

# LEE MARTINEZ MEMORIAL XTREME BULLS

## 2025 Sponsorship Guide

Dear Friends, Partners, and Rodeo Enthusiasts,

Welcome to the 2025 Lee Martinez Memorial Xtreme Bulls Sponsorship Guide!

We are thrilled to invite you to be part of this action-packed, high-energy event that brings top-tier PRCA bull riding to Buffalo, Wyoming. This year's event, set for **Saturday, May 17, 2025**, at the Johnson County Fairgrounds, is shaping up to be bigger and better than ever. And for the first time, **admission will be completely FREE**—giving everyone in the community the chance to experience the excitement of professional bull riding.

Events like this wouldn't be possible without the incredible support of our sponsors and partners. Whether you're a longtime supporter or considering joining us for the first time, we are excited to work with you to create customized sponsorship opportunities that align with your business's goals while maximizing your impact. From chute and ride sponsors to in-kind contributions such as hospitality, and lodging, every partnership plays a crucial role in making this event a success.

This guide outlines a variety of sponsorship opportunities, each designed to provide valuable exposure, community engagement, and unforgettable experiences for you and your guests. From arena signage and social media promotion to exclusive VIP access and behind-the-scenes experiences, we are committed to ensuring our sponsors receive exceptional recognition and benefits.

We invite you to partner with us in celebrating the sport of bull riding, honoring Western heritage, and making this event a premier attraction for our community and beyond. If you have any questions or would like to discuss a customized sponsorship package, please don't hesitate to reach out.

Thank you for your time, your support, and your belief in the Lee Martinez Memorial Xtreme Bulls. We look forward to partnering with you to make 2025 an unforgettable year!

### Event Contact:

sponsorship@foreverwest.events  
307.746.6468  
website: foreverwest.events



**Buffalo, Wyoming**  
**Saturday, May 17, 2025**







# \$15,000

## PRESENTING SPONSOR

**As the Presenting Sponsor of the Lee Martinez Memorial Xtreme Bulls, your business will receive top-tier exposure, exclusive naming rights, and VIP experiences, ensuring your brand is front and center. This premier sponsorship offers the highest level of visibility, putting your company's name alongside one of the most anticipated bull riding events in the region.**

**Exclusive Naming Rights** : Your company's name included in the official event title: Lee Martinez Memorial Xtreme Bulls Presented by [Your Company]

### **Premium Marketing & Branding Exposure**

- Inclusion in All Advertising – Your brand is featured in radio, print, and social media promotions
- Six (6) Arena Banners placed in high-visibility areas (provided by sponsor)
- Logo Featured on All Event Materials, including event day sheets and printed programs and Logo & Link on Official Website

### **Social Media & Digital Promotion**

- Social Media Promotion – Your brand highlighted across Facebook, Instagram, and TikTok (100,000+ combined followers) before and during the event
  - Custom Social Media Content Package, including: Branded giveaway leading up to the event and exclusive "Presented By" sponsor highlight video

### **VIP & Hospitality Benefits**

- Private Behind-the-Chutes Tour – Your business's guests will enjoy an exclusive guided tour behind the chutes, getting an up-close look at the bulls, riders, and stock contractors as they prepare for the action. This VIP experience offers a rare insider's view of professional bull riding in action.
- Premier Seating Package – A block of 4 premium box seats for your team or guests

### **Event Engagement & Activation**

- Full-Page Ad in the Event Day Sheets
- Live Brand Mentions – Recognition by the event announcer throughout the night
- Custom On-Site Activation – A branded booth, display, or experience at the event to engage with attendees (provided by sponsor)
- In-Arena Engagement – Opportunity to present an award (e.g., buckle presentation, rider check ceremony)

### **Community & Media Recognition**

- Exclusive On-Site Appearance – A visit to your business by bull riders and bullfighters/pickup men for meet-and-greet opportunities
- Press Release Inclusion – Your company named in official press releases and media coverage

### **Additional Branding Opportunity**

- Gift Bag Inclusion – Your business has the opportunity to include marketing materials, promotional items, or gifts in 60 gift bags prepared for competitors and contract personnel, ensuring direct engagement with key event participants.
- Signed Rodeo Poster – Your business will receive an official event poster autographed by the bull riders.



# \$3,000

## SECTION SPONSOR

**As a Section Sponsor, your company will be the presenting sponsor of one of the four sections of bull riding. You will receive targeted branding, exclusive experiences, and direct engagement opportunities with riders and fans.**

### **Exclusive Naming Rights**

- Your company's name will be associated with one section of bull riding (e.g., "The [Your Company] Bull Riding Section"), recognized during live event announcements.

