



2ND ANNUAL
CALHOUN CO.
SHERIFF'S
PCA PRO
RODEO



APRIL 17TH & 18TH, 2026
CHOCCOLOCCO PARK
SPONSORSHIP PACKAGE



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CALHOUN CO.
SHERIFF'S
PCA PRO RODEO



Thank you for your
support of the
Calhoun County
Sheriff's Rodeo!

CALHOUN COUNTY SHERIFF'S PCA PRO RODEO

THANK YOU for taking the time to consider sponsoring the
2nd annual Calhoun County Sheriffs' Professional PCA Rodeo

3R RODEO COMPANY is facilitating the rodeo as our
stock contractor, 3R Rodeo is located in Jemison, Alabama is a
professional family fun and entertaining rodeo company. They will
bring this entertaining rodeo to our county on behalf of the
Calhoun County Sheriff's Foundation.

SPONSORSHIP IS ESSENTIAL to the success of this
event. Although ticket sales help cover some of the expense they
represent only a small portion of the funds needed to produce a
rodeo. Your sponsorship is a great way to advertise your product
of service and shows your support for the Calhoun County Sheriff's
Office

HELP US bring professional and affordable family
entertainment to our local community while helping us raise
funds for the Calhoun County Sheriffs Foundation

On **APRIL 17TH & 18TH** Calhoun County Sheriff Falon
hurst will host the main rodeo led by 3R rodeo and announced by
Mr. Jerry Byrd. We would love to count on your support. Please
take time to look over each sponsorship package and let us know
how we can work out a package to showcase your brand

THANK YOU for your considering in sponsoring part of
this 2nd annual Calhoun County PCA Pro Rodeo.

LET'S RODEO

PRESENTING SPONSOR \$10,000

- 2 - 3X6 BANNERS (1 INSIDE ARENA, 1 OUTSIDE ARENA)
- SPONSOR RECOGNIZED AS PRESENTING SPONSOR EACH NIGHT
- WILL HAVE OPPORTUNITY TO SPEAK DURING EACH RODEO
- LOGO WILL BE ADDED TO ROUGH STOCK ANIMALS
- ABILITY TO HAVE MERCHANDISE DISPLAYED INSIDE ARENA
- SOCIAL MEDIA ADVERTISEMENT
- ELIGIBLE FOR ANY RADIO / TV ADVERTISEMENT
- LARGE LOGO ON ALL PROMOTIONAL AND PRINT ITEMS FOR RODEO
- SHERIFF'S RODEO BELT BUCKLE
- 10 TICKETS EACH NIGHT OF RODEO

SHERIFF LEVEL SPONSOR \$7,000

- 2 - 3X4 BANNERS (1 INSIDE ARENA, 1 OUTSIDE ARENA)
- RECOGNIZED AT OPENING CEREMONIES EACH NIGHT
- RECOGNIZED AS ALLEY WAY SPONSOR
- ABILITY TO HAVE MERCHANDISE DISPLAYED INSIDE ARENA
- SOCIAL MEDIA ADVERTISEMENT
- SMALL LOGO ON ALL PROMOTIONAL AND PRINT ITEMS FOR RODEO
- 6 TICKETS EACH NIGHT FOR EVENT

SERGEANT LEVEL SPONSOR \$5,000

- 2 - 3X4 BANNERS (1 INSIDE ARENA, 1 OUTSIDE ARENA)
- RECOGNIZED AS INTERMISSION SPONSOR
- SOCIAL MEDIA ADVERTISEMENT
- SMALL LOGO ON ALL PROMOTIONAL AND PRINT ITEMS FOR RODEO
- 4 TICKETS EACH NIGHT OF RODEO
- 3 AVAILABLE

EVENT SPONSOR \$2,000 (GENERAL EVENT SPONSOR)

- OR SPONSOR ANY OF THE FOLLOWING EVENTS / AREAS
 - MUTTON BUSTIN' \$2,500
 - ROPING BOX \$1,000
 - BARREL COVER \$750
 - BELT BUCKLES \$2,500
 - OPENING CEREMONY \$1,000
 - JUDGES SPONSOR \$750
- 3X4 BANNER
- EVENT SPONSOR RECOGNIZED AS SPONSOR DURING EVENT
- SOCIAL MEDIA ADVERTISING
- SMALL LOGO ON ALL PROMOTIONAL AND PRINT ITEMS FOR RODEO
- 4 TICKETS

