

2024
SPONSOR PACKET

RC

RODDEO ★ CELINA



MAY 31 - JUNE 2 (SF) Southfork Ranch

To Our Business Leaders:

We are thrilled to announce the inaugural Rodeo Celina, a celebration of our community's rich agricultural heritage and vibrant spirit. As we saddle up for this exciting event, we extend a heartfelt invitation for your esteemed organization to join us as a sponsor.

Rodeo Celina promises to be a rip-roaring good time filled with thrilling rodeo events, lip-smacking food, and unforgettable family-friendly entertainment. Set against the picturesque backdrop of Southfork Ranch, this event is poised to become a beloved tradition for years to come.

What sets Rodeo Celina apart is not just the thrilling action in the arena, but also our unwavering commitment to giving back to the community. A portion of the proceeds from this event will directly benefit the Agriculture Department at Celina Independent School District, nurturing the next generation of agricultural leaders and innovators.

We invite your organization to partner with us in supporting this worthy cause and showcasing your commitment to our community's growth and prosperity. Your sponsorship will not only provide invaluable support for Rodeo Celina but will also afford you unique marketing opportunities and exposure to a diverse audience of attendees.

Join us in celebrating our shared heritage and fostering a brighter future for Celina and its residents. We look forward to the possibility of collaborating with you to make Rodeo Celina a resounding success. Thank you for considering this partnership opportunity. Should you have any questions or require further information, please do not hesitate to contact us at 972-382-3300 or email melissa@celinachamber.org.

Saddle up, partner, and let's make history at the 1st Annual Rodeo Celina!

Warmest regards,

The Greater Celina Chamber Foundation and The Rodeo Celina Committee

Title Sponsor – SOLD - REX REAL ESTATE

\$150,000

- Three-year commitment @\$50,000 per year.
- Your business name/logo will appear on all Rodeo Celina social media, posters, radio announcements, newspapers, and program/day sheets.
- Acknowledged by rodeo announcers during the event.
- Business logo on the replay screen during the rodeo.
- (10) VIP passes for all three rodeo performances.
- (10) General admission tickets for all three rodeo performances.
- (5) VIP parking passes for all three rodeo performances.
- (10) General admission parking pass for all three rodeo performances.
- Introduction in the arena before all three rodeos as the Title Sponsor.
- Flag flown in rodeo at least once for each performance.

Platinum Buckle Sponsor (2)

\$10,000

- Three-year commitment @\$10,000 per year.
- Your banner will be displayed in the rodeo arena.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (5) VIP passes for all three rodeo performances.
- (5) General admission tickets for all three rodeo performances.
- (5) General admission parking pass for all three rodeo performances.
- Flag flown in rodeo at least once for each performance.

Gold Buckle Sponsor (10)

\$7500

- Your banner will be displayed in the rodeo arena.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (4) General admission tickets for all three rodeo performances.
- (4) General admission parking pass for all three rodeo performances.

Silver Buckle Sponsor (10)

\$5000

- Your banner will be displayed in the rodeo arena.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- (4) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (2) General admission parking pass for all three rodeo performances.

Bronze Buckle Sponsor (15)

\$2500

- Your banner will be displayed in the rodeo arena.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- (2) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (2) General admission parking pass for all three rodeo performances.

Bobcat Buckle Sponsor (20)

\$1000

- Your banner will be displayed in the rodeo arena.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- (4) General admission tickets for all three rodeo performances.
- (2) General admission parking pass for all three rodeo performances.

BRANDED SPONSORS

RODEO REPLAY SCREEN SPONSOR

\$12,000

- Your logo will be displayed on the replay screen.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (6) VIP passes for all three rodeo performances.
- (6) General admission tickets for all three rodeo performances.
- (3) General admission parking pass for all three rodeo performances.
- Flag flown in rodeo at least once for each performance.

VIP LOUNGE SPONSOR

\$8000

- Your business sign will be displayed front and center in the VIP Lounge.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (4) General admission tickets for all three rodeo performances.
- (2) General admission parking pass for all three rodeo performances.
- Flag flown in rodeo at least once for each performance.

CONTESTANT HOSPITALITY ROOM SPONSOR

\$8000

- Your business sign will be displayed front and center in the hospitality room.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (4) General admission tickets for all three rodeo performances.
- (2) General admission parking pass for all three rodeo performances.
- Flag flown in rodeo at least once for each performance.

ARENA OUT GATE SPONSOR (Rough-stock)

\$7000

- Your business sign on the out gate.
- “This animal will be leaving through the gate” throughout the performance.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (2) General admission parking pass for all three rodeo performances.

ARENA OUT GATE SPONSOR (Timed event)

\$5000

- Your business sign on the out gate.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

BUCKING CHUTE SPONSOR (4)

\$5000

- Your business sign on the bucking chute.
- Your business name/logo will appear on the program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

THANK A VETERAN FRIDAY NIGHT SPONSOR

\$5000

- Sponsor business sign in the arena on Friday night.
- Your business name/logo will appear on the front cover of program for Friday night.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

TOUGH ENOUGH TO WEAR PINK

SATURDAY NIGHT SPONSOR

\$5000

- Sponsor business sign in the arena on Saturday night.
- Your business name/logo will appear on the front cover of program for Saturday night.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

ORANGE OUT SUNDAY MATINEE SPONSOR

\$5000

- Sponsor business sign in the arena on Sunday afternoon.
- Your business name/logo will appear on the front cover of program for Sunday afternoon.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

COMMITTEE SHIRT SPONSOR

\$5000

- Sponsor business logo will go on all t-shirts and fitted shirts that Rodeo Celina volunteers wear at the rodeo.
- Your business name/logo will appear in the rodeo program.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (4) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

AMBULANCE SPONSOR

\$3000

- Your business name/logo will appear in the rodeo program.
- Your business name will appear on the day sheet.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (2) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

PICKUP MEN SPONSOR

\$3000

- Your business name/logo will appear in the rodeo program.
- Your business name will appear on the day sheet.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (2) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

RODEO CLOWN SPONSOR

\$3000

- Your business name/logo will appear in the rodeo program.
- Your business name will appear on the day sheet.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (2) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

BULLFIGHTER SPONSOR

\$3000

- Your business name/logo will appear in the rodeo program.
- Your business name will appear on the day sheet.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (2) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

SPECIALITY ACT (Liberty Cunningham) SPONSOR

\$3000

- Your business name/logo will appear in the rodeo program.
- Your business name will appear on the day sheet.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the entertainment portion of the event.
- (2) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

VETERINARIAN SPONSOR

\$3000

- Your business name/logo will appear in the rodeo program.
- Your business name will appear on the day sheet.
- Acknowledgment on the Rodeo Celina social media pages.
- Acknowledged by rodeo announcers during the event.
- (2) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances

RODEO EVENT SPONSOR

Bull Riding, Barrel Racing, Saddle Bronc, Bareback Riding, Tie Down Roping,
Steer Wrestling, Team Roping (2), Mutton Bustin

\$2500 PER EVENT

- Sponsor's name will appear on the Rodeo Celina day sheet.
- Acknowledged by rodeo announcers during the Mutton Bustin event.
- Business logo on the replay screen during the Mutton Bustin event.
- Acknowledgment on Rodeo Celina social media pages.
- (2) VIP passes for all three rodeo performances.
- (2) General admission tickets for all three rodeo performances.
- (1) General admission parking pass for all three rodeo performances.