### **Premium Marketing & Branding Exposure**

- Three (3) Arena Banners – Placed in high-visibility areas of the arena (provided by sponsor).
  - Logo Featured on All Event Materials, including: Event day sheets and printed programs and Logo & Link on the Official Event Website

### **Social Media & Digital Promotion**

- Social Media Promotion – Your brand highlighted across Facebook, Instagram, and TikTok (100,000+ combined followers) before and during the event.
- Custom Social Media Content Package delivered after the event that includes photos, video and other items that the sponsor can use.

### **VIP & Hospitality Benefits**

- Behind-the-Chutes Tour – Your business's guests will enjoy an exclusive guided tour behind the chutes, getting an up-close look at the bulls.
- Premier Seating Package – A block of 2 premium box seats for your team or guests.

### **Event Engagement & Activation**

- Half-Page Ad in the Event Day Sheets
- Live Brand Mentions – Recognition by the event announcer throughout the night
- Opportunity to do a giveaway during the sponsored section. ex. tee shirts thrown to crowd by barrel man
- Custom On-Site Activation – A branded booth, display, or experience at the event (provided by sponsor).

### **Additional Branding Opportunity**

- Signed Rodeo Poster – Your business will receive an official event poster autographed by all the bull riders in your sponsored section.
- Gift Bag Inclusion – Your business has the opportunity to include marketing materials, promotional items, or gifts in 60 gift bags prepared for competitors and contract personnel.





# CONTRACT PERSONNEL SPONSORS

**Support the backbone of the Lee Martinez Memorial Xtreme Bulls by sponsoring one or more of the event's essential contract personnel. As a Contract Personnel Sponsor, your business will receive branding, premium exposure, and VIP experiences.**

## **Available Sponsorships:**

Bullfighters (3 available) – \$1,500 each (Includes logo placement on their event shirts)

Pickup Men (2 available) – \$1,000 each (Includes logo placement on their event shirts)

Announcer – \$2,000

Barrel Man – \$2,500

Music Director – \$2,000

## **Exclusive Naming Rights**

- Your company's name will be directly associated with your sponsored personnel, e.g.:  
Official Sponsor of the [Your Company] Bullfighters" or "Announcer Presented by [Your Company]"

## **Premium Marketing & Branding Exposure**

- Two (2) Arena Banners – Placed in high-visibility areas of the arena (provided by the sponsor).
- Logo Featured on Event Materials, including: Event day sheets and printed programs and Logo & Link on the Official Event Website
- Bullfighters & Pickup Men will Wear Your Logo – sponsor's logo will be displayed on the shirts of the bullfighters or pickup men throughout the event.

## **Social Media & Digital Promotion**

- Social Media Promotion – Your brand highlighted across Facebook, Instagram, and TikTok (100,000+ combined followers) before and during the event.
- Social Media Content Package delivered after the event that includes photos, video and other items that the sponsor can use.

## **VIP & Hospitality Benefits**

- Behind-the-Chutes Tour – Your business's guests will enjoy an guided tour behind the chutes, getting an up-close look at the bulls.
- Premier Seating Package – Premium box seats for your team or guests.
- Exclusive Meet & Greet – All Contract Personnel Sponsors will be invited to a private meet & greet with the contract personnel before the event.

## **Event Engagement & Activation**

- Live Brand Mentions – Recognition by the announcer throughout the night, specifically tying your brand to the contract personnel you are sponsoring.
- Custom On-Site Activation – A branded booth, display, or experience at the event (provided by the sponsor)

## **Additional Branding Opportunity**

- Gift Bag Inclusion – Your business can include marketing materials, promotional items, or gifts in 60 gift bags prepared for competitors and contract personnel, ensuring direct engagement with key event participants.
- Signed Rodeo Poster – Your business will receive an official event poster autographed by the sponsored contract personnel.

# \$1500

## CHUTE SPONSOR

**As a Bucking Chute Sponsor, your business will be showcased at one of the most high-profile spots in the arena—where every ride begins. This sponsorship offers prime branding, live event recognition, and exclusive experiences.**

### **Available Sponsorships:**

Bucking Chute Sponsor - \$1,500 (8 Available)

Out Gate Sponsor - \$2,000

### **Exclusive Naming Rights**

- Your business will be the official sponsor of one of the eight bucking chutes, with your logo prominently displayed on the chute gate.