RODEO SPONSOR	\$1,000
<ul style="list-style-type: none"> • 3X4 BANNER • RECOGNIZED AS SPONSOR EACH NIGHT • SOCIAL MEDIA ADVERTISING • SMALL LOGO ON ALL PROMOTIONAL AND PRINT ITEMS FOR RODEO 	

RODEO SUPPORTER	\$500
<ul style="list-style-type: none"> • 3X4 BANNER • SOCIAL MEDIA ADVERTISING • SMALL LOGO ON SOME PRINT ITEMS 	

FRIEND OF THE RODEO	\$250
<ul style="list-style-type: none"> • LOGO ON WELCOME BOARD AT RODEO ENTRANCE • SOCIAL MEDIA ADVERTISING 	

RODEO FAMILY	\$100
<ul style="list-style-type: none"> • NAME PRINTED ON WELCOME BOARD AT RODEO ENTRANCE 	

Rodeo sponsorship is available for businesses of all sizes and even individuals. Show your support of the Calhoun County Sheriff’s Office and support of rodeo in our community committing to one of the sponsorship levels below.

Any amount helps and is appreciated

Thank you for your support of the 2nd annual Calhoun County Sheriff’s Foundation PCA Pro Rodeo



IMPORTANT SPONSORSHIP INFORMATION	
Checks Payable TO	Calhoun Co Reserve Association
Mail To	PO Box 2955, Anniston, AL 36202
Email Logos To	sheriffrodeo@gmail.com
Due Date	February 28 th , 2026
Questions? Give us a call	256-294-1812



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Thank you for your support
of the Calhoun County
Sheriff's Rodeo!

Calhoun County Reserve
Association is a 501c3 non-
profit

APRIL 17TH & 18TH, 2026

CHOCOLOCCO PARK

SPONSORSHIP PACKAGE

**SPONSORSHIP APPLICATION / CONTRACT
CALHOUN COUNTY SHERIFF'S
PCA PRO RODEO**

COMPANY / SPONSOR NAME:	
CONTACT PERSON:	CONTACT NUMBER:
ADDRESS:	
EMAIL ADDRESS:	SPONSORSHIP PACKAGE:
TOTAL \$:	SIGNATURE:

IT IS AGREED THAT THE CALHOUN COUNTY RESERVE ASSOCIATION WILL PROVIDE ALL SIGNAGE SPECIFIED IN THE SPONSOR PACKAGE. UNLESS SPECIFIED IN THE PACKAGE THERE IS NO GUARANTEE OF EXACT PLACEMENT OF SIGNAGE. ALL TICKETS SPECIFIED IN THE PACKAGE FOR EVENTS WILL BE MADE AVAILABLE NO LATER THAN APRIL 1ST, 2026. ALL SPONSORSHIP PACKAGES ARE ON A FIRST COME FIRST SERVE BASIS. THE CALHOUN COUNTY RESERVE ASSOCIATION WILL BEGIN COLLECTING SPONSORSHIP PACKAGES ON FEBRUARY 3RD, 2026.

ALL COMPANY / BUSINESS LOGOS MUST BE SENT BY EMAIL TO SHERIFFRODEO@GMAIL.COM NO LATER THAN MARCH 1ST, 2026 TO ALLOW TIME FOR PRINTING AND DISTRIBUTION OF ALL PROMOTIONAL ITEMS. 3R RODEO IS JUST PROVIDING THE STOCK CONTRACTING. FOR ANY QUESTIONS PLEASE CONTACT THE CALHOUN COUNTY SHERIFF'S RESERVE ASSOCIATION.

PLEASE SIGN AND RETURN TO THE ABOVE LISTED ADDRESS NO LATER THAN MARCH 1ST, 2026. BY SIGNING YOU ACKNOWLEDGE THE TERMS AND CONDITIONS OF THIS EVENT.

Office Use	
Total	Accepted By
Date	Signature