



Western Stampede Sponsorship Benefits

Presenting Sponsor

\$15,000

**In order to maximize the full benefit package for your sponsorship level, please pay close attention to the due dates for each included item. For example, your logo and hyperlink can be added to the Western Stampede website as soon as your signed agreement is returned, so the sooner these items are received, the more exposure you'll receive.*

Grand Parade Entry on July 4

Rodeo Program Ad - Back cover, full-page ad with logo on front

Up to SIX, 4'x8' Banners - ONE on skybox (all THREE nights), TWO in arena, and THREE at the carnival

Logo, business name, and/or link included with public announcement, social tags, and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, ALL social media posts (Facebook, Twitter, and Instagram) and emails
- Name will be used during live emcee of event (e.g. "Brought to you by ...")
- Logo, business name, and link will be added to the top of the WesternStampede.com/Sponsors page
- Logo will be included with physical Western Stampede marketing materials including banners placed throughout the city, displays inside and outside of City Hall, light pole banners, directional signage, and rodeo tickets

Western Stampede Event Perks

- 20 complementary dinner passes per night
- 20 skybox seats per night
- 10 VIP parking passes per night

Sponsor may identify itself at the "Presenting Sponsor" of the Western Stampede.



Western Stampede Sponsorship Benefits

Diamond Sponsor

\$7,500

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Grand Parade Entry on July 4

Rodeo Program Ad - Full-page ad inside program

Up to FOUR, 4'x8' Banners - ONE on skybox (ONE night), TWO in arena, and ONE at the carnival

Logo, business name, and/or link included with public announcement, social tags, and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Logo, business name, and link will be added to the WesternStampede.com/Sponsors page

Western Stampede Event Perks

- 20 complementary dinner passes for ONE night; 10 dinner passes for the other TWO nights
- 20 skybox seats for ONE night
- 10 bleacher seats for other TWO nights
- 10 VIP parking passes for ONE night and 5 VIP parking passes for the other TWO nights



Western Stampede Sponsorship Benefits

Platinum Sponsor

\$5,000

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Grand Parade Entry on July 4

Rodeo Program Ad - Full-page ad inside program

Up to FOUR, 4'x8' Banners - TWO in arena and TWO at the carnival

Logo, business name, and/or link included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Logo, business name, and link will be added to the WesternStampede.com/Sponsors page

Western Stampede Event Perks

- 8 complementary dinner passes per night
- 8 bleacher seats for other TWO nights
- 4 VIP parking passes per night



Gold Sponsor

\$3,500

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Grand Parade Entry on July 4

Rodeo Program Ad - Half-page ad inside program

Up to THREE, 4'x8' Banners - ONE on FRONT of bucking chute (per sponsor), ONE in arena, and ONE at the carnival

Logo, business name, and/or link included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Logo, business name, and link will be added to the WesternStampede.com/Sponsors page

Western Stampede Event Perks

- 6 complementary dinner passes per night
- 6 bleacher seats for other TWO nights
- 3 VIP parking passes per night



Western Stampede Sponsorship Benefits

Silver Sponsor

\$1,500

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Grand Parade Entry on July 4

Rodeo Program Ad - Half-page ad inside program

Up to THREE, 4'x8' Banners - ONE on BACK of bucking chute (per sponsor), ONE in arena, and ONE at the carnival

Business name and/or link included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), Jumbo Tron, and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Business name and link will be added to the WesternStampede.com/Sponsors page

Western Stampede Event Perks

- 4 complementary dinner passes per night
- 4 bleacher seats for other TWO nights
- 2 VIP parking passes per night



Western Stampede Sponsorship Benefits

Bronze Sponsor

\$1,000

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Grand Parade Entry on July 4

Rodeo Program Ad - Quarter-page ad inside program

Up to TWO, 4'x8' Banners - ONE in arena and ONE at the carnival

Business name included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Business name will be added to the WesternStampede.com/Sponsors page

Western Stampede Event Perks

- 4 complementary dinner passes per night
- 4 bleacher seats for other TWO nights
- 2 VIP parking passes per night



Western Stampede Sponsorship Benefits

Supporter Sponsor

\$750

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Grand Parade Entry on July 4

