



# 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.

