
- ◆ Your sponsor flag presented during each rodeo performance (3'x 5' double-sided flag, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1, 2026.
- ◆ Your (3'x 5') double-sided flag prominently placed in the Hesperia Days parade entry.
- ◆ Your logo on free commemorative photo's given to rodeo attendees.
- ◆ A full page color ad in the Rodeo program.
- ◆ Your sponsor logo and name, showcased on the big screen, shown before the rodeo starts. Logo and name will also be displayed starting when gates open and looping after the rodeo until gates close.
- ◆ Announcements made for your sponsorship during the rodeo.
- ◆ Your sponsor logo and link to your website on the Hesperia Recreation & Park District website.
- ◆ Commemorative Hesperia Days Rodeo Buckle
- ◆ Event booth space



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## **\$7,500.00 GOLD HORSESHOE**

- ◆ 10 VIP Elite admission tickets which includes dinner and beverages \* (Additional sponsor VIP Elite admission tickets can be purchased for \$100 each)
- ◆ 5 parking passes for each day of the rodeo
- ◆ 20 general admission tickets for both Saturday and Sunday
- ◆ Your banner on a chute gate, displayed during the kick off concert, at the rodeo entrance and inside the VIP area (four-3'x6' banners to be provided by sponsor)
- ◆ Your sponsor flag presented during each rodeo performance (3'x 5' double-sided flag, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1, 2026.
- ◆ 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 name, showcased on the big screen, before the rodeo starts. Logo and name will also be displayed starting when gates open and looping after the rodeo until gates close.
- ◆ Your sponsor logo and link to your website on the Hesperia Recreation & Park District website
- ◆ Commemorative Hesperia Days Rodeo Buckle
- ◆ Event booth space



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# 2025 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## **\$5,000.00 SILVER HORSESHOE**

- ◆ 6 VIP admission tickets which includes dinner and beverages  
\*(Additional sponsor VIP admission tickets can be purchased for \$75 each)
- ◆ 3 Parking passes for each day of the rodeo
- ◆ 6 general admission tickets for both Saturday and Sunday
- ◆ Your banner on a chute gate and the front entrance  
(three-3'x6' banners to be provided by sponsor)
- ◆ Your sponsor flag presented during each rodeo performance (3' x 5' double-sided flag, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1, 2026.
- ◆ 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 name, showcased on the big screen, shown before the rodeo starts. Logo and name will also be displayed starting when gates open and looping after the rodeo until gates close.
- ◆ Your sponsor logo and link to your website on the Hesperia Recreation & Park District website
- ◆ Commemorative Hesperia Days Rodeo Plaque
- ◆ Event booth space



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## **\$3,000.00 BRONZE HORSESHOE**

- ◆ 4 VIP admission tickets which includes dinner and beverages  
\*(Additional sponsor VIP admission tickets can be purchased for \$75 each)
- ◆ 2 Parking pass for each day of the rodeo
- ◆ 4 general admission tickets for both Saturday and Sunday
- ◆ Your banner in the arena and on the rodeo grounds (two-3' x 6' banners to be provided by sponsor)
- ◆ Your sponsor flag presented during each rodeo performance (3'x 5' double-sided flag, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1st, 2026.
- ◆ A 1/2 page color ad in the Rodeo program  
Announcements made for your sponsorship during the rodeo
- ◆ Your sponsor logo and name, showcased on the big screen, shown before the rodeo starts. Logo and name will also be displayed starting when gates open and looping after the rodeo until gates close.
- ◆ Your sponsor logo and link to your website on the Hesperia Recreation & Park District website
- ◆ Commemorative Hesperia Days Rodeo plaque
- ◆ Event booth space



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## **\$3,000.00 HESPERIA DAYS ROCKIN RODEO CONCERT**

- ◆ 4 VIP admission tickets which includes dinner and beverages  
\*(Additional sponsor VIP admission tickets can be purchased for \$75 each)
- ◆ 2 Parking pass for each day of the rodeo
- ◆ 4 general admission tickets for both Saturday and Sunday
- ◆ Your banner at the concert and on the rodeo grounds (two-3' x 6' banners to be provided by sponsor)
- ◆ Your sponsor flag presented during each rodeo performance (3'x 5' double-sided flag, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1st, 2026.
- ◆ A 1/2 page color ad in the Rodeo program  
Announcements made for your sponsorship during the rodeo
- ◆ Your sponsor logo and name, showcased on the big screen, shown before the rodeo starts. Logo and name will also be displayed starting when gates open and looping after the rodeo until gates close.
- ◆ Your sponsor logo and link to your website on the Hesperia Recreation & Park District website
- ◆ Commemorative Hesperia Days Rodeo plaque
- ◆ Event booth space



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## **\$2,500 VIP AREA FOOD SPONSOR**

