



# Madison Indiana Rodeo

## 2025 Sponsorship Opportunities

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### **Title Sponsor - \$50,000 [1 available]** *(Event-specific perks for both Fri & Sat)*

*Helps cover the overall costs of the rodeo - ie. PRCA sanctioning fees, fairgrounds rental, arena, etc.*

- 40 VIP Event Wristbands & Parking
    - Includes speciality seating, catered dinner, non-alcohol drinks, and private bar
  - Company Logo on all Rodeo Wristbands
  - Featured Sponsor on Ticket Page & PDF Tickets
  - Commemorative Buckle & Trophy Cup (2 of each)
  - Up to 60 second Ad & Scrolling Logo on Big Screen
  - Up to 4 Banners (1 in Arena, 1 on Front Gate, 2 around Fairgrounds)
  - Primary Radio & PA Acknowledgements | Website Listing & Social Media Shoutout
  - Logo included on Program and Poster
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### **Marketing Sponsor - \$40,000 [1 available]** *(Event-specific perks for both Fri & Sat)*

*Helps cover the costs of marketing & production - ie. event production crew, big screen & equipment, radio ads, billboards, photography, videography, etc.*

- 30 VIP Event Wristbands & Parking
    - Includes speciality seating, catered dinner, non-alcohol drinks, and private bar
  - Commemorative Buckle & Trophy Cup (2 of each)
  - Up to 60 second Ad & Scrolling Logo on Big Screen
  - Up to 4 Banners (1 in Arena, 1 on Front Gate, 2 around Fairgrounds)
  - Primary Radio & PA Acknowledgements | Website Listing & Social Media Shoutout
  - Logo included on Program and Poster
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### **Rodeo Event Sponsor - \$20,000 [3 available]** *(Event-specific perks for both Fri & Sat)*

*Helps cover the costs for each sanctioned event - **bulls, bareback, & saddle bronc** - ie. prize money, trophy buckles, and trophy cups.*

- 15 VIP Event Wristbands & Parking
  - Includes speciality seating, catered dinner, non-alcohol drinks, and private bar
- Up to 60 second Ad & Scrolling Logo on Big Screen
- Presentation of Winner Trophy in 1 of 3 events (Bulls, Saddle Bronc, or Bareback)
- Up to 4 Banners (1 in Arena, 1 on Front Gate, 2 around Fairgrounds)
- PA Acknowledgements | Website Listing & Social Media Shoutout
- Logo included on Program & Poster



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### **Entertainment Sponsor - [2 @ \$5,000 or 1 @ \$10,000]** *(Event-specific perks for both Fri & Sat)*

*Helps cover the costs for specialty acts - ie. trick riding, barrelmen, roman riding, etc*

- 4 VIP Event Wristbands & Parking
    - Includes speciality seating, catered dinner, non-alcohol drinks, and private bar
  - Scrolling Logo on Big Screen
  - 2 Banners (1 in Arena, 2 around Fairgrounds)
  - PA Acknowledgements | Website Listing & Social Media Shoutout
  - Logo included on Program
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### **Barrel Racing Sponsor - \$5,000 — *SOLD OUT* —**

*Helps cover the costs for barrel racing - ie. prize money, barrel sleeves, etc.*

- 2 VIP Event Wristbands & Parking (Fri & Sat)
  - Branded Barrel Sleeves (3)
  - Website Listing & Social Media Shoutout
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### **Chute Sponsor - \$3,000 [6 available]**

- 2 VIP Event Wristbands & Parking (Fri & Sat)
  - Branded Chute Sign
  - PA Acknowledgements
  - Website Listing & Social Media Shoutout
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### **Kids Zone Sponsor - \$3,500 [1 available]**

- 2 VIP Event Wristbands & Parking (Fri & Sat)
  - Exclusive Kids Zone Signage
  - Website Listing & Social Media Shoutout
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### **Cowboy Hospitality Sponsor - \$2,500 [1 available]**

- 2 VIP Event Wristbands & Parking (Fri & Sat)
  - Signage (Banners) & PA Acknowledgements
  - Website Listing & Social Media Shoutout
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### **Rodeo Fan - \$2,000**

- 8 GA Tickets (Fri & Sat) | Grandstands Banner | Website Listing | Social Media Shoutout

### **Rodeo Fan - \$1,000**

- 4 GA Tickets (Fri & Sat) | Grandstands Banner | Website Listing | Social Media Shoutout

### **Rodeo Fan - \$500**

- 2 GA Tickets (Fri & Sat) | Grandstands Banner | Website Listing | Social Media Shoutout



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## 2025 Sponsorship Sign-Up Form

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**Yes! We want to participate as a sponsor of the 2025 Madison Indiana Rodeo.**

Business / Company: \_\_\_\_\_

Email: \_\_\_\_\_ Phone #: \_\_\_\_\_

Website: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

2025 Sponsorship Level: \_\_\_\_\_

Additional Notes: \_\_\_\_\_

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### Payment Methods:

- Check; Make payable to Madison Indiana Rodeo
- PayPal; Send amount to @madisonrodeo. *Name will appear as Ellie Troutman*
- Credit Card; We will send you an invoice. *Processing fees may apply.*
- Cash

**\*Please mail cash or checks to 402 W. Main Street, Madison, IN 47250.**

For more information or any additional questions, please reach us at:

- Ellie Troutman - (502-608-6179)
- Alex Helton - (812-599-0866)
- Email - [madisoninrodeo@gmail.com](mailto:madisoninrodeo@gmail.com)

Facebook: [Madison Indiana Rodeo](#) | Instagram: [madisoninrodeo](#) | Website: [www.madisonindianarodeo.com](http://www.madisonindianarodeo.com)