



# Madison Indiana Rodeo

## 2024 Sponsorship Opportunities

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### **Rodeo Hero - \$25,000+** *(Event-specific perks apply to both Fri & Sat)*

- 20 VIP Event Wristbands & Parking
- Catered Dinner & Hors D'oeuvres
- Commemorative Buckle & Trophy Cup (2 of each)
- Up to 60 second Ad on Big Screen
- Scrolling Logo on Big Screen
- 4 Banners (1 in Arena, 1 on Front Gate, 2 around Fairgrounds)
- PA Announcement
- Logo included on Program and Poster
- Website listing & Social Media Shoutout

### **Cattle Baron - \$15,000+** *(Event-specific perks apply to both Fri & Sat)*

- 10 VIP Event Wristbands & Parking
- Catered Dinner & Hors D'oeuvres
- Up to 60 second Ad on Big Screen
- Scrolling logo on Big Screen
- 3 Banners (1 in Arena, 1 on Front Gate, 1 around Fairgrounds)
- PA Announcement
- Logo included on Program
- Website listing & Social Media Shoutout

### **Saddle Up - \$10,000+** *(Event-specific perks apply to both Fri & Sat)*

- 8 VIP Event Wristbands & Parking
- Catered Dinner & Hors D'oeuvres
- Up to 60 second Ad on Big Screen
- Scrolling logo on Big Screen
- 3 Banners (1 in Arena, 2 around Fairgrounds)
- PA Announcement
- Logo included on program
- Website listing & Social Media Shoutout

### **Stampede Showdown - \$5,000+** *(Event-specific perks apply to both Fri & Sat)*

- 4 VIP Event Wristbands & VIP Parking
- Catered Dinner & Hors D'oeuvres
- Scrolling logo on Big Screen
- 2 Banners (1 on Front Gate, 1 around Fairgrounds)
- Website listing & Social Media Shoutout



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### **Speed Sponsor - \$5,000** [1 total available]

- 2 VIP Event Wristbands & Parking (Fri & Sat)
- Branded Barrel Sleeves (3)
- Website Listing & Social Media Shoutout

### **Bronco Buster - \$2,500**

- 4 GA Tickets (Fri & Sat)
- Logo included on Program
- Website Listing & Social Media Shoutout

### **Chute Sponsor - \$2,500** [6 total available]

- 2 VIP Event Wristbands & Parking (Fri & Sat)
- Branded Chute Sign
- Website Listing & Social Media Shoutout

### **Buckle Boss - \$1,500** [8 total available]

- 2 (One-Night) VIP Passes
- Commemorative Bucky & Trophy Cup
- Presentation of winner trophy in 1 of 4 competition categories
- Photo with winner
- PA Announcement
- Website Listing
- Social Media Shoutout

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

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



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## 2024 Advertisement Opportunities

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### **BIG SCREEN ADS**

#### ***Contestant Listing Sponsor - \$2,500***

- Your logo/graphic will be visible each time a contestant's name / hometown is shown.

#### ***Instant Replay - \$2,500***

- Your logo/graphic will show each time a replay is shown.

#### ***Leader Board Sponsor - \$1,500***

- Your name as the leader board sponsor will be shown several times throughout the event with the leaders and the scores.

#### ***Video Commercial - \$500***

- Your 30-60 second commercial will play a couple times before the show starts and might possibly play during drag time or any intermissions.

#### ***Logo Sponsor - \$250***

- Your logo usually plays for 10 seconds at a time in a continuous loop for at least 1 hour before the show starts and might possibly play during drag time or any intermissions.

***Note - All archived rodeo footage will continue to display your logo / name, even after the event.***

### **BANNER ADS**

#### ***Fairgrounds Front Gate - \$1,000***

- Banners will be visible to anyone driving past the Jefferson County Fairgrounds - located off of State Road 256.

#### ***Arena - \$1,000***

- Banners will be placed inside the arena and have the highest visibility & exposure for the Cowboy Channel & bigscreen.

#### ***Grandstands - \$500***

- Banners will be placed inside the Grandstands, visible to all those who attend the Wild West Rodeo Show.

#### ***Fairgrounds (Outside Grandstands) - \$350***

- Banners will be placed throughout the fairgrounds area between the check-in point and the main Grandstand entrance.



# Madison Indiana Rodeo

## 2024 Sponsorship Sign-Up Form

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**Yes! We want to participate as a sponsor of the 2024 Madison Indiana Rodeo.**

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

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

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

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

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

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

2024 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)

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