### **Premium Marketing & Branding Exposure**

- Bucking Chute Signage – Your logo will be placed on your designated chute gate, ensuring maximum visibility during every ride.
- Logo Featured on Event Materials, including: Event day sheets and printed programs and Logo & Link on the Official Event Website

### **Social Media & Digital Promotion**

- Social Media Promotion – Your brand highlighted across Facebook, Instagram, and TikTok (100,000+ combined followers) before and during the event.
- Social Media Content Package delivered after the event that includes photos, video and other items that the sponsor can use.
- Live Event Coverage – Your sponsorship recognized in event-related content and stories.

### **VIP & Hospitality Benefits**

- Behind-the-Chutes Tour – Your business's guests will enjoy an guided tour behind the chutes, getting an up-close look at the bulls.
- Premier Seating Package – Premium box seats for your team or guests.

### **Event Engagement & Activation**

- Live Brand Mentions – Recognition by the event announcer each time a rider is released from your sponsored chute.
- Custom On-Site Activation – A branded booth, display, or experience at the event (provided by the sponsor)

### **Additional Branding Opportunity**

- Gift Bag Inclusion – Your business can include marketing materials, promotional items, or gifts in 60 gift bags prepared for competitors and contract personnel, ensuring direct engagement with key event participants.
- Signed Rodeo Poster – Your business will receive an official event poster autographed by bull riders





# \$500 RIDE SPONSOR

As a Ride Sponsor, your business will be directly tied to the action of one thrilling bull ride at the Lee Martinez Memorial Xtreme Bulls. This sponsorship offers a unique and personal way to engage with the event while supporting the sport and its athletes.

## Exclusive Sponsorship Benefits

- Live Ride Recognition – Your business will be announced as the official sponsor of a specific ride, giving you in-arena exposure during the action.
- Personalized Video Keepsake – You will receive a custom video clip of your sponsored ride, perfect for sharing on social media or showcasing your support.
- Signed Rodeo Poster – Your business will receive an official event poster autographed by the cowboy from your sponsored ride.

## Additional Brand Exposure

- Event Day Shoutout – Your business will be recognized by the announcer during the introduction of your sponsored ride.
- Social Media Recognition – Your business will be included in a Ride Sponsor Announcement with Assigned Contestant and Thank You post on event social media channels

## Additional Branding Opportunity

- Gift Bag Inclusion – Your business can include marketing materials, promotional items, or gifts in 60 gift bags prepared for competitors and contract personnel, ensuring direct engagement with key event participants.



# IN-KIND SPONSORS

The Lee Martinez Memorial Xtreme Bulls relies on community partners to help make this event a success. In-kind sponsors provide essential resources and services that directly impact the experience of our contestants, contract personnel, volunteers, and fans.

## Current In-Kind Sponsorship Needs

- Hotel Rooms – Lodging for contestants and contract personnel
- Food & Beverage – Meals and refreshments for contestant hospitality and event staff
- Gift Cards or Comped Meals – Meals for contract personnel and stock contractors on Friday and Saturday
- Event Volunteers – Assistance with setup, operations, and cleanup

## Exclusive Sponsorship Benefits

- Live Event Recognition – Your business will be recognized in announcements throughout the event for its contribution.
- Signage & Branding – Your business will receive sponsorship signage at relevant areas (e.g., contestant hospitality)
- Social Media Recognition – Your support will be highlighted on event social media as part of our sponsor appreciation posts.
- Logo Featured on Event Materials – Including event day sheets and the official website.

## In-Kind Sponsors Receive the Same Recognition as Cash Sponsors

Your contribution will be valued at its full retail amount, ensuring you receive sponsorship benefits equal to a cash sponsor at that level.

Supporting the Lee Martinez Memorial Xtreme Bulls through in-kind sponsorship is a great way to give back to the community, support professional bullriding, and showcase your business as a key event partner.



# LEE MARTINEZ MEMORIAL XTREME BULLS

## Event Partnership Opportunities

Sponsorship Level	Price	Enclosed
Presenting	\$15,000	
Section	\$3,000	
Bull Fighters - 3 Available	\$1,500	
Pickup Men - 2 Available	\$1,000	
Announcer	\$2,000	
Music & Sound	\$2,000	
Barrel Man	\$2,500	
Out Gate	\$2,000	
Chute - 8 Available	\$1,500	
Ride Sponsor - 35 Available	\$500	
Arena Sign	\$250	
Other		

In-Kind Support Opportunities: Hotel Rooms, Hospitality Meal for Contestants, Meal for Contract Personnel and Stock Contractors, Water for Contestants, ect. Please don't hesitate to contact us with ideas for in-kind partnerships.

Notes/Comments:

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_ Phone Number: \_\_\_\_\_

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

Email: \_\_\_\_\_

### Event Contact:

Forever West Productions  
702 Mush Creek Road  
Newcastle, WY 82701

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307.746.6468  
website: foreverwest.events