



GOLD RUSH RODEO

IDAHO CITY CHAMBER OF COMMERCE

June 26th-27th 2026

2026 SPONSORSHIP PACKET



GOLD RUSH RODEO

IDAHO CITY CHAMBER OF COMMERCE

Dear Community Partner,

The Idaho City Chamber of Commerce is excited to introduce the Gold Rush Rodeo, a brand-new event coming to Idaho City.

While this rodeo is new to our town, rodeo itself is not. Idaho City already supports a successful rodeo that brings in strong crowds year after year, and that tells us something important our community shows up for rodeo. The Gold Rush Rodeo is designed to build on that proven interest while offering a fresh, family-friendly experience that celebrates our western roots.

This event is about more than a night of rodeo. It's about bringing people into town, supporting local businesses, and creating something new we can all be proud of. Sponsorship gives your business a chance to be part of the very first Gold Rush Rodeo while gaining visibility and showing your support for Idaho City.

We'd love for you to take a look at the sponsorship opportunities included and consider partnering with us. Your support helps make this event possible, and we'd be honored to have you involved from the start.

Thank you for supporting Idaho City and the events that bring our community together.

Warm regards,

Carter Elliott

President

Idaho City Chamber of Commerce

Gold Rush Rodeo Director

president@idahocitychamber.org

(208) 760-4936

Heather Freeman-Ritter

Vice President

Idaho City Chamber of Commerce

Gold Rush Rodeo Director

vp@idahocitychamber.org

(530) 966-7707

EVENT OVERVIEW

Two-Night Rodeo Event - Pending ICA Sanctioning

EVENT STRUCTURE

- Friday Night: Family Focused Performance
- Saturday Night: Championship Performance

YOUTH & COMMUNITY EVENTS

- 50/50 Calf Scramble (Ages 11-17)
- Sheep Scramble (Ages 10 & Under)
- 50/50 Steer Scramble (Ages 18 and Up)
- Mutton Bustin'
- Junior Bull Riding

TIMED EVENTS

- Breakaway Roping
- Team Roping
- Barrel Racing
- Tie-Down Roping
- Steer Wrestling

ROUGHSTOCK EVENTS

- Bareback Bronc Riding
- Ranch Bronc Riding
- Saddle Bronc Riding
- Bull Riding

NOVICE DIVISIONS

Novice Bareback Riding / Novice Saddle Bronc Riding / Novice Bull Riding





WHY SPONSOR THE GOLD RUSH RODEO?

- **Targeted Event Exposure:** Connect with families and visitors through a well-attended, family-friendly rodeo that attracts a positive audience.
- **Visible, On-Site Recognition:** Receive clear, noticeable exposure through arena signage, public announcements, and event promotion.
- **Reliable Audience Engagement:** Rodeo attracts an attentive, engaged crowd that values sponsor support. Rodeo audiences are loyal, creating strong brand recognition for event sponsors.
- **Reach a Wider Regional Audience:** The Gold Rush Rodeo will draw attendees from Idaho City and surrounding communities, extending your reach beyond a single market.
- **Extend Your Brand Beyond Event Night;** Pre-event promotion and on-site visibility help reinforce your brand before, during, and after the rodeo.





GOLD RUSH RODEO

IDAHO CITY CHAMBER OF COMMERCE

This Sponsorship Agreement is entered into between the Idaho City Chamber of Commerce ("Organizer") and the undersigned sponsor ("Sponsor") for participation in the Gold Rush Rodeo.

SPONSOR INFORMATION:

Business / Organization Name: _____ Primary Contact Name: _____
Title: _____ Email: _____ Phone: _____

SPONSORSHIP LEVEL & PAYMENT:

Selected Sponsorship Level: _____ Sponsorship Amount: \$ _____

Payment Method: ☐ Check ☐ Credit Card ☐ Invoice

Payment is due in full within 5 business days of signed agreement, unless otherwise agreed to in writing by the Organizer. Sponsorship benefits are not guaranteed until payment is received.

DEADLINES & MATERIAL SUBMISSION:

To receive full sponsorship benefits, Sponsor agrees to the following deadlines:

- Sponsorship Commitment Deadline: June 1st 2026
- Logo / Artwork Submission Deadline: Within 5 business days of signed agreement.

Failure to meet these deadlines may result in limited or omitted recognition without adjustment or refund of sponsorship fees.

SPONSOR BENEFITS: Organizer agrees to provide the benefits associated with the selected sponsorship level as outlined in the official Gold Rush Rodeo Sponsorship Packet. Benefits are subject to availability, scheduling, and event conditions. Sponsor acknowledges that certain benefits (including booth placement, banners, and on-air mentions) may be adjusted at the Organizer's discretion to ensure event safety and success.

USE OF NAME & LOGO: Sponsor grants the Organizer permission to use Sponsor's name, logo, and likeness for event-related marketing, promotions, programs, social media, and publicity related to the Gold Rush Rodeo. Sponsor affirms that all submitted materials are owned by Sponsor or used with proper authorization.

LIABILITY & INDEMNIFICATION: Sponsor agrees to assume all risk associated with participation in the Event, including but not limited to booth activities, promotional activations, and attendance by Sponsor representatives.

Sponsor agrees to release, indemnify, and hold harmless the Idaho City Chamber of Commerce, Gold Rush Rodeo, event staff, volunteers, contractors, and affiliates from any claims, damages, losses, or injuries arising out of Sponsor's participation in the Event.

EVENT MODIFICATIONS & FORCE MAJEURE: Organizer reserves the right to modify, reschedule, or adjust Event programming or sponsor benefits due to weather, safety concerns, governmental orders, or circumstances beyond reasonable control.

Sponsorship fees are non-refundable once committed. In the event of cancellation or significant modification, Organizer may apply sponsorship value toward adjusted benefits or future events at its discretion.

CODE OF CONDUCT: Sponsor agrees that all Sponsor representatives will conduct themselves in a professional, respectful, and family-friendly manner consistent with the values of the Gold Rush Rodeo and the Idaho City Chamber of Commerce. Organizer reserves the right to remove Sponsor materials or representatives for conduct deemed unsafe or inappropriate, without refund.

GOVERNING LAW: This Agreement shall be governed by and construed in accordance with the laws of the State of Idaho.

SIGNATURES:

By signing below, the parties acknowledge that they have read, understood, and agree to the terms of this Sponsorship Agreement.

IDAHO CITY CHAMBER OF COMMERCE/GOLD RUSH RODEO DIRECTOR

Authorized Representative (Printed Name): _____ Title: _____

Signature: _____ Date: _____

SPONSOR

Authorized Representative (Printed Name): _____ Title: _____

Signature: _____ Date: _____