Rodeo Program Ad - Eighth-page ad inside program

Up to TWO, 4'x8' Banners - ONE in arena and ONE at the carnival

Business name included with social tags and website

- Communication mediums include website, utility bill insert (25,000 fliers), West Jordan Journal, Fun Run T-Shirts (backs), and on SELECT social media posts (Facebook, Twitter, and Instagram)
- Business name will be added to the WesternStampede.com/Sponsors page

Western Stampede Event Perks

- 2 complementary dinner passes per night
- 2 bleacher seats for other TWO nights
- 1 VIP parking passes per night



| | Presenting | Diamond | Platinum | Gold | Silver | Bronze | Supporter |
|--------------------|------------|---------|----------|---------|---------|---------|-----------|
| | \$15,000 | \$7,500 | \$5,000 | \$3,500 | \$1,500 | \$1,000 | \$750 |
| Grand Parade Entry | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

Program Ad

| | | | | | | | |
|---------------------|---------|---------|---------|---------|---------|---------|---------|
| * Inside Front Full | \$250 | \$500 | \$600 | \$800 | \$900 | \$1,000 | \$1,100 |
| ** Inside Back Full | \$150 | \$400 | \$500 | \$700 | \$800 | \$900 | \$1,000 |
| Spread | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 | \$1,800 |
| Back Cover | ✓ | | | | | | |
| Full | ✓ | ✓ | ✓ | | | | |
| Half | | | | ✓ | ✓ | | |
| Quarter | | | | | | ✓ | |
| Eighth | | | | | | | ✓ |

Banner

| | | | | | | | |
|-------------------------|----------------|---------------|---|---------------|---------------|---|---|
| Skybox | 1 (all nights) | 1 (one night) | - | - | - | - | - |
| Chute - Front (limit 6) | - | - | - | 1 per sponsor | - | - | - |
| Chute - Back (limit 6) | - | - | - | - | 1 per sponsor | - | - |
| Arena | 2 | 2 | 2 | 1 | 1 | 1 | 1 |
| Carnival (optional) | 3 | 1 | 2 | 1 | 1 | 1 | 1 |

Public Announcement/Tags/Links

| | | | | | | | |
|--------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|----------------------|---------------|---------------|
| Radio | ✓ | | | | | | |
| Social Media | ✓ | ✓ | ✓ | ✓ | | | |
| Emails | ✓ | | | | | | |
| Website | Logo + Business Name + Link | Logo + Business Name + Link | Logo + Business Name + Link | Logo + Business Name + Link | Business Name + Link | Business Name | Business Name |
| Utility Flier | Logo + Business Name | Logo + Business Name | Logo + Business Name | Logo + Business Name | Business Name | Business Name | Business Name |
| WJ GNN | Logo + Business Name | Logo + Business Name | Logo + Business Name | Logo + Business Name | Business Name | Business Name | Business Name |
| Fun Run T-Shirts | Logo + Business Name | Logo + Business Name | Logo + Business Name | Logo + Business Name | Business Name | Business Name | Business Name |
| Jumbo Tron Display | Logo + Business Name | Logo + Business Name | Logo + Business Name | Business Name | Business Name | - | - |

Perks

| | | | | | | | |
|--------------------------------|--------------|---|-------------|-------------|-------------|-------------|-------------|
| Dinner Passes | 20 per night | 20 for 1 night & 10 for other 2 nights | 8 per night | 6 per night | 4 per night | 4 per night | 2 per night |
| Skybox Seats | 20 per night | 20 (1 night) | - | - | - | - | - |
| Seats | - | 10 (other 2 nights) | 8 per night | 6 per night | 4 per night | 4 per night | 2 per night |
| VIP Parking Passes | 10 per night | 10 for 1 one night & 5 for other 2 nights | 4 per night | 3 per night | 2 per night | 2 per night | 1 per night |
| Logo on Stampede Marketing *** | ✓ | | | | | | |

* awarded to first diamond sponsor if unclaimed

** awarded to second diamond sponsor if unclaimed

*** Western Stampede Ad Banners, Digital Display Board City Hall Lobby, City Hall Marquee, Rodeo Tickets, Lightpole Banners, Directional Signage/Tricage Displays, Rodeo Program (Logo on Cover)