



Durant Riding Club
PO Box 1923
Durant, OK 74702



Hello,

My name is Eric Loftis and I am the President of the Durant Riding Club, a non-profit organization. In 2021 we took a leap to become a member of the Professional Rodeo Cowboy Association. While it was uncharted territory for us, we could not have asked for better results. Our rodeo had a record number in attendance by rodeo fans from all over the area and we had some of the biggest names of professional rodeo in the arena. For the first annual Durant PRCA Rodeo, we received the commendation of Prairie Circuit Medium Rodeo of the Year (tied with Pretty Prairie, KS).

In 2023, just two years later, PRCA has the Durant Pro Rodeo purse listed at \$92,994.00 with contestants like Wade Sundell, Don Payne, Trey Kimzey, and Stevi Hillman taking home checks. With the help from our friends at Lane Frost Brand, we were able to build a permanent pavilion to hold our VIP & Hospitality meal every year. Lane's parents, Clyde and Elsie Frost, were in attendance Saturday night and are pictured with the pavilion below.

Like any great event, there is a requirement of funding and sacrifice from volunteers. The Durant Riding Club paid out a total of \$100,859.00 to produce the 2023 Durant PRCA Rodeo. That consists of NFR qualifying stock with United Pro Rodeo, PRCA judges, Omega Productions (big screen and instant replay), West Huggins Pro Rodeo Announcer, 920rodeo music, TH Videos. Imagine what we could accomplish with you as a sponsor!

We have our dates set for 2024 – May 31st & June 1st and the Durant Riding Club would like to give your company the opportunity to help us make history. We have sponsorships ranging from \$300.00 up to \$30,000.00, sign availability, and event sponsorships as well. I have attached a breakdown of what each sponsorship will get your company. If you are interested in becoming a sponsor for the Durant PRCA Rodeo, please fill out the attached form and return it to us. The Durant Riding Club is a 501(c)3 organization and any monetary sponsorship provided by your company may be considered a tax deductible donation.

I would like to thank you in advance for your time today and hope to hear from you soon.

Respectfully,

Eric Loftis
Durant Riding Club President





Durant PRCA Rodeo

PREMIER SPONSOR PACKAGES

PRESENTING

\$30,000

- **EXCLUSIVE!** – Only ONE sponsor per year with this title!
- Business name becomes part of the title:
“2024 Durant PRCA Rodeo presented by (your company)”
- Name and logo on all advertising including tickets
- Welcome video to begin each performance (Big Screen)
- Logo on big screen
- Unlimited arena banner placement (provided by sponsor)
- Flag to be carried in opening ceremony and between events
- Mention by announcer during each performance
- Bleacher sign to stay up for one year (can be renewed)
- Up to 30 VIP Experience Passes
- Preferred Seating
- Up to 30 VIP Meal Vouchers
- 20 Beer Barn Vouchers
- GA tickets to be used by company employees & families
- One (1) Vendor Space in a Premier Location
- Unlimited vendor space to be used by sponsor
- And MORE!

\$15,000

GOLD

- Name and logo on all advertising including tickets
- 45 second commercial on big screen
- Logo on big screen
- Up to ten (10) banners in the arena (provided by sponsor)
- Flag to be carried during opening ceremony
- Up to 15 VIP Experience Passes
- Up to 15 VIP Meal Vouchers
- 10 Beer Barn Vouchers
- Limited vendor space to be used by sponsor
- GA tickets to be used by company employees & families
- And MORE!

SILVER

\$10,000

- Name and logo on all advertising including tickets
- 30 second commercial on big screen
- Logo on big screen
- Up to six (6) banners in the arena (provided by sponsor)
- Flag to be carried during opening ceremony
- Up to 8 VIP Experience Passes
- Up to 8 VIP Meal Vouchers
- 5 Beer Barn Vouchers
- One (1) vendor space to be used by sponsor
- GA tickets to be used by company employees & families
- And MORE!