- ♦ 2 VIP admission tickets which include dinner and beverages.  
\*(Additional sponsor VIP admission tickets can be purchased for \$75 each)
- ♦ 1 Parking pass for each day of the rodeo
- ♦ 2 General admission tickets for Saturday and Sunday
- ♦ Your banner in the rodeo arena and VIP area (two-3'x6' banners to be provided by sponsor)
- ♦ Your sponsor flag presented during each rodeo performance (3'x 5' double-sided flag, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1, 2026.
- ♦ Your sponsor logo and name, showcased on the big screen, shown before the rodeo starts. Logo and name will also be displayed starting when gates open and looping after the rodeo until gates close.
- ♦ 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**



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# 2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS

## **\$2,000 RODEO EQUIPMENT SPONSOR**

- ♦ 2 VIP admission tickets which include dinner and beverages.  
\*(Additional sponsor VIP admission tickets can be purchased for \$75 each )
- ♦ 1 Parking pass for each day of the rodeo
- ♦ 2 General admission tickets for Saturday and Sunday
- ♦ Your banner on the rodeo grounds (two-3'x6' banners to be provided by sponsor)
- ♦ Your sponsor logo and name, showcased on the big screen, shown before the rodeo starts. Logo and name will also be displayed starting when gates open and looping after the rodeo until gates close. 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 General admission tickets which include dinner and 1 Parking pass for each day of the rodeo
- ♦ 2 General admission tickets for both Saturday and Sunday
- ♦ 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
- ♦ Your sponsor logo and link to your website on the Hesperia Recreation & Park District website



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# **2026 HESPERIA DAYS RODEO SPONSORSHIP LEVELS**

## **\$1,300 EVENT BUCKLE SPONSOR (limited number available)**

- ♦ 2 VIP admission tickets which includes dinner and beverages  
\*(Additional sponsor VIP admission tickets can be purchased for \$75 each)
- ♦ Your banner in the arena (3'x 6' banners to be provided by sponsor)
- ♦ Your sponsor flag presented during each rodeo performance (3'x 5' double-sided flag, with pole pocket on the left side, to be provided by the sponsor). Flag must be provided no later than September 1, 2026.
- ♦ Your sponsor logo and name, showcased on the big screen, shown before your sponsored event starts.
- ♦ A 1/4 page color ad in the Rodeo program

### Buckles

#### (2) Mutton Busting

- |                         |                          |
|-------------------------|--------------------------|
| (1) Bareback Riding     | (1) Saddle 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         |                          |

## **\$500 SPUR ROWEL SPONSOR**

- ♦ 2 General admission tickets for both Saturday and Sunday of the rodeo
- ♦ 1 parking pass for each day 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



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# SPONSORSHIP AGREEMENT

Presenting Sponsor : \_\_\_\_\_

\$13,000 Cowboy Cinema Sponsor : \_\_\_\_\_

\$10,000 Platinum Horseshoe Sponsor : \_\_\_\_\_

\$7,500 Gold Horseshoe: \_\_\_\_\_

\$5,000 Silver Horseshoe : \_\_\_\_\_

\$3,000 Bronze Horseshoe: \_\_\_\_\_

\$3,000 Hesperia Days Rockin' Rodeo Concert: \_\_\_\_\_

\$2,000 Rodeo Equipment Sponsor: \_\_\_\_\_

\$1,500 Stampede Sponsor: \_\_\_\_\_

\$1,300 Rodeo Event Buckle Sponsor: \_\_\_\_\_

(Buckles: (1) Bareback Riding, (2) Mutton Busting , (1) Breakaway Roping, (1) Jr. Breakaway Roping, (2) Team Roping , (1) Saddle Bronc Riding, (1) Tie Down Roping, (1) Chute Dogging, (1) Barrel Racing, (1) Jr. Barrel Racing and (1) Bull Riding)

\$500 Spur Rowel Sponsor: \_\_\_\_\_

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

Saturday: \_\_\_\_\_

Sunday: \_\_\_\_\_



# SPONSORSHIP AGREEMENT

Sponsor Name: \_\_\_\_\_

Contact Name (if different): \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Please make all donations to H.A.R.D Foundation – please note Hesperia Days Rodeo in the check memo.**

**(Tax ID# 33-0041341)**

**Mail payments to H.A.R.D. Foundation, PO Box 401055, Hesperia, CA. 92340; OR deliver to 16292 Lime Street, Hesperia, CA. 92345.**

For any questions, please call James Blocker at (760) 668-5245 or email [jblocker@hesperiaparks.com](mailto:jblocker@hesperiaparks.com).

# RODEO PROGRAM ADVERTISING

Double Page Spread 17" x 11.125" or 16.75" x 10.875" or 7" x 9.5" per page.....	\$500.00
Full page 8.5" X 11" .....	\$300.00
Half page 7.5" X 4.88" .....	\$200.00
1/4 page 3.63" X 4.88" .....	\$150.00
1/8 page 3.63" X 2.43" .....	\$100.00