Company/Individual: _____

Address: _____ City/State: _____ Zip: _____

Phone #: _____ E-Mail: _____

Sponsor Package:

King Ranch Sponsorship **\$4,000.00**

- 30 second commercial on the big screen before rodeo & logo on the big screen
- Four (4) VIP parking and seating
- One (1) vendor space to be used by Sponsor Only
- Up to four (4) banners in the arena (provided by sponsor)
- Ten (10) complimentary rodeo tickets to be used any night

Trail Boss Sponsorship **\$2,500.00**

- 15 second commercial on the big screen before rodeo & logo on the big screen
- Two (2) VIP parking and seating
- Banner in the arena (provided by sponsor)
- Eight (8) complimentary rodeo tickets to be used any night

Ranch Hand Sponsorship **\$1,500.00**

- 15 second commercial on the big screen before rodeo & logo on the big screen
- Banner in the arena (provided by sponsor)
- Five (5) complimentary rodeo tickets to be used any night

Cattle Rustler Sponsorship **\$1,000.00**

- Company logo on the big screen
- Banner in the arena (provided by sponsor)
- Five (5) complimentary rodeo tickets to be used any night

Custom Sponsorship **\$500.00**

***See back for options**

- Company logo on the big screen
- Company announced during performance with chosen option

Other: _____ \$ _____

I, THE UNDERSIGNED, AGREE THAT MY SIGNATURE ENSURES PAYMENT OF THE ABOVE STATED SPONSORSHIP AMOUNT TO THE DURANT PRCA RODEO. I UNDERSTAND THAT ADVERTISING MATERIAL SUCH AS LOGOS, BUSINESS CARDS, AND BANNERS SHOULD BE REMITTED WITH THIS CONTRACT. I ALSO UNDERSTAND THAT SPONSORSHIP FUNDS ARE TO BE PAID IN FULL AND SUBMITTED WITH THIS CONTRACT.

Signature

Date

Please return contract and payment to: Durant PRCA Rodeo PO Box 1923 Durant, OK 74702



Custom Sponsorship Options:

*****Please note there is only one sponsorship for each. These sponsorships are on a first come first serve basis.*****

- Beer Barn
- Pickup Men
- Rodeo Announcer
- Sound Crew
- Parking Attendants
- Highest Paid Contestant Buckle
- Hospitality Tent
- Stock Supplies
- Stock Feed
- Tractor Driver
- Flag Team
- Specialty Act
- Concession 1
- Concession 3
- Day Sheet Pamphlets
- Printed Advertising
- Digital Advertising
- Petting Zoo



ROYALTY CANDIDATE: _____



SPONSOR COPY

The selling candidate will return to the business the week prior to rodeo (May 31-June1, 2024) to provide sponsor with rodeo tickets and (if applicable) VIP passes.

****It is the responsibility of the sponsor to turn in the following items in red to the contact listed below. The Durant Riding Club cannot guarantee a place in the lineup if items are not received by the due date listed****

Your Package:

- King Ranch Sponsorship** **\$4,000.00**
 - ¹30 second commercial on the big screen before rodeo & logo on the big screen
 - Four (4) VIP parking and seating passes
 - ³Vendor space to be used by Sponsor Only
 - ²Up to four (4) banners in the arena (provided by sponsor)
 - Ten (10) complimentary rodeo tickets to be used any night

- Trail Boss Sponsorship** **\$2,500.00**
 - ¹15 second commercial on the big screen before rodeo & logo on the big screen
 - Two (2) VIP parking and seating passes
 - ²Banner in the arena (provided by sponsor)
 - Eight (8) complimentary rodeo tickets to be used any night

- Ranch Hand Sponsorship** **\$1,500.00**
 - ¹15 second commercial on the big screen before rodeo & logo on the big screen
 - ²Banner in the arena (provided by sponsor)
 - Five (5) complimentary rodeo tickets to be used any night

- Cattle Rustler Sponsorship** **\$1,000.00**
 - ¹Company logo on the big screen
 - ²Banner in the arena (provided by sponsor)
 - Five (5) complimentary rodeo tickets to be used any night

- Custom Sponsorship** **\$500.00**
 - *See back for options
 - ¹Company logo on the big screen
 - Sponsor announced during performance with chosen option

- Other:** _____ \$ _____

¹ **E-MAIL:** High Resolution graphic logo or image in at least 800 x 600 pixels. Commercials will be recorded by sponsor and sent in 1920 x 1080 .mp4 format **(DEADLINE: 05/15/2024)**

² **Company banner to be provided by sponsor** *Banner can be picked up by selling candidate, arrangements must be made between sponsor and candidate **(DEADLINE: 05/26/2024)**

³ **Vendor application must be submitted (DEADLINE: 05/15/2024)**

CONTACT: BRANDI NELSON

EMAIL: loftisbrandi@gmail.com

PHONE: (580) 980 – 1111